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THE IMAGES OF THE CLERGY IN RUSSIAN JOURNALISM AND LITERATURE OF THE XIX-XX CENTURIES: TENDENCIES AND CONTEXTS OF OCCURRENCE

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ABSTRACT

Article acquaints with results of the research, in the full form presented by the author in the monograph "Images of Clergy in the Russian Journalism and Literature of XIX — the Head of the XX Century" prepared for publishing as soon as possible. In article the images of clergy arising in the Russian periodical press are investigated (not only in newspaper publications and journalism, but also in the fiction of that time for the first time reaching the reader in the form of journal publications). Using methods of the literary textual and substantial analysis in correlation with specific historical methods on studying social and political situation in Russia, the main tendencies and contexts of various clergy images emergence in the corresponding historical pieces of the chosen period come to light. The detailed systematized allotment of the received results is given.

Keywords: *clergy, journalism, literature of the 19th century, journalism history, church, religious and philosophical questions*

INTRODUCTION

Work "Images of orthodox clergy in journalism and literature 19-20 centuries" which was initially assumed by me in the form of the scientific article – has developed into full monographic research which I hope to publish shortly. Here I do attempt to generalize the results I received during the analysis of many sources in their correlation with certain known historical periods. Results will be presented in the present article as follows: first, there will be a specified period; secondly – the key tendencies and contexts which have defined manifestation of various clergy images, thirdly – key authors in whose texts I have found these images considered in detail in the main text of the monograph, which I hope to present soon to scientific community, and separate parts of this research have already been published by me at the international conferences on journalism history in Kazan and St. Petersburg.

METHODS

Within this research we first of all were interested in interrelation of literature with a journal context, with the actual agenda. That is we talked about images of the priests created and staticized by journalism and fiction in connection with the current agenda.

The inclusiveness of images in the agenda has determined also our approach to work with images. More, we were interested in social and psychological lines, their outlook, and also ideology of the author placing these images in some context provided in journalism and fiction for images of priests.

Selection of priests images examples in this work was performed by the following principles: first, their correlation to the actual agenda was considered; secondly, authors of publicistic or art texts who placed these images - the greatest writers and journalists representing whenever possible full range of the main directions and currents of the time we speak of; thirdly, the texts creating or involved in the major publicistic discourses which have developed in connection with discussion of the subjects connected with nature and role of clergy, its versions or aspects of life were considered.

One more important refining: we took secular sources, that is publicistic and art texts published in the secular social and political and other editions for wide audience.

RESULTS

So, here are some general outputs I managed to come to:

1. *End 1830-1850th.* Address images of clergy in the context of disputes on a way of the Russia development, renewal of the Russian society. Clergy and the secular noble intellectuals — two estates claiming for rising at the head of upgrade and spiritual updating of the Russian society. (Authors: P. Chaadayev, A. Homyakov, N. Gogol, V. Belinsky, I. Turgenev ("Noble slot").
2. *End 1850-1860th.* The principal "new people" - intellectuals. Images of clergy — incidental, on the periphery of reader's attention. Only church figures reflect on a role of clergy (disputes on clergy type during public rise). In the secular printing — living conditions of clergy life (in particular: seminarists, rural clergy). A subject of splicing hierarches with the government and police services (cf.: A. Herzen). In anti-nigilistic novels: priests resist nihilists. Authors: A. Herzen, I. Turgenev ("Fathers and children"), V. Krestovsky, N. Leskov (anti-nigilistic novels of the 1860th), F. Filaret (Drozdov), F. Ioann, N. Pomyalovsky, I. Aksakov.
3. *1870th.* a gradual increase in attention to the clergy is observed (the flowering of pochvennichestvo and Russophilia camp in Russian journalism and literature, its impact to the overall literary process in Russia of the 1870s). Different types of clergy are distinguished, their worldview is formed. Priests again become one of the main characters in literature and journalism. Positive images of the clergy are common. The role and place of the clergy in the Russian society are established. We can also see interest in the issue of eldership («starchestvo»). In the right political press the Church is introduced as one of the foundations of the statehood, which needs to be protected and defended as well as autocratic roots in Russia. Priests acted as representatives of the official Church, opposing the pernicious influence of the West and the nihilists (source: M.Katkov). Russian people are united with the Church of Christ (including Nekrasov's "Vlas", but he says that the church and the clergy belong to the upper classes, glued with the secular power of the "nobility belfry" (as in "Who is happy in Russia?"), which is estimated to them, of course, from typically democratic point of view, that is, negatively).
Authors: F. Dostoyevsky (Tikhon's image in "Demons", Zosima in "Brothers Karamazov"), N. Leskov ("Priests", etc.), K. Leontyev ("East stories"), M. Katkov, N. Nekrasov.
4. *1880 – Beginning of the 1890th.* The "Ecclesiastical matters" rise in Russian journalism in form of extensive discussion about the role of the Church in the modern society, in the context of increasing its value in strengthening imperial consciousness after the counter-

reforms of Alexander III as well as the activities of K.Pobedonostsev in turning the church into a major ideological institution of the state for the management and supervision of the public mood. Thus the Church was becoming more and more formalized and fixed in the form of the official minds supervisor, while the relationships with the people are based on the level of direct regulations. Images of priests are implemented in the context of several important topics: The relationships of church and state, church and authorities (Soloviev, Tolstoy); of the Orthodox and Catholic Churches, the question of convergence of the Churches (V.Soloviev, V.Rozanov, N.Strahov, Yu.Govoruha-Otrok); The Church and the "official" (bureaucratic) outlook, spiritual ossification of the priests (D.Mamin-Sibiryak, N.Leskov, V.Korolenko, M.Saltykov-Shchedrin, and later - V.Rozanov), formal and informal image of the church, their interrelation (K. Leontyev); the lives of common people and the intelligentsia, the postulate that the clergy is closer to the common people's life, rather than the intelligentsia (A.Chekhov, N.Strahov, Yu.Govoruha-Otrok).

Authors and materials: discussions around late F. Dostoyevsky ("Brothers Karamazov", "The speech about Pushkin"), V. Solovyov, K. Leontyev, L. Tolstoy, M. Saltykov-Shchedrin, V. Korolenko, D. Mamin-Sibiryak, A. Chekhov, Y. Govorukha-Otrok, K. Pobedonostsev, etc.).

5. *End of 1890-1907.* The politicization of the church issue takes place, and a deepening criticism of the church. Appear images of the clergy banned from service and forbidden to preach (Leo Tolstoy, Maxim Gorky, L.Andreev, V.Sventsitsky et al.), as well as the actual images of such priests (Petrov, Hapon). The postulate was the following: the clergy is exhausted and can not lead a spiritual renewal of society, which is one of the important issues on the agenda. An important new feature of the intelligentsia thus is the spiritual renewal of the nation (Tolstoy, V.Ternavtsev, D. Merezhkovsky, V.Sventsitsky, S.Bulgakov). False types of the clergy are observed (Leo Tolstoy, Maxim Gorky). The Church and Revolution topic (V.Sventsitsky), etc. In the right press we can see that "Only the church, and not the intelligentsia can lead the process of spiritual renewal" (K.Pobedonostsev), and if it will be the intellectuals, then it should be another type of them, not modern intelligentsia but the "aristocratic" one (M.Menshikov) or the one led by the church (V.Ternavtsev). The images of the clergy in non-traditional local spaces (such as prison – V.Korolenko, F.Doroshevich; hard-to-reach or cut off from the main Russia regions - the same names plus Anton Chekhov, or factory priests - D.Mamin-Sibiryak), often a low quality of preparation of this types of the clergy is observed. The living conditions and way of life of the rural and the lower clergy were common (V.Rozanov, M.Menshikov).

Authors and materials: L. Tolstoy and discussion around his compositions; religious and philosophical society, its participants, political Christian trends (V. Sventsitsky, S. Bulgakov), types of false priests and the priests who have left church in the Russian literature.

6. *1910th.* The social and political crisis deepens in the country, the images of confused priests appear who had lost their footing (Fr. Alexander by M. Gorky, Fr. Vasily of Thebes by L. Andreev), or priests, no longer expressing a purely traditional Orthodox outlook, but mixed with a different spiritual experience, as pagan or sectarian or Orthodox Old Believers' (as images in the Prishvin's essays); expand previously taboo topics of sex (gender) and religion, decadent images of priests and religious people

(V.Rozanov, D. Merezhkovsky, etc.). In contrast to that there are the types of thrifty and firmly standing on their feet priests (as in the essays of V.Nemirovich-Danchenko). During this decade the clergy is facing the first world war and the Russian revolution. The contrast between the people and the secular intelligentsia is notable. The people are not what we thought about them (after M.Gorky rose the theme of "bosyachestvo"), the common folk – like a coming boor – will trample the old intelligentsia, the old Russia to death, both with the former official and state-owned Church (cf.: D.Merezhkovsky, A.Block), that is, according to these authors: The church is not on the same side with the common people but forms a part of the same cultural and spiritual matrix of Russian society that may soon die (there were present apocalyptic presentiments).

Authors: M. Gorky, L. Andreyev, D. Merezhkovsky, M. Prishvin, modernist currents of the Russian literature, so-called. "Silver age" of the Russian poetry.

7. *The 1917-1920th* (press of the USSR). The Bolshevik press mocks and curses the clergy as part of the former autocratic state, a relic of the past. The remaining writers in Russia that emerged in previous years write about the priests creating the images of the old, bygone Russia, towards which these authors feel nostalgic (E.Zamyatin, but emphasizes that such a way can be attributed only to ordinary priesthood, while depicts negatively the official hierarchy clergy of the tsarist times, personified in the works of K.Pobedonostsev). Sometimes the meaning was disguised by the techniques of Aesopian language: the opposition of the clergy with the latest Communist agitators (P.Romanov, M.Bulgakov). Directly this opposition is expressed by the emigrants (cf.: F.Stepun). A less common trend is shown by priests who readjust, begin a new life (Fr. Evpl in the "Twelve chairs" by If and Petrov, notes in "Pravda"). The images of priests and clergy in the Soviet press, gradually disappear. The church and the clergy, as a part of the old world, caricatures; also some timid attempts to represent other versions and images, under the rigid censorship of the Soviet press.
8. *1920-1930th* (emigration). The church and the clergy are either exponents of the idea of the Holy Russia (cf.: the newspaper "Vozrozhdenie" ("Revival") and its circle: P.Struve, Iv.Ilin, Iv.Shmelyov, B.Zaytsev) or a part of the former Russia, mere witnesses of the history, which, alas, has ended. Prayers for us (M.Osorgin). Representatives of the ancient clergy are seen as spiritual teachers and role models, a lot of literature surges about the Russian saints in exile (heroes – St. Serafim Sarovsky, reverend Sergy Radonazhsky). These images are used by some people, also, to support their own ideas and concepts (so among Eurasians there are popular the images of Alexander Nevsky (see at G. Vernadsky), of Avvakum (A.Remizov, P.Suvchinsky). The struggle with the attempts to cast a cloud over the Russian priesthood is led (B.Zaytsev). The religious meaning of the Russian revolution is observed (in the works of Berdyaev, G. Fedotov, F.Sepun, N.Ustryalov). The issue of a new Christian culture (cf.: Iv.Ilin, seen negatively by G.Adamovich), but the most popular version is that not the priests, but the remaining actual and future intelligentsiya will bring new Christian foundation to the future Russian society (G. Fedotov, F.Stepun). The issue of merging of the church and the authorities in the context of the issue of "Renovators" and the speech of the mitropolite Sergiy (position of P.Milyukov: the church has been always distinguished by this merge, and killed itself with the same thing). The summary of the ways of the Russian clergy (G.Florovsky). The issue of connecting Eastern and Western churches in the face of a common enemy - communism (cf. G. Fedotov). Matters of interrelation between the church and

democracy, church and state (continuation of the "Soloviev outlook") – N.Berdyayev, S. Bulgakov, F. Stepun and others. The politicization of the foreign church, which damages its spiritual image (G. Fedotov, N.Berdyayev, S.Frank). The Church issue remained one of the main ones among the expat journalists and developed in many ways. But the clergy was no longer considered the main spokesman in that issue by the majority of journalists, they considered now themselves - the expat intelligentsia, as the keepers of the ideals and values of the old Russia and its culture.

Authors: "Revivalists" – P.Struve, B.Zaytsev, Iv.Ilin, Iv.Shmelyov. The Circle of "Posledniye Novosti" - N.Milyukov, M.Osorgin, G.Adamovich, the Eurasians and the magazine "Vyorsty" - P.Suvchinsky, A.Remizov, G. Vernadsky, L.Karsavin, "novogradtsy" - G. Fedotov, F.Stepun, "Smena-Vekhists" - N.Ustryalov).

We will specify some repeating subjects in the context of which there were images of clergy:

1. Church and state

a) N. Gogol: church and the state – are different areas. Moral education of society has to remain in church. Clergy should not mix up with, not go in secular, the special spiritual shape.

b) I. Aksakov: the Church after Peter I has a humiliated situation in the State, namely the Church has to educate society. To pay attention to the provision of ordinary clergy.

(in the 1890th – we meet similar motive in works of K. Leontyev, M. Menshikov).

c) F. Dostoyevsky, V. Solovyov – not the Church has to turn to the state, but the state – to Church. In this regard special role of clergy. Solovyov has an idea of national self-renunciation as spiritual feat for the Russian clergy.

d) M. Katkov, K. Pobedonostsev - Church and Autocracy – one in essence. Protecting Church – we protect Autocracy. It is part of the state order. Hierarchs as part of the power system. A role of church and hierarchs in strengthening of God's fear on which the order (K. Leontyev) is based.

e) L. Tikhomirov – not the state, but Church destiny and sense of the Russian people. Despite all splits and branches (in which the intellectuals are strongly guilty), Russia is one. On average, mainly remains truly orthodox country. This Orthodoxy peculiar to our people taken on average, the rounded plan – guarantee of the existence of Russia (including as the state).

f) L. Karsavin: Yes, we aim to become Church. But Church – is everything, secular – is also Church. Neither the government, nor church hierarchs have advantages before each other.

g) discourse of the first wave of emigration: "what is Christian state?". G. Fedotov, I. Ilyin, F. Stepun, P. Struve, etc.

Sub-theme: the state, country, police outlook acquired by clergy and its criticism. See: A. Herzen, M. Saltykov-Shchedrin, D. Mamin-Sibiriyak ("father Spiridon"), G. Petrov, V. Svetsitsky, L. Tolstoy, N. Leskov, etc.

2. Church and intellectuals

a) V. Belinsky – not clergy, but the intellectuals will be at the head of renewing the Russian society.

b) nihilistic and anti-nihilistic novels – opposition of nihilists and priests types (I.

Turgenev "Fathers and children", N. Leskov, V. Krestovsky, etc.).

c) F. Dostoyevsky's novels with religious and philosophical perspective.

d) Y. Govorukha-Otrok: a clergy benefit – is some lack of education and so forth, clergy – is the authentic light of belief.

In days of the emigration first wave of the XX century publicists have similar motive: clergy as keepers of ideals and image of Sacred Russia.

e) V. Ternavtsev: for clergy – belief, but intellectuals now – are teachers. Rapprochement that the clergy taught the intellectuals is necessary, and that will incur belief in society and the people.

f) L. Tolstoy: The church of discredited. The intellectuals will incur authentic belief, without coordination with officially dead state church. The clergy needs to break link with the slandered institute of official Church too.

(discourse: intellectuals as carriers of Christian values, not clergy. D. Merezhkovsky, V. Svetsitsky, S. Bulgakov, etc., later – in emigration).

Sub-theme: conduct of clergy and intellectuals life, interface to national life:

g) I. Turgenev: "The noble nest" - clergy life is more natural, national, than that of the intellectuals (see: Lisa Kalitina's image).

h) A. Chekhov – it is similar with previous, but not in respect of spiritual life, in simple, narrow-minded way (see: the father Hristofor in the story "Steppe"). Probably – N. Strakhov. V. Nemirovich-Danchenko.

i) the clergy (especially young) is interested in intellectual, public life (D. Mamin-Sibiryak, M. Gorky).

j) A. Blok: the people and the intellectuals – two opposite worlds. But the official clergy, it is rather where our former culture lies: with intellectuals. The people – are unknown elements.

k) D. Merezhkovsky: national elements - "bosyachestvo" - Future Boor. The clergy shall resist, but it is decided by state. Only the intellectuals shall bear belief.

l) M. Prishvin: a national world view – not orthodox (see: opposition to Lev Tikhomirov considering that on average is: orthodox). But rapprochement with the national world view including both sectarianism and splits, and paganism – is useful for Orthodoxy and clergy.

m) M. Menshikov: present time intelligent. In former time: authority of church, including appearance. Aristocratism of a social role. A cassock marker (see about it: K. Leontyev). Whether there will be intellectuals aristocratism, or – plebeian? For the intellectuals to undertake a role of former clergy means to inherit the former aristocratism of spirit.

3. Types of clergy and close religious types.

a) eldership ("starchestvo") – F. Dostoyevsky, K. Leontyev (F. Clement), L. Tolstoy (F. Sergy, Fyodor Kuzmich), M. Gorky

b) God's wanderers (opposition: the wanderer – tramps): N. Nekrasov, F. Dostoyevsky, M. Gorky, M. Menshikov, M. Osorgin, I. Shmelyov.

c) priests of hard-to-reach spots and regions, and also – prison, factory and so forth. (V. Korolenko, V. Doroshevich, D. Mamin-Sibiryak, K. Stanyukovich, etc.)

d) priests are otrechenets and turncoats: L. Tolstoy, V. Svetsitsky, L. Andreyev, M. Gorky, M. Osorgin.

e) Christian Saints and their treatments (see Seraphim of Sarov's image at D. Merezhkovsky, in emigration – G. Fedotov, G. Vernadsky, A. Remizov's articles. B. Zaytseva, etc.

f) rural priests: A. Chekhov, M. Prishvin, etc.

There is, of course, also some other subjects which have found expression in domestic journalism and literature:

4. A metaphorical segregation of clergy from the secular world. Its special place emphasized by a cassock (N. Gogol, K. Leontyev, M. Menshikov). Negatively about the same: V. Rozanov, V. Svetsitsky.
5. Participation/nonparticipation of clergy in topical issues of the agenda (N. Gogol, Filaret (Drozdov), F. Ioann (Sokolov), V. Svetsitsky, G. Petrov, etc.).
6. Household and naturalistic details of life and portrait of clergy (A. Chekhov, L. Tolstoy, N. Pomyalovsky, N. Leskov).
7. Clergy – as part of the old world of oppressors, commanders of classes (see: Soviet periodical press of the 1920-1930th).

DISCUSSION

On examples of the Russian clergy images – we speak about a situation in general universal Russian journalism. The research approach approved by me at a stage of the master's thesis and monograph of 2010 is the one of productive methods to comprehend history of the Russian journalism and ways of its development - studying gradual formation and transformation in works of various authors of one of the important subjects expressed in image or metaphor, rather multiple-valued at the same time continued in time and interacting with the major discourses included in an orbit of many topical issues.

However despite this far strategic objective, images of priests in journalism and literature remain a principal object of my judgment. These images were many-sided, long-term and mentioning important discourses created within the changing agenda, the same as before - expansion of nihilism subject and metaphor in the Russian journalism and literature.

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ENDNOTES

1. In the same place also full references to all texts and quotes mentioned below will be given.
2. International conference "Information field of modern Russia: practitioners and effects", Kazan, KFU, Oct.2015, section "journalism history"; international conference: "Media in the changing world. St. Petersburg readings", St. Petersburg, St.Petersburg State University, April, 2016.

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MASS MEDIA OF THE REPUBLIC OF TATARSTAN PENAL SYSTEM: SOCIAL, PSYCHOLOGICAL AND COMMUNICATIVE ASPECTS

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ABSTRACT

Recently in the mass media system the corporate media solving important social, psychological and communicative problems were widely adopted. Noticeable part in this segment has editions of a penal system. This research is devoted to the activities analysis of the specialized corporate press of Office the Federal Penitentiary Service of Russia for the Republic of Tatarstan. In a temporary and substantial continuum characteristics of these editions are determined; stages of their development are showed. The conducted research allows describing resources of mass media in the course of convict's social resettlement, to concretize methods of work with publications, the audiovisual information intended for convicts. The carried-out analysis of editions from 1980 to 2013 confirms complete closeness, partial closeness and openness of mass media of a penal system for mass audience. The present stage of editions openness requires adjustment of media strategy positioning in the context of the society psychological safety problem. In the conclusion the practical recommendations about increasing efficiency of this type mass media which are of interest for a wide range of researchers as these processes which are common to the Russian and international media experience are formulated.

Keywords: *corporate media, penal system, the press for convicts, media safety, the Internet, media resources, target audience.*

INTRODUCTION

Recently works about influence of mass media on further life of convicts after their release from places of detention began to appear. Social resettlement of the former convicts taking place is long and is difficult. Mass media shall provide big help in this process. On pages of printing editions it is necessary to publish materials about methods of convicts psychological training for life in new conditions. Problems of the labor and household settling of the persons released from places of detention are relevant for all society.

Social resettlement of convicts shall take the important place in prevention of crimes. Actually the person released from places of detention faces a set of household issues which presently no law obedient citizen can solve. First of all there are problems with employment and housing. However, on condition of the positive solution of these main settling questions former convicts, released from correctional facility, undoubtedly, will face huge psychological problems in further free life. Relations with relatives and acquaintances, fellow workers and some other people which unpredictability change with time, it is even difficult to foresee the way adaptation goes with coming back to freedom.

These types of tasks are urged to be solved by corporate media of penal system. Carrying out the historical background analysis, it is necessary to emphasize the last decades in Russia, as well as around the world, when intensive growth of specialized corporate editions is

observed. Similar editions began to develop in the USA in 1919-1940 (Bespalova A. G., Kornilov E. A., Korochensky A. P., 2003, p.432). Many major European companies have the specialized press. So, in Germany it is Siemens, Bosch (1919), in Italy - "Telefonid' Italia" (1925) in France – "Citroen Information" (1924), etc. (Krivonosov A., 2002, p. 38). In the book of the American researcher L. Bogart an idea of the USA printing market at the present stage is given (Bogart L., 1992, p.85). It is necessary to distinguish D. Davies' (Davis D., 1991, p.322) works from the sources which fully cover modern problems of the USA public authorities and mass media interaction concerning transformation of printing editions, in our opinion, the overview by American journalism J. Risser (Risser J., 1998, p.19) deserves attention.

Not only firms and organizations have specialized corporate editions, but also departments. So, in Office of the Federal Penitentiary Service of Russia across the Republic of Tatarstan more than 30 years the press for the convicts who are in places of detention was published ("Right way", "After a sentence", "Other side"). During existence this edition, which has no analogs in a number of parameters and solvable tasks in the world, has undergone considerable changes. These concerned not only names and contents, but also questions of openness to society and media safety. It is necessary to notice that similar tendencies in general are common to the Russian and foreign mass media (Vasil Zagitovich Garifullin, Ruzil Galievich Mingalimov, 2015, p.192).

METHODS

Interest from the public in criminal and executive system, its increasing role in society is followed by the increasing inclusion of this system into the mass media communication environment (Aigul N. Gilmanova and Murshid H. Fatihova, 2015, p.1798). Corporate penal system editions in the context of the present media processes are of interest not only to experts journalists, but also to theorists of journalism in different countries.

Application of chronological method within this research allows to allocate stages of the Office of the Federal Penitentiary Service of Russia across the Republic of Tatarstan edition formation:

1. The first stage — from 1980 to 1992.
2. The second stage — from 1992 to 2001.
3. The third stage — from 2001 to 2013.

During the existence from 1980 to 2013 the newspaper of Office of the Federal Penitentiary Service of Russia across the Republic of Tatarstan has changed several names. Initially it was called "Right way", in the years of reorganization - "After a sentence", and in the late nineties – "Other side". Allocation of such stages follows from features of the newspaper development. In turn, we have determined stages of the general public acquaintance with the Russian criminal and corrective system and conditions of serving sentence in the following time frames:

1. The first stage - complete closeness of criminal and corrective system for the public till 1992. During this period the staff of criminal and corrective system did not give almost any information for mass media.
2. The second stage - partial openness of criminal and corrective system for the public from 1992 to 1994 press conferences for mass media journalists of general content began to be held. Journalists of the central and regional editions began to visit correctional facilities and to cover life and problems of the convicts.

3. The third stage – openness of the system for the general public since 1994 up till today. Newspapers became available to convicts, to relatives and friends. Materials of specialized newspapers can be found in the Internet.

The given stages of formation and development of the specialized newspaper for convicts of Office of the Federal Penitentiary Service of Russia across the Republic of Tatarstan show the need of similar editions existence. Openness of the most criminal and executive system of Russia and availability to a wide range of the newspaper readers considered by us are connected with the social and economic transformations taking place in society and humanization of the punishment execution in Russia. As our research has shown, formation of the newspaper is taking on the advancing rates.

Considering media safety of the newspaper as a capability of the state, society, social group, individual to provide the protected media resources (Grachev G.V., Melnik I.K., 2003, p. 384), we consider expedient to pay special attention to a problem of content, dangerous to society, in the Internet. Any incompetent performance concerning life of convicts in places of detention on our opinion, is inadmissible.

A.A. Shilov has designated dysfunctions of the Internet media resources (Shilov A.A., 2005, p.169). He has allocated various spams and viruses, distribution of the materials forbidden by the legislation among which there is pornography, violence and others, negatively affecting mentality of people. On the Internet there are also the materials containing terrorism, extremism, radicalism and constituting danger to society by media resources dysfunctions. Were also included in this list illegal distribution on the Internet of intellectual product with copyright violation, "a digital inequality". Practically all from them, in our opinion, can be one way or another applied to corporate specialized editions.

Media resources of the Internet are the practical use instrument for political, economic, cultural and educational, scientific and technical potentials of modern civil society today. The guarantee of media safety shall become guarantee of successful work for both printing, and Internet editions.

RESULTS

Newspaper materials for convicts of Office of the Federal Penitentiary Service of Russia across the Republic of Tatarstan can be found in the Internet. Application of innovative technologies allows to considerably expand possibilities of edition work with readers, gives the chance to acquaint the general public with pressing problems of criminal and corrective system of Russia.

Wide use of Internet technologies by the corporate press gives ample opportunities for satisfaction of reader's needs for issues of criminal and executive system, relations of convicts with their relatives and friends (Tatiana A. Nagovitsina and Ramis R. Gazizov, 2015, p. 1795).

In long decades up to the 1990th practically all questions connected with criminal and executive system of Russia were closed for the public. Openness of system during the so-called period of the contemporary history of Russia has yielded not only positive results. Due to the emergence of the Internet also threat of media safety has appeared. Today Internet resources reflect practically all issues of convict's life. At the present stage the technological component of social development is significantly more important, than it was at the beginning of the twentieth century, and the speed of changes happening under its impact is so huge that in the face of one

generation there is a transition from deficit of socially important information to its surplus (Astasheva A. E., 2016, p.141).

Heads of the relevant services and departments are interested in strengthening potential interaction of the government and non-commercial institutions in questions of life and leisure of convicts, and also in questions of their rehabilitation after release.

Having analysed materials of the newspaper of Office of the Federal Penitentiary Service of Russia across the Republic of Tatarstan, we have drawn the following conclusions.

1. There are direct effects of journalist's speeches in the corporate specialized newspaper when the result of impact on real practice matches the journalist's task in general. As a substantial performance indicator of journalistic performances acceptance by convicts of the decisions changing their living position, their views of such concepts as morality and law-abidingness can serve in the newspaper of Office of the Federal Penitentiary Service of Russia across the Republic of Tatarstan. Hundreds of letters a year coming to newspaper editorial office of Management demonstrate close connection of edition with readers. Despite the transformation which has happened from the date of the newspaper first issue release (1980), the specialized newspaper for convicts is demanded by convicts, by their family, relatives, and friends. Need of publishing the similar newspaper was repeatedly emphasized in the performances and interview by the staff of criminal and executive system.
2. Use of traditional information forms
3. Activities of mass media (press conferences, briefings, presentations, press releases, information bulletins, etc.) are the effective method of increasing efficiency of printing editions including the specialized press.
4. It is necessary to distinguish newspapers by ways of positioning: positioning by direct opposition of the materials to materials of other editions, display of work of the Trustees Board, interaction of the newspaper with other services, in particular, with psychological service, sponsorship, organization of press tours.

CONCLUSIONS

It is necessary to emphasize those complex researches of penal system editions of the Republic of Tatarstan were not carried out earlier. The analysis of the edition activities of Office of the Federal Penitentiary Service of Russia for the Republic of Tatarstan allows to draw a conclusion on the choice of the differentiated approaches to specific audience, on completeness of accounting for requests and interests of readers and application for this purpose of such major organizational and creative factors of "feedback" strengthening as letters from specialized agencies, meeting of edition staff with the authors, holding "round tables". The staff of the newspaper is one of the first in the republic has created the joint press service which structure it has joined.

Problems of media resources functioning on the Internet in the context of their evolution and media safety today shall be the focus of journalist's attention of all mass media not only in Russia, but also the whole world. Only common fight against violators of media safety will yield real results.

SUMMARY

This research contains dynamics of penal system editions development of the Republic of Tatarstan. Research shows that in the context of social and psychological approach at the first stage (1992 - 1994) of mass media serve as the powerful tool for integration and consolidation of convicts. Step-by-step consideration of a problem has revealed that till 1992 complete closeness of system for the public took place.

At the second stage (1992 - 2001) partial openness of department took place: press conferences for journalists began to be held; journalists have begun to visit correctional facilities

and to cover life and problems of convicts. It was an important step on the way to integration and strengthening the interaction of society and penal system

The third stage (2001 - 2013) – openness of system for the general public. Newspapers for convicts became available to mass audience. Materials of specialized newspapers can be found in the Internet. It is a stage, the marking transition to essentially new models of information relations, which is distinguished by bigger dynamism and ample communicative opportunities.

The innovative technologies which are actively applied by mass media of a penal system considerably expand possibilities of edition work with readers, allow to acquaint the general public with pressing problems of criminal and corrective system of Russia, to regulate significant aspects of social and psychological, information security of society.

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FEATURES OF MANIPULATIVE TECHNOLOGIES IN RUSSIAN POLITICAL DISCOURSE (ON THE EXAMPLE OF THE TATARSTAN REPUBLIC MASS MEDIA)

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ABSTRACT

This article is devoted to defining tendencies of manipulative communications development in the regional press of modern Russia. The information field of the Tatarstan Republic having the developed system of media communications is chosen as research object. Influence on mass audience in this region differs in the fact that mass media don't create essentially new events, and only place accents concerning the happening processes. In a temporary and substantial continuum forms, methods, intrinsic features, specifics of manifestation and nature of the manipulative technologies used by social and political editions of the Tatarstan Republic in reflection of political processes come to light. Character of the manipulative tools used by the regional press is defined. Factors of influence on use of manipulative tools and their features are allocated in the press, regularities, dependence of application are defined by social and political editions. In the context of communicative approach features of the media manipulation technologies used in information policy of regional editions are designated.

Keywords: *manipulative technologies, psychological automatizm, political discourse, Tatarstan Republic, mass media, regional press.*

INTRODUCTION

Manipulative technologies become the widespread phenomenon in mass media. They represent technology of management and impact of the press on own audience with the purpose to impose certain notions, suppositions and behavior models profitable to the initiator (Baudrillard J.,1983).

Complex nature of manipulations has generated its interdisciplinary nature. Researches were conducted by representatives of various scientific directions and schools owing to which this phenomenon proves in various contexts: social and psychological, socio-political, sociocultural, social and philosophical, communicative. In relation to importance of researching media content the social, psychological and communicative aspects, therefore in this research determining their place, role, characteristics, get the greatest attention.

In spite of the fact that degree of subject readiness is determined by a wide range of literature and sources, in the course of preliminary analysis of manipulation with consciousness problems a number of shortcomings and contradictions was revealed: between good study of applied communications system: advertizing, PR, selective technologies and insufficient attention in relation to journalism; between prevalence of the scientific works researching the international, national media sources and underestimation of regional perspective. The specified

shortcomings and contradictions have determined the research purpose: to reveal specifics of manipulative technologies nature in political discourse of the Tatarstan Republic regional journalism.

MATERIALS AND METHODS

The Tatarstan Republic – one of the large, priority subjects of the country - is chosen as research object (Bauman, Z.,1998).

Addressing the leading social and political editions of this region is dictated by two reasons: 1) it is rather conservative component of media system working with what has already precisely became customary in journalistic practice; 2) printing editions contain textual fixed samples of journalistic products which visually show their specifics and nature (Bauman, Z., 2005).

In the analysis course of media manipulation technologies materials of *Tatarstan Republic* and *Evening Kazan* newspapers are used. Editions are selected, proceeding from pattern of ownership: state and commercial; 2) pursuing information policy: pro-state and oppositional.

Research technique: content analysis, comparative and comparative analysis. Federal electoral processes on Russian presidential elections and deputies of the State Duma of Russia became a subject of researches. Selection has concerned to corresponding specified indicators of publications, sections, headings. Over 300 media texts were analyzed. The attention to nature of mass information submission was drawn, mainly, – as well as to application of mass consciousness manipulation techniques.

The range of the manipulative nature technologies used by newspapers gives quantitative and high-quality idea of the researched processes. During the analysis elements of conceptual terms framework of the leading foreign and Russian scientists are used (Bauman, Z., 2007).

Two types of manipulative tools are revealed mainly. The first – impact on emotional component of mass media audience, management of desires and feelings: for example, use of the words relating to the main values of society, stamping labels, truisms, historical analogies, selective matching. The second type is provided by impact on the world picture of the reader that is provided with use in mass media of the following methods: "the winning party", "general platform", simplification of a problem, etc.

RESULTS

Information and psychological media influence of social and political editions of the Tatarstan Republic in reflection of federal electoral processes of 1996-2013 proves in the form of such communicative tools as selective matching, transfer of the authority, putting labels, lexicon relating to the main values of society, historical analogies. All of them in total constitute a methodological basis of a manipulation processes in regional media system.

In system of impact on media public the method of historical analogies represents designing the metaphors programming object of impact. Rate of a method is explained by the fact that it is almost always possible to find a necessary example of rather considered problem (Wittgenstein L., 1961) in the past. It should be noted that in the mid-nineties mass media information policy of the Tatarstan Republic has been directed to a mythologization of G. A. Zyuganov identity by means of putting labels "the person from the past", "dictator" and even "the builder of new concentration camps" on him. The incumbent president of the Russian Federation

B. N. Yeltsin, on the contrary, acts as "the great reformer" (Akhutin A.V., 2007, p.784). Since 1999, historical analogies represent examples of a default on August 17, 1998; underlinings of benefits of V. V. Putin in comparison with B. N. Yeltsin. Since 2000 fall of historical analogies use in both editions is observed.

Media practice has revealed presence of "authorities" (groups of influence). In regional media practice the method is realized in the form of approval or condemnation of the particular person or the fact by the conventional authority – the president of Russia Vladimir Putin, the prime minister Dmitry Medvedev, the ex-president of the Tatarstan Republic Mintimer Shaimiev and some other bosses of the country. Efficiency of a method is caused by a high level of credibility to representatives of this group, their high social status, as well as personal advantages.

In direct link with the previous method it is possible to consider also the "general platform" equipment. By means of this method the propagandist aims to inspire all members of group to which he belongs to share the offered idea and therefore the audience should join the others (Akhutin A.V., 2005, p.743). As practice shows, most often represents selections of letters in edition, etc. when the journalist purposely specifies accessory interrogated to this or that social group.

Valuable and emotional manipulation. Use of the words relating to the main values of society and convincing without the additional information. Applying this technology, the attention of mass media is paid to such indicators as home, family, democracy, health.

Researchers (Bibler V. S., 1990, p. 413) allocate criteria which are determining events of fighting for the place in mass media: sensational nature, priority, eccentricity of giving the facts. Such principles we as has shown in the conducted research, were most common to the *Evening Kazan* newspaper. The event foreshortening studied by us has revealed the greatest interest in scandalous, resonant, extraordinary events. Mainly the sensational and entertaining information flow as researchers note, distorts an objective reality picture, leading to disorientation of the reader's audience (Gasparyan Diana Edikovna, 2006, p.182).

The Tatarstan Republic newspaper, on the contrary, ignores such events. Concealment of the events relating to opposition, political outsiders and other similar subjects is common to it. It is established that its interest is directed to reflection of the major political events that is explained by two facts: 1) founders of the edition are the State Council and the Government of the Tatarstan Republic; 2) functioning of the newspaper falls under Art. 52 of the Federal law "About Basic Guarantees and the Participation Right in a Referendum of Citizens of the Russian Federation" (Deles Deleuze G., 2010, p. 895) during the election period. It leaves a mark on its activities therefore emergence of the specified materials is dictated by the legislator. From here mainly information of messages nature and, as a result, the neutral relation to the described phenomena: domination of notes, interview, reports and correspondence from places of events. In the *Evening Kazan* newspaper information genres also prevail: mostly – a letter, correspondence, rarely – the report (E. Kostyukovich, 2012, p.160).

Thus, need of an operational response to the events taking place has caused prevalence of information genres. This feature also is in direct dependence on the level of modern press workers training, weak knowledge of traditionally difficult – especially analytical – journalism genres, as well as influence of the western tendency which has received the name "fact journalism".

CONCLUSIONS

Functioning and development of manipulative technologies has appeared in direct dependence on the social and political situation developed. The results received during research allowed to classify the researched electoral periods by several chronological intervals.

The first stage (1996-1999) is determined as an intensification of manipulative technologies (284 cumulative cases) against the intense political competition and active use art expression mean by newspapers. Distinctive features: tenders, polls, forecasts, genres – hybrids with elements of the reporting narration, reports. 1996, in newspapers it is marked by B. N. Yeltsin's support. By our calculations, the increased manipulative activity of the *Tatarstan Republic* newspaper – is 15% more than *Evening Kazan*. The manipulative maximum in editions is reached in 1996.

The second stage (2000-2004) is characterized by decrease in dynamics of media manipulations: predictability as a keynote of elections owing to appearance of "Successor" – Dmitry Medvedev; tendencies to mainly informational nature of media messages. The statistics has revealed the greatest activity of the *Tatarstan Republic* newspaper. The downward tendency of manipulative media indicators originates in 2004; further considerable fall of their level use in comparison with previous years is noted.

Weakening of manipulative impact, continuation of general media technologies level fall against "uncontested elections", "process of power transfer" is peculiar to the third stage (2007-2012). Since 2007, the low level of political competition is observed. The similar situation develops also in 2011-2012. This period differs in domination of language cliches, templates and bureaucratic style; the strengthened personalisation of data; use of genres hybrids with elements of journalistic investigation.

SUMMARY

During research it is revealed that intense, unpredictable election campaigns are characterized by increase of media manipulations dynamics level. The tendencies arranged in Russia with approach of the 2000th after B. N. Yeltsin's leaving and determined as "transfer of power" "elections which were not", etc., demonstrate reduction in the level of manipulative tools use and are a consequence of reducing amount of mass information on the political subject in regional media system appearing during the pre-election period. Researchers connect use of manipulative technologies with crisis in systems of ideology and promotion.

Prospects of subject development are connected with expansion of methodological base for manipulative technologies studying in system of public communications. Need for comprehensive study of the verbal and nonverbal technologies used by the press in reflection of political discourse is obvious. The researches of regional mass media remaining low-studied urge to acquire special relevance.

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THREATENING SYMBIOSIS OF MASS MEDIA AND TERRORISM

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ABSTRACT

Introduction. The terrorism – is a phenomenon always in dynamics, it has regularities in changes. The author of article considers symbiosis of mass media interference and terrorism transformation processes.

Methods. The system structurally functional analysis and the content analysis constructed on qualitative and quantitative methods providing necessary representativeness and reliability of data became theoretical basis for the research.

Results. Mass media had initial influence on growth of terrorism; it consists in symbiosis, and there are four modes of interaction between terrorists and mass media.

Discussion. The contemporary history for the last decade has provided many examples of mutually beneficial relations between the terrorist organizations and mass media. On this perspective in domestic literature there are no developed tools which could give the commonly accepted definition of terrorism and measure its key parameters. This work can be used in case of developing the corresponding rates both for students of the Conflictology direction, and for professional development of law enforcement agencies employees course, the commissions of the Tatarstan Republic ATC.

Keywords: *terrorism, terror, information terrorism, international terrorism, information security, international security, homeland security, mass media, globalization, transformation of terrorism, safety problem, network terrorism, state policy, national policy, fight against terrorism, ATC.*

INTRODUCTION

Global distribution of terrorism, its transformation and crucial role of mass media in this process, in the last decades, causes need for researching this phenomenon. The understanding of interrelation processes between terrorism and mass media is impossible without their accurate determination, research of methods and structure. At today's stage this perspective is a learning object of many humanitarian and military branches of science, but considering sensational dynamics of terrorism distribution and development of information technologies, it requires fixed monitoring, research, forecasting, as well as search of prevention ways of development and influence of terrorism on modern society. In this article we will try to constitute some overall picture of terrorism and mass media interrelation problems, to give assessment, as well as to determine the subsequent actions and recommendations for civil society in general, and for mass media in particular. The used methods in this research are: analysis, synthesis and comparison of various mass media, regulatory legal acts, as well as information policy, both national, and international.

Between media structures and terrorism there are interactive (symbiotic) relations as mass media have industry templates for producing multimedia content, giving preference to sensational information whereas actions of terrorist groups provide it (S. M. Kochoi., 2005, p.209).

There are three main definitions of this phenomenon: "terrorism", "terror" and "act of terrorism". For understanding the general theory of terrorism it is necessary to understand these concepts.

Terrorism (from lat. terror – fear, horror) is defined in scientific literature as policy, method of political action or ideology of violence, with systematic application of acts of physical, armed violence (Encyclopedias and dictionaries, 1996, reference date 3/1/2015).

Terror is defined as the set of actions which are expressed in physical abuse, made for the purpose of intimidating the civilian population up to elimination.

The act of terrorism is the act made for intimidation of the population or creating danger of the population death, causing property harm or other heavy consequences for the purpose of rendering influence on decision making of the government, international organizations etc. (The criminal code of the Russian Federation of June 13, 1996, reference date 3/1/2015) .

Thus, these concepts are defined as synonymous. But, the terrorism represents difficult social and political phenomenon whereas, the act of terrorism and terror are criminal actions and the related social and political, social and economic, social and psychological consequences for society.

Also it seems interesting that in the Code of Federal Regulations of the USA the terrorism is defined differently. For example, the terrorism has 3 main characteristics: includes violent or life-threatening acts which violate the federal legislation or the state legislation; shows that aims to intimidate or force the civilian population; actions intended on influencing policy of the government by intimidation or coercion, by mass destruction, murder or stealing; as well as considering actions which arise outside territorial jurisdiction of the USA, or are beyond national borders from the view point of means by which they are carried out; specifies persons which resort to intimidation or coercion, or use of the language standard for criminals working or looking for shelters; concerning murders or attempted homicides of officials and employees of the USA imply actions (Electronic Code of Federal Regulations, reference date 1.06.2015).

As appears from all aforesaid, definition of the term "terrorism" is represented rather indistinct.

Modern society has faced a new type of terrorism which can not always get under similar definitions, in this process mass media have a key role. Large acts of terrorism are specified in the history that the terrorism uses mass media for the benefit of operational efficiency, collection of information, recruitment, mobilization of financial resources and promotion schemes. There are mutually beneficial relations between terrorism and modern mass media.

METHODS

In this article mass media western and domestic are considered on the basis of the content analysis, their studying and generalization. Object of research are the news and analytical messages and comments appearing on "Channel One" (14203 messages) and "CNN" (8685 messages) during 2015-2016. During this period in the world 30 large acts of terrorism were perfect. The term "terrorism" has been mentioned in this number of messages on "CNN" - 3839 messages, "Channel One" - 5938 messages; "terror" on "CNN" - 2910 messages, "Channel One" - 1045 messages; "act of terrorism" on "CNN" - 1936 messages, "Channel One" - 7220

messages. Follows from these data that in a percentage ratio of the message connected with terrorism on the Russian federal channel is 60,6% more, than on the international channel "CNN". It should be noted also in contents of news messages. So, on "Channel One" it is possible to subdivide these messages into several categories and to give a percentage ratio:

1. performances of the top officials of the state about threat of terrorism (30%);
2. messages about approved or drafted amendments to the existing legislation for regulating terrorism and extremism problem; hearings and debate of the deputies of the State Duma devoted to this perspective (27%);
3. reports on the occurred acts of terrorism (20%);
4. reports of experts (generally political scientists) about a problem of terrorism and extremism (10%);
5. reports on counter-terrorist operations and prophylaxis of extremism and terrorism (7%);
6. reports on a course of investigation and investigation of the happened acts of terrorism (7%);
7. reports on the held international conferences devoted to prophylaxis of terrorism and extremism, as well as influence of mass media on distribution of terrorism (5%).

In turn, if to speak about "CNN", then messages of this sort can be subdivided into the following:

1. messages on the course of investigating acts of terrorism (30%);
2. messages on activity of secret services and security services on preventing acts of terrorism, tracking terrorists, their punishment (20%);
3. performances of the top officials of the states, their meeting and results of problems discussion on fighting against terrorism (20%);
4. messages on personas of terrorists, with the indication of their biography, the photos of crimes committed by them (20%);
5. messages on the victims and victims of terrorism acts in which persons are represented as heroes of national scale (10%);
6. messages on development and deployment of new information technologies for tracking and prosecuting terrorists, attracting large multinational corporations to it (10%).

RESULTS

Thus, it is possible to establish the fact that, despite the exceeding quantity of information messages about terrorism in the Russian mass media, consolidated information contents of messages only inform of the terrorism threat facts conveyed by the top officials of the Russian Federation, as well as information on changes in the legislation. While in the western mass media the agenda is more informative and clear for audience. But the Russian information policy can be explained by the fact that the state mass media have to accompany policy of the state, also the Russian Federation carried out one of the first and successful operations in Syria after it began to have authority on the international scene again.

In this context, it is possible to say that the western mass media perform more complex information policy on problems of terrorism and extremism, in particular, carry out one of the major functions in this area – educational - which also promotes increase of terrorism and extremism prevention among civil society. The western mass media provide more informative content on the news and create a clear picture of the world for audience. Also it should be noted that information policy of the Russian mass media is more offensive since by references quantity of the keywords connected with terrorism in the Russian media by 4 times exceeds the number of messages in foreign mass media. The Russian Federation has not passed such long way as the countries of the West which even in 60-70 suffered from "Red Brigades" though information

policy has already significantly changed (they do not show the victim, there are commentators and experts, much attention is paid to officials, there is no advertizing of terrorists).

The fact that information on the further course of terrorism acts investigation is provided in the Russian mass media by extremely small percentage ratio is remarkable is a certain distinctive moment. As this fact has negative character since the main task of mass media consists not only in speaking of this perspective and the facts of terrorism threat or about acts of terrorism, but also in the fact that it is necessary to light the further course of investigating acts of terrorism, prosecuting terrorists and suppressing their activities, to draw attention to problems of financing the terrorist organizations, for the purpose of increasing the credibility level of society to the state apparatus, and level of interest in the fight against this global pernicious phenomenon is represented important at the least.

DISCUSSION

Dichotomizing communication of mass media and terrorism is represented indisputable today. This perspective is sharp, and proceeding from it enough scientists in various areas, journalists and experts in the information sphere study this symbiosis. The main key issue of it lies in mass media having become some kind of weapon of mass impact on society which is managed by the terrorist organizations.

One of the terrorist's main objectives is drawing attention of national and foreign mass media, the public and persons making decisions in the government. For this purpose, terrorists carefully choose places in which they carry out the attacks to provide the best lighting in mass media. It is also possible to note the tendency existing in modern society to turn terrorism into "show" confirming which are large acts of terrorism, in particular, the place of their carrying out, the number of victims and witnesses: act of terrorism 9/11 in the USA (2001, 2996 dead); act of terrorism in Beslan (2004, 335 dead); attack of Boko Haram in Nigeria (2014, 300 dead); plane of "Kogalymavia" (2015, 224 dead); act of terrorism in Mumbai (2006, 209 dead); act of terrorism in Paris (2015, 129 dead), etc.

It is represented that the purposes of terrorists are limited not only to winning the attention of society. In addition to it, through mass media, they aim to propagandize the political views, to inform both the accomplices, and opponents on motives of terrorism acts, to prove and justify violence (Barry M. Rubin, Judith Colp Rubin, 2008, p.405]. Besides, they aim to be perceived as legal world leaders since mass media give them the identical status with legal politicians. Thus, for terrorists, mass media are the tool which allows to reduce asymmetry between them and their opponents in the actual and ideological war, to create the atmosphere of fear, to legitimize their actions and to reach attention of large audience (Nacos, Brigitte L., 2006, p.122).

The reason is that the violence is the central and determining phenomenon in modern television culture, has crucial importance for semiotics and financial impulse of the modern media organizations.

Mass media are oriented to profit earning in the context of counteraction to terrorism since considerable number of top mass media managers come from the corporate world today, but not from among journalists.

Some scientists tried to develop the theory according to which development of mass media had initial influence on terrorism growth. D. Wilkinson, B. Hoffman and other famous researchers of terrorism speak categorically against such attempts in the works, and they specify that the terrorist organizations throughout all history tried to distribute information on the actions differently, at first through oral narrations, then later because of technology development more

available and various methods of communication have appeared. Both authors represent the theory of symbiosis between terrorism and mass media which occurs during acts of terrorism.

The French sociologist M. Vivyoyrka confutes that the terrorism and mass media consist in symbiosis, offering the theory according to which there are four modes between terrorists and mass media:

1. Absolute indifference when terrorists do not aim to intimidate some national group, in addition to the expected victims, and do not seek promotion by actions;
2. Relative emotional neglect in which the criminal is indifferent to news about terror and violence;
3. The oriented media strategy when terrorists use mass media as the tool for distributing messages on threats;
4. The radical strategy representing the relations where terrorists perceive mass media organization, editors and journalists as enemies to be punished and destroyed. (Seib, Philip and Dana M. Janbek., 2011, p.245)

D. Wilkinson rejects M. Vivyoyrka's statement in work on a subject: "The symbiotic relations between terrorism and mass media", he stated, (R. Holms, 2005, p.420) that the terrorism in itself is the psychological weapon which depends on transfer of threat to society, as this constitutes an essence of their symbiosis. D. Wilkinson finds proofs of communication between terrorism and mass media in the following facts:\

1. The terrorism cannot exist without publicity and advertizing;
2. Freedom of mass media allows to manipulate society and to operate it.

Framing allows creating public opinion through mass media. In other words, the audience relation to some phenomenon and reaction to it depends only on the way it will be esented in mass media. (Andreyeva E. V., 2011, p.135]

It is represented that through use of the above-stated methods the mass media can serve directly or indirectly the interests of terrorists, by simplification of information for the viewer in order it has little in common with real events (Hoffman B., 2015, p.456).

To change the symbiotic relations between terrorism and media structures, review and change of rhetoric in case of showing the news connected with terrorism is important for mass media (Medea, 2004, p.105). Mass media shall not promote forming and fixing of stereotypes, myths and presuppositions about various religious, ethnic minorities. Such dichotomy can cause social disorders in multicultural societies which are not integrated into separate groups and to cause new flashes of aggression, anger, creating conditions for potential recruiters.

Mass media have huge potential in drawing attention of the public to some problem, and should assume more significant role in fight against extremism and terrorism. Nevertheless, only complex interaction of mass media, legislative, executive, judicial authority and civil society, can act as the effective tool in the solution of this global problem. Only when "information hunger" of terrorism on which they depend will be provided, carrying out more large-scale measures at the level of national policy to win ideological and information fight against terrorism will become possible.

In turn the task of the Russian mass media shall be completely rethought, change the vector of the direction towards prevention and education, but not to minimizing information messages about changes in the legislation and ascertaining that the world community has faced a problem of global terrorism. This research has theoretical and practical value for studying social and political institutes and processes. Also in further researches it is worth carrying out the analysis of a terrorism and extremism problem in more detail and deeper, in a discourse of mass

media since the last can act not only as the weapon for implementing promotion of terrorism, but mainly as the main lever of impact on a problem on fighting against this phenomenon.

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FEATURES OF POLITICAL ORIENTATIONS OF YOUTH (ON THE EXAMPLE OF STUDENT'S YOUTH OF THE REPUBLIC OF TATARSTAN)

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ABSTRACT

Today Russia in in conditions of modernization process that assigns a special role to capacity of society to self-organization and self-regulation, that leads to high level of social-political activity of all social strata of population.

Respectively, especial actuality in this situation is achieved by study of political orientations of youth, and in particular - student youth as more informed and intellectual swath of society. In this case a student youth is determined not so much by age characteristics as by socially-psychological and creative ability of way of thoughts. Namely studentship became a major sources of formation of world view not only of youth, but also of other social groups,

In article are shown and interpreted data of sociological research conducted by chair of public relations and engineering political science of Kazan (Privolzhskii) federal university in the Republic of Tatarstan in 2014, dedicated to social general state of student youth. The conclusion is made about political apathy of modern studentship, although is specified that this situations has no total nature. Interest of youth in political events and also capacity to estimate a formed political situation is noted, At this is acknowledged that, in spite of possibility of active participation in political process, student youth is obviously limiting its political activity.

Keywords: *political orientation; youth; social general state; studentship; political activity; political passiveness; political behavior of youth.*

INTRODUCTION

Studentship is the most mobile part of population that, being a subject of political and social relations in Russia, becomes one of the most active sources of socially-political changes.

It can be said that attitude of youth to politics was always actual for state and society, because for state is important to what degree youth perceps a life of this society and functioning of this state, what new a young generation brings in social development and activity of the country. From particular position and image of young generation depends socially-political development of society, and morale health of young determines destiny and future of nation (Morozova G. V.,2013, p. 62).

Today on Russian youth are impacting numerous diverse factors, such as political background and social-economical state of country, specifics of sate youth politics, political culture and factors related to peculiarities of youth as social-demographic group. All these factors are extremely ambiguously impact on its political orientations, preferences, models of political behavior (C. L. Brians, L. Willnat, J. B. Manheim, R.K. Rich., 2010, p. 448).

In this connection for modern Russian society is important the question: will the state be capable in course of formation of new priorities, standards and values to retain the most mobile

and developed groups, among which is the student youth as the force impacting on political process.

This problem gained special significance at present time, when in social and political attitudes of youth, including studentship, prevails absence of desire to participate in real politics, accept responsibility for situation existing in Russian society. At this overcoming of difficult period that Russia live through today, related to social-economic crisis, tensed relations in international political system, sanctions of Western countries, in to significant degree determined by capacity of society to self-organization, self-possession, patriotic feelings and orientations of citizens, where one of the leading roles belongs to youth (G.V. Morozova, T.I. Nikitina, A.A. Nikitin, 2014, p. 193).

METHODOLOGY

Choice of student youth as studied group is stipulated by many factors, among which could be distinguished a high-intellectual potential and social mobility that allow to consider students as potentially active force of modernization transformations in the country.

As basis research methods served such general scientific methods as analysis and synthesis, statistical analysis. Questionnaires served as special method. These methods were selected because they are giving statistically correct and verifiable data (E.R. Babbie., 2009, p.624; E. R. Babbie., 2007, p.576).

Interviewing of Kazan federal university students was conducted in 2014. General aggregate of research is determined on basis of reports on self-inspection and is approximately 46 000 persons (2014, Date views: 8/25/2014; 2014, Date views: 8/25/2014; Naberezhnye Chelny, 2014. Date views: 8/25/2014; Zelenodolsk, 2014. Date views: 8/25/2014; 2014, Date views: 8/25/2014). Selection contained 550 persons.

Detection of political orientations is an important component of determination of social general state and personality status that became determining in choice of research themes (L. Blaxter, C. Hughes, M. Tught., 2010, p.328; Frank Fischer, Gerald J. Miller, Mara S. Sidney, 2007, p.645; Philip H. Pollock III., 2011, p.280).

Therefore, object of research became student youth of the Republic of Tatarstan, age 17 to 23 years. As differentiating indicators were used sex-age characteristics, training direction of preparation (humanitarian or natural-scientific), national self-identification, prevailing place of living, family state.

RESULTS AND DISCUSSION

As results of conducted research shows, only 19.1% of respondents participated in interviewing, would like to become a participant of political party, organization, while approximately 52% stated a vehement "no".

Table 1
DO YOU WISH TO BECOME A PARTICIPANT OF ANY POLITICAL PARTY OF ORGANIZATION?

	Total
Yes	19.1%
No	51.8%
I did not think about it	29.1%

At this a share of respondents that wish to join some political party or organization is practically similar in male and female part of respondents (20.4% vs. 18.3%).

Table 2
ORIENTATION OF STUDENTSHIP ON PARTICIPATION IN POLITICAL PARTIES

DO YOU WISH TO BECOME A PARTICIPANT OF ANY PARTY OF ORGANIZATION?	SEX		% of respondents
	MALE	FEMALE	
Yes, I would like to	27.8%	16.2%	21.6%
Still did not decided	19.6%	21.8%	20.8%
No	46.5%	51.1%	49.0%
I cannot say	6.1%	10.9%	8.7%

So, in comparison to data of sociological questioning conducted in 2011, a conclusion can be made that girls started more actively express interest to political life in country and demonstrate a desire to participate in real politics (Morozova G. v., Muller D. G., Laptev V.V., 2012, P.56).

Received results also allow making a conclusion about higher level of activity of students living in city of Kazan, arrived from cities of Tatarstan, then from cities of Russia.

Table 3
DO YOU WISH TO BECOME A PARTICIPANT OF ANY POLITICAL PARTY OF ORGANIZATION?

	FROM KAZAN	FROM OTHER CITY OF RT	FROM OTHER CITY OF RF	FROM URBAN-TYPE SETTLEMENT	FROM VILLAGE	NO ANSWER	TOTAL
Yes	26.3%	17.2%	14.1%	21.6%	18.2%	14.3%	19.1%
No	49.2%	52.7%	60.6%	51.0%	50.0%	21.4%	51.8%
I did not think about it	24.6%	30.1%	25.4%	27.5%	31.8%	64.3%	29.1%

These data can be partially explained by more stable socially-economic situation in the Republic of Tatarstan by comparison to other regions. But in is doubtless that conclusion about dependence of studentship political activity level from place of their living requires a special study.

However, when we asked respondents not about supposed but about real participation in society-political activity, the picture did not change.

A fact stays interesting that a real participation of youth in social youth organizations is extremely low. So, to a question: "Have you ever been a member of youth organization or youth club?" only 7.4% answered that they are still members today, while 63.5% of respondents had never been. However, namely a youth under 18 (that is almost 4.5 times more than youth of age 20-24) is actively joining youth organizations, which is the evidence of high interest and desire to participate directly in political and social life of the country.

By our opinion this is connected with the fact that youth under 18 does not have clear socially-political orientations, this social group is characterized by different interests, including

political. This part of population is only searching for its place in social medium and thus is ready to changes of different nature. And political passivity of youth in age of 20-24 is connected to the fact that this social group has different interests and goals, such as receiving of education, searching for job, perspective of career development, family etc.

Table 4
HAVE YOU EVER BEEN A MEMBER OF YOUTH ORGANIZATION OR YOUTH CLUB?

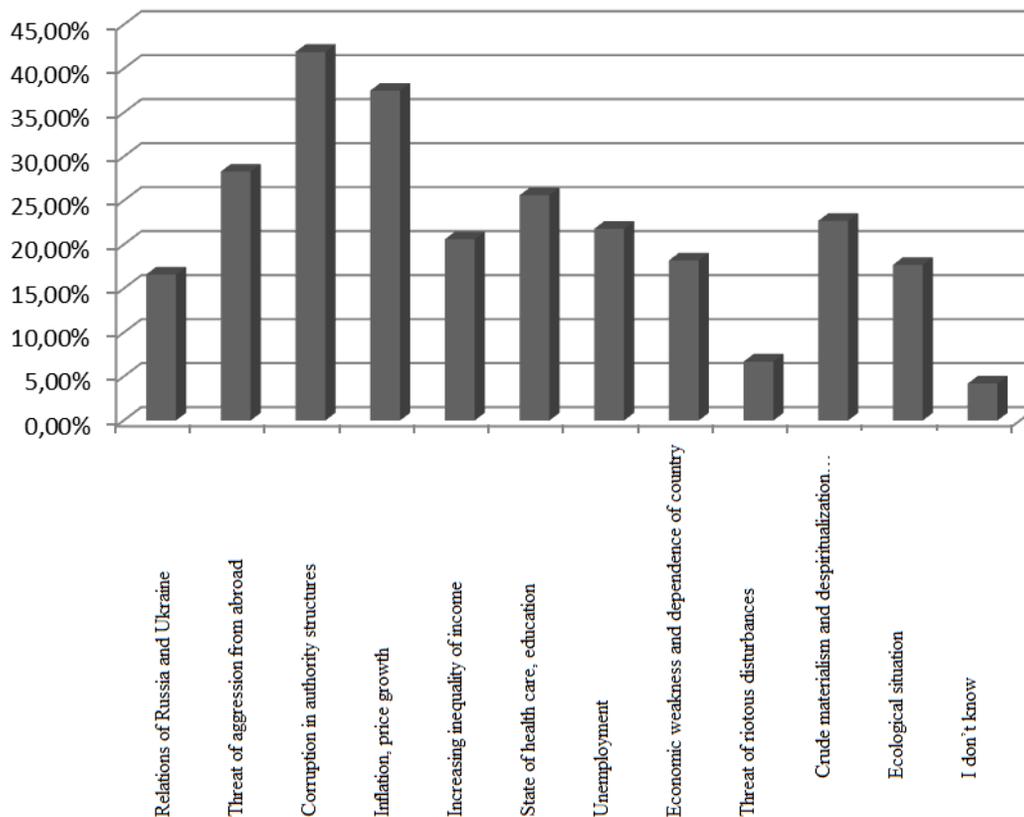
	UNDER 18	18-19	20-24	TOTAL
I am a member now	27.3%	8.6%	6.1%	7.4%
Used to be a member, but not now		26.8%	27.2%	26.5%
Never been	36.4%	64.1%	64.1%	63.5%
No answer	36.4%	0.5%	2.6%	2.5%

Therefore, a conclusion can be made that a degree of formedness of desire and real participation of student youth in youth organizations, political processes are not identical. And this means that today youth is ready only to receiving of information and reasoning about politics, than to active participation in it.

Although, according to researches of POF, "a majority of questioned Russians (69%) acknowledges the importance that youth - those under 25 - should participate in political life of the country. Only 16% respondents think that it is not necessary." (Youth in politic, date of submission: 01.10.2015).

The sufficiently high level of political apathy of modern youth is also proved by the following results: the highest concerns are related to corruption and inflation (41.9 and 37.5% respectively). On the second place are problems of social development and social provision (total 47.4% of respondents), while issues of international safety of Russia interest 28.3%. And one of the most discussed in media themes in period of interview conduction - theme of relations of Russia and Ukraine had drawn the attention of only 16.6% of respondents, that, on one side, can be the evidence of low relevance of information-analytical media segment for modern student youth, and on the other side, of low level of political participation and political culture, At this youth estimates internal political situation as sufficiently stable: so, only 6.7% of respondents expressed concern about possibility of riotous disturbances in RF.

Figure 1
POSSIBILITY OF RIOTOUS DISTURBANCES IN RF



As can be seen, there are all basics to speak not about political activity of students, but about their political passivity. And this is while students, one way or another, are concerned about social-political problems of youth. However, they do not want to achieve their solution (particularly by political means).

Particularly insignificant is the quantity of those students that are constantly participating in activity of opposition political; parties and non-formal organizations (1.0%). Reasons of such situation can be explained by the following fact: in studied group only 2.5% of respondents live in poverty. Therefore it can be understood, why the level of dissatisfied who participate in diverse forms of protests is so low.

Table 5
HOW WOULD YOU DETERMINE YOUR MATERIAL CONDITION, MATERIAL CONDITION OF YOUR FAMILY?

	TOTAL
Now there is not enough money even for buying food products	2.5%
There is enough money only for buying food products and bare essentials	7.4%
Money is enough for buying necessary products and clothes, but purchase of durable goods causes difficulties	32.1%
Purchase of durable goods (TV-set, refrigerator) does not cause difficulties, but summerhouse, car etc. would require put aways	49.5%
I can afford myself a purchase of durable goods, such as car, summerhouse	4.9%
We can afford ourselves practically anything we want	2.0%
No answer	1.6%

Nevertheless, today students do not see Russia as a social state, critically estimate political system of society in general. So, for example, by results of interview, only 13.7% estimate youth policy of Russia as effective.

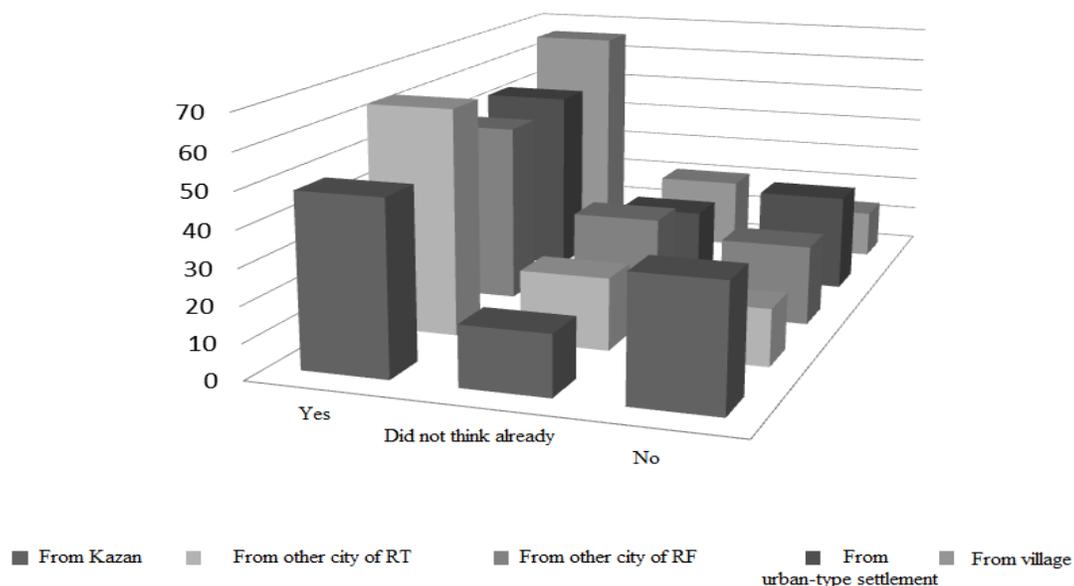
Table 6
HOW CAN YOU ESTIMATE YOUTH POLICY IN RUSSIA?

	Total
Effective	13.7%
Ineffective	28.7%
I don't know such policy	25.5%
I cannot say	32.1%

This policy was acknowledged as ineffective by almost 29% of respondents, more 25.5% do not know about such type of policy and 29% did not think about it, that is the evidence of the fact that realizing youth policy does not satisfy needs of modern student youth to a complete degree. At this is necessary to acknowledge the fact that a share of respondent satisfied with youth policy by the Republic of Tatarstan is averagely twice higher than by remaining subjects of RF. This can be explained by development of mass professional and amateur sports, organization and conduction of sports events of world level in city of Kazan.

Difference in answers, among other criteria of differentiation of respondents is in limits of statistical accuracy, does not have a principal significance or cannot be interpreted in frames of conducted interview.

Tendency of "civil emigration" detected in course of interview is confirmed by the following data: in general 57% of students spoke for desire to live in Russia. At this the largest number of those who wish to migrate live in the city of Kazan (34.7%). The highest level of patriotism is detected among inhabitants of village (almost 66%). At this people under 18 do not think about possibility to move beyond the borders of RF, and with increase of age cohort a number of persons inclined to live in Russia is permanently increasing.



Overwhelming majority of respondents associates patriotism not with a state, but with a native land, language, sense of belonging to history of their motherland. Such answer was given by 80% of respondents in aggregate. However, at analysis of answers to this question with taking into account of respondents age characteristics, group "persons under 18" shows other results. The majority of representatives of this group was not capable of answering this question (54.5%). The second place is possessed by pride of belonging to their state (18.2%). A similar quantity of per cents in aggregate was received by answers connecting patriotism with sense of affection to certain territory, its linguistic peculiarities and history. All this is the evidence of insufficient level of patriotic education in pre-university environment.

Analysis of other demographic characteristics of respondents did not detect any dependence on them, the general result is comparable to all criteria of differentiation.

The majority of respondents count themselves patriots of Russia (68.5% in total). More nearly 10% were not able to answer. Same as with a previous question, group "under 18" is distinguished. So, 45.5% were not able to answer this question and a number of those counting themselves patriots and those who don't count themselves as patriots appeared to be equal and was 27.3% respectively. In this case we can again acknowledge that in RF there is a serious gap in patriotic education of youth in age under 18. This provision correlates with the fact that only representatives of 36.4% of this group are unambiguously associating their future with Russia and 63.6% did not set their sights on place of their living. This group is also negatively estimating youth policy in Russia (45.5%) and does not know about such policy or cannot answer a question about its efficiency (45.5% in aggregate). All this speaks about the necessity of correction of youth policy of RF, especially directed at youth of age under 18, when occurs the most active phase of initial political socialization and are laid basis concepts of politics and place and role of a man and citizen in activity of his state.

CONCLUSIONS

Therefore, today we have to speak about political apathy of student youth. We can suppose that reasons for such condition can be:

1. absence of motives and stimulants for political activity;
2. absence of real opportunities for adequate reaction of youth on authorities activity affecting their interests;
3. inactivity of state in relation of student youth;
4. absence of political activity experience in student youth;

Modern Russia youth have numerous other spheres and fields of interests beside politics. First of all they are oriented on problems of personal nature, i.e. receiving of education, search for job, purchase of housing etc. However, in spite of the fact that youth is interested in receiving of information of entertaining nature, nevertheless, young people does not refuse information of more serious plan too.

By our profound conviction, activation of political behavior is a problem of not only and not so much of authorities, as of young people themselves. Practical involvement in political activity depends to a high degree on personal characteristics of young people: peculiarities of upbringing, intellectual abilities and information needs – in short, on complicated aggregation of individual qualities.

With taking into account that youth (particularly, student youth) continue to stay mostly apolitical, it is necessary to propose it such motivation system in frames of modern youth policy that will allow ti involve it in active political life more intensely, to find answer for their questions.

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THE NEWSPAPER DISCOURSE DYNAMICS OF RELIGIOUS EXTREMISM IN THE TATARSTAN REPUBLIC

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ABSTRACT

In article the discourse analysis of religious extremism manifestation cases in one of the Russian regions – the Tatarstan Republic is provided. These cases took place in 2012 (attempt at assassinating leaders of Spiritual management of Tatarstan Muslims) and 2013 (arsons of orthodox churches). Tatarstan was presented as all-region tolerant in the ethno-confessional plain therefore the occurred crimes were considered as resonant and unexpected. Official publications of the federal and regional level (The Russian Newspaper and Tatarstan Republic) have been analyzed. The interpretation approach based on understanding integrity of the mass media text, the analysis of narrative structure became the cornerstone of the analysis. The emphasis has been placed on identification of an ideological component of mass media material. Research was based on ideas of the following western scientists: F. de Saussure, R. Bart, A. Berger, T. van Deyk, J. Thompson. Three research questions have been pushed: assessment of events, methods of forming images "we" - "they", strategy of maintenance / overthrow of the domination attitude in society. Research results have shown, both cases are interpreted in newspapers approximately equally as "act of terrorism", but images "we" and "they" – differ a little. In the regional edition there is a refining and specification of images in the second case. In the federal newspaper only the image "they" is concretized. Confirming situation in the republic became an important element of the regional edition discourse. The analysis has shown some dynamic changes in a discourse of two newspapers, however, the main change is connected with the authorities response efficiency to the committed crimes and finding the answer about the religious extremism manifestations reasons. The analysis of the newspaper discourse subject line allows revealing crucial elements of religious extremism discourse and its sequence. Frequency and nature of this subject illumination show its importance in official discourse, specify the directions for solving this problem.

Keywords: religious extremism, radical Islam, media discourse, mass media, discourse analysis, Tatarstan Republic.

INTRODUCTION

The Tatarstan Republic is an example of different ethnic and confessional groups representatives' tolerant coexistence. Of them Tatars (53,1%) and Russians (39,7%) (Results of the All-Russian population census – 2010, free, reference date: 3/20/2016), Muslims (50,4%) and Orthodox Christians (38,7%) are main (R. G. Minzaripov, S. A. Akhmetova, L.R. Nizamova, 2013, p. 232). Historically a cohabitation of the different people on one territory has generated the high level of tolerance that is confirmed by sociological polls data. Results of the region inhabitants interviewing carried out by sociologists of the Kazan Federal University in 2012 show that 91% of respondents estimate condition of the inter-ethnic relations in the republic as

favorable, quiet and satisfactory (R. G. Minzaripov, S. A. Akhmetova, L.R. Nizamova, 2013, p. 232). The idea of tolerance was for many years and continues to remain one of the official political discourse crucial elements.

In Post-Soviet Russia questions of religious extremism spreading, radicalization of Islam rose in the analysis of the North Caucasus situation, the region considered as threat of Wahhabism and terrorism spreading. The Tatarstan Republic, occupying "medium" place on Russian map, was presented as an example of tolerant coexistence of the different people and faiths, as center of the Tatar and Muslim cultures.

The possibility of crushing the status of the republic as stable region in the ethno-confessional plain has arisen in 2012 and 2013 in connection with religious orientation crimes. On July 19, 2012 there was an attack on leaders of Spiritual management of Tatarstan Muslims (the head of education department Valiulla Yakupov has been shot near the house, the mufti of the republic Ildus Fayzov has been wounded as a result of car explosion). In the fall of 2013 several orthodox churches have burned down, the peak of fires has fallen on the second half of November when four temples were damaged.

Within research interest there was a question of how these events are presented in official newspapers of the federal and regional centers which actually are or can be spokesmen of elite opinions. Electronic versions of *Russian Gazette* (the federal edition) and *Tatarstan Republic* (the regional edition) newspapers have been analyzed. In 2012 on the website of *Russian Newspaper* there was a heading "Assassination Attempt on the Mufti of Tatarstan" from where from June 19 till October 30 52 articles have been selected. In the Tatarstan Republic newspaper from July 20 till July 22 and from October 24 to November 15, 2012 27 articles were chosen. Lengthening of the considered period has been connected with the fact that on October 24 intelligence agencies have destroyed alleged offenders. In 2013 articles in the studied cases was 10 times less – in *Russian Newspaper* - 7 articles, in the *Tatarstan Republic* - 13; the considered period is from November 16 to December 31.

Within work the following research questions have been brought up: 1) do the taken place events have serious consequences in the form of religious extremism further distribution or are these local criminal acts described; 2) who has been included in the images "we" – "they", how large-scale is the inclusion; 3) what strategy maintenance / overthrow of the approved status quo was used, what is the republic position as the tolerant region in the ethno-confessional plain.

RESEARCH METHODS

The American expert in the field of sociological research qualitative techniques A. Berger suggested considering materials of mass media as the narrative containing consecutive expansion of the subject line, the narration (Berger A.A., 1996, p. 214). Thus, the considered religious extremism manifestation cases can be presented in the form of independent stories from the beginning, we develop the subject line and the conclusion. It is interesting to reveal whether there is some interrelation between these two cases.

Interpretive approach to the analysis of mass media materials is the research cornerstone. Identification of deep meanings, designs, values put in the text is supposed. Opportunities of such approach are given by the semiotics direction considering language, the text as sign system. A founder of this branch is the Swiss linguist F. de Saussure. (Saussure F. A., 1999, p.432) The successor of his ideas the French researcher R. Barthes applies this method to the analysis of myths and ideologies contained in media texts. (Barthes R., 2000, p.314) He has allocated two levels of values formation – denotation and connotation. Ideas of the semiotics theory in detail were

considered also in works of the American theorist C. S. Peirce who, analyzing sign language system, has allocated three types of signs – iconic, index and symbolical. (Peirce C.S., 1997,p.306) In research the discourse analysis assuming complete reading of the text containing set of symbols and meanings is used. (Jorgensen M., Phillips L., 2002, p. 229)

Press coverage of religious extremism manifestation cases often happens in style of the general public and group of radicals opposition. In such cases the image of the dangerous and aggressive "enemy" is formed. According to the Swiss linguist T. van Deyk use of "polarization" strategy in mass media texts, namely allocation of "we" and "they" groups is ideological way of influencing the audience. The image "we" is represented positive, and "they" - negative. This strategy is most brightly presented in the conflict discourse which the discourse of religious extremism is. (Van Dijk T., 2008, p.256)

The English sociologist J. Thompson notes that in mass media texts quite often there are ideological strategy directed to maintenance / overthrows of the domination relations in society. These rhetorical acceptances appear in several types. He has allocated five main presumptions, each of them in practice is realized in the form of several strategies.

1. A method of legitimation rationalization, a universalization, a narrativization.
2. Concealment is divided into replacement, euphmization, leaving false tracks.
3. Unification is subdivided into standardization and symbolization of unity.
4. Fragmentation is divided into differentiation and exception.
5. The reification includes naturalization, pointing to timeless condition, passivization. (Thompson J.B., 1992, p.362) The detailed description of strategy will be made further, on the course of representing results and their discussions.

RESULTS AND DISCUSSION

Description of Events

Summer events of 2012 (assassination attempt and murder of heads of Spiritual management of Tatarstan Muslims) was unambiguously regarded by both newspapers as "act of terrorism". Definition "act of terrorism" assumes certain denotative and connotive values – socially dangerous acts, made in the quiet, tolerant region. Journalists of the regional newspaper *Tatarstan Republic* noted that these crimes are rather "a challenge to society", "a challenge of temporal power". As, in their opinion, the occurred crimes became result of Muslim community leaders fighting against non-conventional radical Islam whose ideas have been imported into the republic from other countries.

In the federal edition *Russian Newspaper* the used rhetoric was more like the description of criminal nature events: "a resonant crime against ...", "attack on ...". At the same time, crimes were considered as the "political challenge" menacing stability of the region. Two main versions of the committed crimes reasons have been pushed. The first, the conflicts in a Muslim community for ideological reasons. The second, disagreements of the mufti with some entrepreneurs concerning conducting "Muslim" business in the republic.

Arsons of orthodox churches in 2013 in both newspapers have been interpreted as "act of terrorism", however some distinctions have been noted. In the regional edition *Tatarstan Republic* it was reported about measures for protectingf public places and premises from possible further attacks of criminals. SSimilarity with crimes of 2012 was noted.

In *Russian Newspaper* definition of events changed. Right after crimes were committed it was told about "ignition", about "arson" of orthodox churches. After making repeated double

arsons unambiguously crimes began to be considered as manifestations of "extremism" and "terrorism", "national and religious hatred" from criminals.

Subjects of Opposition: "WE" – "THEY"

In case of press coverage for crimes of 2012 in both editions separation of "we" and "they" groups was accurately traced in Muslim belief – for representatives of "traditional" and "radical" Islam. The first were representatives of the religious tradition existing in Tatarstan since ancient times, the second – took ideas from other Muslim countries. In the *Tatarstan Republic* newspaper when creating an image "we" uniqueness of the Tatar and Muslim cultures as parts of world heritage was emphasized. The ideological strategy of designing group identity described by J. Thompson was actively used (the narrativization – the present is represented as part of historical experience, symbolization of unity – forming of collective identity symbols). In *Russian Newspaper* the emphasis has been placed on importance of capturing and punishing the criminals. Importance of consolidating the general public in search of malefactors was emphasized, progress of law enforcement agencies was noted.

The created image "they" in a discourse of 2012 in the main point was similar: these are representatives of "radical" Islam, "adherents of Wahhabism", it is mainly the youth trained in Islam canons in the Arab countries. In the *Tatarstan Republic* newspaper the image "they" has been added with information on "liquidation of sect" – an Islamic community group of people living together in one house. In *Russian Newspaper* "the military Amir of Tatarstan" was mentioned once, he has taken the responsibility for crimes. However in the same article this version of events has been confuted by the law enforcement agencies which have estimated performance of "an amir of mudzhakhed" as PR-action. (Nurutdinova A.N., 2013, p. 80)

The image "we" provided in a discourse of *Tatarstan Republic* in 2013 has united believers of faiths, traditional for the region (Muslim and Orthodoxy), region management, as well as all inhabitants, "people of good will" in fighting against manifestations of religious extremism". In *Russian Newspaper* this image has "not been so accurately traced", nevertheless, it was noted that the public should help solve the crimes connected with arsons of churches.

The image "they" provided on pages of the *Tatarstan Republic* newspaper was ambiguous. Officials noted increase in number of migrants who introduce "radical religious and nationalist views" to the republic. The problem of illegal migration was considered as all-Russian. The prosecutor of the republic specified that "in the territory of the republic a certain group of extremist and terrorist orientation people acts". Thus, the problem of distributing religious extremism in the region was not denied at the official level.

In *Russian Newspaper* the image "they" was contradictory. The "criminal" lexicon was originally used: "malefactors", "vandals", "criminals", "bandits". Then, after capturing alleged criminals, they were "adherents of non-conventional Islam". And already a week later suspects became "conventional criminals" again: "not radical Islamists, but previously convicted criminals".

Strategy of Maintenance / Overthrow of The Status Quo

In the regional newspaper much attention was paid to maintenance of the relations which have developed in the region. Events of 2012 were considered as "blow" to the status of the republic as center "of tolerance and cross-cultural dialogue". In a discourse of the *Tatarstan Republic* newspaper ideological strategy of narrativization, rationalization (the proof of the view

point through creating rational chain of statements), and standardization were used (symbolical forms attributed to some standard).

In a discourse of 2013 it was a special position of Tatarstan as tolerant region also emphasized. Ideological strategy of standardization, rationalization, universalization (institutional educations are considered as general), naturalization were used (the phenomenon is represented as a result of "natural" laws). It was noted that recovery of the burned-down Orthodox churches will happen at the expense of public funds and the help of Muslim community (strategy symbolization of unity). Forces destabilizing situation in the region are out of its limits. Questions of preserving interfaith consent are a problem not only of the regional authorities, but also of the federal center (rationalization strategy).

In *Russian Newspaper* the question of maintenance / overthrow of the status quo in the republic were not the main and basic. In a discourse of 2012 an attempt of destroying the view point of the region as tolerant in connection with carrying out historical analogy between events in Tatarstan and the republics of the North Caucasus has been made. When covering events of 2013 the incidents were considered in style of criminal news that minimized information of estimative, explanatory nature.

CONCLUSIONS

The received results allow revealing some dynamics in presenting the religious extremism discourse in Tatarstan. In regional edition both crimes were considered as "acts of terrorism". But in the first case resonant nature of crimes was noted, in the second – the rhetoric was less emotional. Events of 2012 in *Russian Newspaper* were also regarded as "act of terrorism". And here crimes of 2013 were interpreted differently: from "ignition" and "arson" of churches to "extremism" and "terrorism".

In the *Tatarstan Republic* newspaper by 2013 there was a specification of an image "we": from the general public to representatives of Muslim and orthodox community. The image "they" also became more specific: from representatives of "radical" Islam to its specific carriers. In *Russian Newspaper* the image "we" gradually became more indistinct: from illumination of a role of law enforcement agencies as main subject in capturing criminals to the importance of the general public in the help of searching for malefactors. The image "they", on the contrary, has undergone detalization: from representatives of "radical" Islam to specific criminals. The image "they" is presented in such a way that in the second case it is already clear with whom exactly law enforcement agencies struggle that indirectly confirms the success of their work.

Maintenance of the status quo which has developed in the region was one of the main components in the regional edition discourse. In 2012 the main line of a discourse is a denial of the "radical" Islam spreading problem, which is not typical for Tatarstan. In 2013 there was more accurate description of the religious extremism problem situation, a specification of its source. In the federal *Russian Newspaper* in 2012 some attempts of "misbalancing" situation in the region have been made, however, they have not found continuation.

It is possible to note that events of 2012 were unexpected and resonant, to which representatives of power structures had no answer therefore the most different versions of the incident moved forward. Crimes of 2013 were less lit in mass media, they were not "made problem of", especially in the federal edition. Cases of arsoning churches have been opened quickly enough – alleged offenders have been found. Thus, the problem of religious extremism in the considered discourses crystallizes around spesific crimes, the answer to which the law-enforcement system gives quicker and quicker and more accurately.

SUMMARY

The carried-out analysis allows drawing the conclusion that any media event considered as a narrative is characterized by dynamism of a plot development. Analyzing different stages, it is possible to state whether the story is complete, whether there will be its logical continuation. On the example of events of 2012 and 2013 it is possible to note that end of the narrative containing conflict (which religious extremism is), is connected with "reply" of the authorities to actions of the criminals who have shaken the steady status quo. The discourse analysis of religious extremism allows to reveal the importance of this problem for society and to expect certain consequences for developing the public relations in the region.

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GENDER STEREOTYPES, MASS MEDIA AND MIGRANTS

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ABSTRACT

This article is urged to show one of the migratory crisis reflections through gender aspect of the cultures conflict. From this point of view need of studying migration, as well as other social processes, from positions of gender approach doesn't raise doubts. Conclusions of researchers are most often reduced to ascertaining of the fact that mass media scoop the images from the existing stereotypes which in turn are supported and extended by mass media. In some sense two separate concepts from the different planes - "gender" and "migrant" - adjoin in the information space. The analysis of a gender situation in the world and the analysis of gender aspects in television discourse as mirrors of this situation represents one of the sensitive issues of the present. It leads us to the thought that the image of migrant and maintenance of gender stereotypes in migrant community can be opened in television space.

For research of the specified problem we have used a content analysis method, as empirical base – news releases of "The Message of the Week" and "Time" in 6 months from 10/15/2015 to 3/15/2016.

In the publication our conclusions about features of giving information on migrants are provided in a gender-specific foreshortening, gender roles in Europe and the countries of the Middle East. Influence of maintaining gender stereotype of the different people in relationship of the parties in migratory crisis is described.

Keywords: *gender stereotypes, mass media, religion, television discourse, social trauma, migratory crisis.*

INTRODUCTION

Feature of the European world and the Middle East relations is shown in traditions, collective and historical memory, opens through a cultural trauma. Research of gender stereotypes in the context of migratory crisis is closely connected with conceptualization of such concepts as "historical memory", "collective memory" (Halbwax M., 2007, p.348; Confino A.,1997, p. 1386; Erll A., 2010. p. 1; Manier D., Hirst W. A, 2008, p. 253; Olick J.K., 2008, p. 23 ; Russell N., 2006, p. 792; Schacter D.L., Gutchess A.H. & Kensinger E.A., 2009, p. 83). The French historian P. Nora introduces the concept "place of memory" for scientific use. He carries the museums, books, archives, people, traditions, songs, buildings, geographical places to the spiritual or material places capable to keep and cause collective memoirs – everything that has "symbolical aura" and allows society to make idea of itself and the history (Veltser X., 2005).

The historian of religion and culture Y. Assman allocates the main signs of collective memory: relevancy to specific time and space, correlation with specific group and the recreating nature of collective memory. "Identification specifics" is common to collective memory - collective memory is memory of a real social group. It recreates the past and "organizes

experience" the present and future (Pierre N.,2005). These theses of Assman are especially important for understanding the situation of modern migratory process to the countries of the European Union.

Analyzing condition of the modern migratory crisis participants according to messages in mass media, all of us are more inclined to diagnosing a cultural trauma. This concept is closely connected with the concept of collective memory. In development of the cultural trauma concept the significant role was played by works of the Polish researcher P. Shtompki (Assman A., 2014, p. 8). "The cultural trauma" is understood as a collective phenomenon, the state endured by a group, a community or society as a result of destructive events. The scientist allocates the following stages of describing traumatic sequence:

1. favorable structural and cultural prerequisites for causing trauma;
2. traumatic situations or events;
3. special methods of definition, interpretation or interpretation of traumatic events by means of the inherited cultural resources;
4. traumatic symptoms, meaning certain schemes of behavior and attitude (all the divided examples of behavior and the commonly accepted opinions);
5. post-traumatic adaptation;
6. Overcoming the trauma.

The cultural trauma can be more or less painful, and it depends on two important conditions: gap sizes between the habitual organized environment and conditions caused by traumatic events and degrees of the sphere scope of basic values, rules and main expectations (Shtompka P., 2001, p.6).

The categorization of values, forms of behavior, experience of the previous generations on the basis of gender takes place and is encouraged in any culture. In any culture the role of man and woman is looked differently upon and play different roles (Shevtsova A. A., 2011). Genders find polar values: positive - negative. In case of assessing "foreign" culture value of gender strongly depends on difference degree between the personal outlook and the point of view of the others.

Significant factor of the distinctions existing between the countries in preference of gender stereotypes is the religion. Female stereotypes are more favorable in those countries whose traditions include worship of deities and female Saints and where women are allowed to participate in religious ceremonies (Azhgikhina N., 2000).

The Koran defines the attitude towards the woman most categorically, comprehensively interfering in the family and marriage relations and describing gender roles (Rzayeva S. V., 2015. No. 395). Female fidelity, chastity, obedience – all this is part of education of the woman, it is determined by accommodation conditions, clothes, system of punishments. Property dependence of the woman is put in norms of Sharia, in traditions and in consciousness of the population. Most of Muslim feminists don't criticize sacred texts, and look for new ways of their reading. The role of the man in the Christian community is more powerful and directive than female (Selivanova O. S.,2006). Position of the woman living "absolutely safe" in the father's family, further the husband's, is fixed by the canon the Catholic church law.

In some sense two separate concepts from the different planes - "gender" and "migrant" - adjoin in information space. Gender stereotypes are constantly reproduced in mass media. In mass media the gender relations, even without being a subject of the publication or reporting, can be shown in semantic accents and in means of registration. Stereotypes can be fixed by language or other semiotics code.

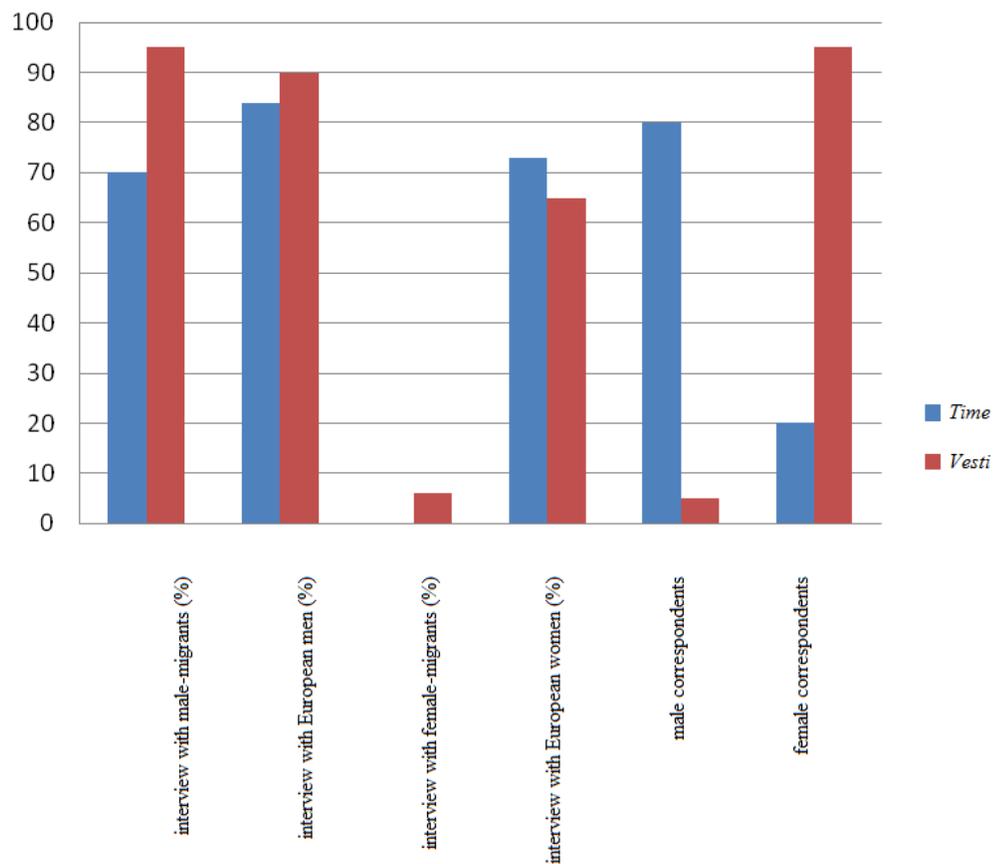
MATERIALS AND METHODS

Research objective which results are given in this work is defining how gender stereotypes find reflection in the crisis of migrants on Russian television. Respectively in the field of studying images of the European migrants, and features of TV reporters have also been included shown.

70 news releases of Russia TV channels and "Channel 1" have been considered for this purpose. The time period – 6 months from 10/15/2015 to 3/15/2016. Only those releases in which there were reportings devoted to migratory crisis have fallen under the analysis. The content analysis method has been used, then data were exposed to the qualitative analysis. News materials were considered in the following parameters: the number of the interviews taken from the European men and women; the number of the interviews taken from male migrants and female migrants; sex of the correspondents; age of the interviewees; quantity of religious scenes; variety of female and male images.

RESULTS

Figure 1
QUANTITATIVE COMPARISON OF REPORTINGS ON A PROBLEM OF
MIGRANTS IN THE *TIME* AND *VESTI* PROGRAMS DURING 15.10.2015 - 15.03.2016



There is certain dependence meanwhile between the sex of the correspondent and that of the interviewee. Correspondents of the *Time* program have interviewed less men and more women. While, *Vesti* showed more interviewees among men. Several (not less than 2) interviews from which most part has been taken from male migrants were the share of each reporting. Correspondents succeeded to talk to female migrants only 2 times. At the same time more long and confidential dialogue was between women. It is characteristic that the bulk of the interview has been taken from men, both Europeans, and migrants. But, if Europeans have been generally presented by men of middle age, with stable work, having a certain weight in society (lawyers, writers, teachers, etc.), then migrants were generally represented by people of younger than middle age. There were only several interviews taken from elderly migrants.

In work of correspondents "female bias" was shown in reflection of an external image of the female migrant from the East. We see a small variety of images: she is swarty, goes in a scarf and long skirts, and has a homy appearance. In reportings of men we see that the migrant is the same swarty woman in a scarf, we also see her active position. This is mother protecting her children.

The European women quietly spoke about migrants, stated the different points of view. Religious practices of Catholics haven't been shown in reportings, only opinion of Europeans on this subject in connection with celebration of Christmas. Ceremonies of Muslims were included in reportings: the praying men, religious symbolics, discussion of difficulties of following Islam canons in the conditions of migrant settlements. The women uplifting a prayer weren't included in reportings.

During the period after New Year's events in Cologne (on January 1-2, 2016) in interview of European representatives the main keynote – was fear for the women: "They want women. I am afraid to go here in the evening". And this fear comes true. Already in other reporting Greek male speak: "... for migrants local girls are the prostitutes. And how east woman dresses - it is normal". An image of the woman in the European and Middle Eastern cultures has caused also the events in Cologne, and the subsequent impartial acts of migrants across all Europe. The strong resonance was received by cases of violence over minor girls in Britain and in Germany.

In completion of it "a counter crusade" took place - burning of church in the town of Fantenblo (France) where the statue of the Mother of God has burned down. The last – the symbolical gesture combining both counteraction of cultures, and religious aggression, and fight of male and female. Whether burning of the Mother of God is indicative punishment of free-thinking of the European women? On the other hand, the act of vandalism in Catholic church is an act of aggression in relation to the "man's" world of Europe: "Look! You aren't able to protect the religion and the women".

The modern vector of migration is directed from less developed countries to more developed. As a result this factor influences the developed countries stronger, negatively influencing the social relations, culture and national identity of these states.

CONCLUSIONS

Collision of gender stereotypes is one more display of a cultural trauma which is endured by all parties of migratory process. Nature of these experiences is variable – from patient suffering and expectation in the future of the best times before manifestation of international and interfaith aggression.

Perhaps, the answer about sources of similar gender-centered aggressive actions of migrants can be found in the words of the American anthropologist Ernst Hutton about Germany provided in one of news releases: "During occupation it is necessary to stimulate inflow and subsidence of the non-German nations in the German state. In particular it concerns male migrants. The essence of this measure is reducing birth rate level of "racial non" Germans, thereby having neutralized the German aggression by creating the mixed families, and also to erase their national lines by means of brain washing".

The nature of stereotypes such is that they keep the durability in case of collision with the proofs confuting them. The similar phenomenon has received the name of "effect of stability" and consists in the following: in case of disagreement between the perceived situation with the available stereotype new subcategories or subtypes which allow to keep a general stereotype are created, at the same time, knowing that it is suitable not for all elements of this category.

Many migrants have left the country with the whole families, and consequences of crisis will be drastic for them. And changes which will arise in the mass consciousness injured by both war, and resettlement, and violence, and ruin are even more difficult to predict. People of different age, status, material security have fallen under action of migratory crisis. The people who have got used to hide all family behind house walls are forced to live in full view of the whole world, without personal space. For East woman the similar situation is endured as a cultural and psychological trauma. Though the family relations are strictly regulated by religion, and the woman is completely dependent on the husband, the personal space of the woman in the Middle East is protected by specific clothes, responsibility of the husband or male relatives, house walls. And the world will only see all consequences of crisis when the generation of migrant children grows.

The attitude of female migrants towards the European women is illustrated by the reporting of program *Vesti* of January 30, 2016 where such address of the migrant to the resident of Great Britain was heard: "You are as if naked. Go and put on something". The representative of Britain, despite bright open clothes, nevertheless assumes a protective pose.

In the context of migrant crisis in Europe Angela Merkel's image is often discussed. In one of releases we hear the following words about madam Merkel: "However mother hears not everyone but only those who behave well: don't get into boats of smugglers. Now there was also a father. Mother doesn't love him, but she is forced to agree. Because they have 2,5 million common children". Angela Merkel's image concentrates in itself an image of the European woman who is forced to cope with a difficult situation of her house inviolability violation when also it is necessary to be hospitable, and not to offend the guests. The analogy is emphasized with a galaxy of female images where shots show the European women for whom femininity is transferred only by a flowing hair, the trouser suit is urged to emphasize emansipation and attempt to be protected. Women are guided by special stereotypes of the relation to the forcing-out community which are based on experience of fear for the life and family. At the same time, there also is an image of sacrifice put by Catholic canons in a female gender stereotype of the European.

Thus, it is possible to draw the following analogy: Europe – the European woman – Angela Merkel – an image of common severe mother. This associative array is built on television materials and is emphasized with both shots, and words of TV reporters. Willy-nilly there is a feeling of senseless opposition of migrant boys (the most part of interview and shots are devoted to male migrants younger than middle age) and severe European mother. As though modern migratory crisis has opened the created Oedipus complex of the Middle East long ago.

We will emphasize, similar associations don't apply for the description of the real situation. They only describe refraction of a gender stereotype in two planes - migratory crisis and television communication – with the special maintenance of genders in a final tele-image of the migrant.

SUMMARY

The analysis of social losses and acquisitions, scale of a cultural trauma as a result of modernity forcing migrations should be made. The abundance of digital material, a large number of scientific publications and materials mass media on migratory problems have not allowed to reveal and study tendencies of such changes yet. Experience of a cultural trauma and inevitable adaptation of migrants to new conditions of residence in the countries of the European Union – is a long process which consequences, certainly, can be interesting to scientific forecasting.

Gender approach in combination with the theory of determinism allows to analyze adaptation of modern migrants more fruitfully, men and women use different strategy of adaptation that influences its productivity. It allows considering several distinctions unlike other problems of social distinctions of men and women at the institutional level, and also the factors influencing these distinctions. Distinctions in content of gender stereotype in the different countries can also act as this factor, as well as studying television materials, as we have studied it in this article.

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THE HISTORIC CITY OF THE TATARSTAN REPUBLIC AS THE BASIS FOR REGIONAL TOURISM CLUSTER

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ABSTRACT

Authors offered a hypothesis that influence of a tourist cluster on regional economy will depend, first of all, on efficiency of its organization and functioning. Layout and spatial (territorial) organization and placement of a cluster objects becomes a key factor. Use of such approach to the territorial organization of a tourist cluster allows solving problems of the tourist cluster spatial and territorial design, as well as optimizing placement of the cluster enterprises. The most numerous group of city settlements in a pattern are small cities. In turn it is the steady category which is also a necessary element of domestic "city frame". In article the city is considered by authors as object of possible tourist and recreational activities, studying it is performed in the model in which the urban environment appears in the form of the "polarized landscape" diagram by B. B. Rodoman. As a result of the conducted research were selected: Prikazansky complex tourist cluster (Arsk, Kazan, Laishevo, Sviyazhsk), Kama tourist cluster (Yelabuga, Mendeleevsk, Menzelinsk, Mamadysh, Chistopol), Zakamsky tourist cluster (Bugulma, Leninogorsk, Almetyevsk), Bulgarian tourist cluster (Bulgar, Tetyusha).

Keywords: *territorial development, historical city, tourism, tourist cluster, Tatarstan Republic.*

INTRODUCTION

At the present stage of economic development the industry of tourism is one of the most progressively developing services among the trade industries. At the same time, against world political problems (the military conflicts and threat of terrorist danger in a number of states) into the forefront, in exchange to outbound external tourism the internal tourism shall come. The current situation shall give a new impetus to developing regional tourist sector of Russia.

One of basic elements for the Concept of long-term social and economic development in the Russian Federation for the period till 2020 is forming the new centers of social and economic development, including, due to creation of the territorial and production clusters (including tourist), realizing the competitive potential of the territories (2007, accessed may 2016).

Conceptual and methodological bases of cluster approach are reflected in works of such scientists as T. Andersson, I.N. Denisova, S.R. Dreving, K.V. Ekimov, C. Karlsson, T.I. Klimenko, E.V. Kurkudinov, N. A. Larionov, E.I. Mantayev, Y.B. Mindlin, A.V. Naumov, M.Porter, E.V. Fedina, T.V. Tsikhan, etc. (Andersson T., Schwaag-Serger S., Sorvik J., Hansson E.W., 2004; Denisova I.N. , 2009; S.R. Dreving, 2009; Ekimova K.V., Fedina E.V., Naumov A.V.,2010;Karlsson C., 2008; Klimenko T.I., 2011. p.162; Larionova N. A., 2007; Mindlin Y.B., 2009; Mantayeva E.I., Kurkudinova E.V., 2012; Porter Michael E., 2013. P.544; Tsikhan T.V., 2003).

Ample opportunities of applying cluster approach in tourist sector are recognized by many researchers. Features of such approach application in tourism, methodological aspects and the principles of forming tourist clusters are considered in works of a number of researchers: O. V. Belitskaya, A.E. Boyko, O. A. Bunakov, T.I. Dutova, E.G. Karpova, O. D. Kohl, V. I. Kruzhalin, I.S. Miloslavsky, A.V. Mitrofanova, N. V. Nedosvity, M. Novell, S.Nordin, B. Schmitz, T. Spencer, A.A. Ryabtseva, N. K. Gabdrakhmanov etc. (Belitskaya O. V., 2011; Boyko A.E., 2011; Bunakov O. A., 2011; Dutova T.I., 2010; Karpova E.G., 2012; Kohl O. D., 2010; Kruzhalin V. I., 2009; Miloslavsky I.S., 2012; Mitrofanova A.V., 2010; Nedosvity N. V. , 2012; Nordin S., 2006; Ryabtsev A.A., 2012; Gabdrakhmanov N.K., Roshko, Mikhail, 2014, p.267 ; Gabdrakhmanov N.K., 2014, p.393).

The tourist cluster is the group of the interconnected entities of the tourist sphere interacting and complementing each other during creation of a complex tourist product of the territory (Kovalyov Y.P., 2009, p.192) concentrated in a certain territory.

According to A.Y. Alexandrova, an important role in developing the tourist industry today is played by tourist clusters. In this case the cluster is understood as the system of interconnected firms, entities and organizations developing within economic zones in the sphere of vacation and travel (Alexandrov A.Y., 2007, p. 51). However objects in this case determining the vacation spot choice (natural and recreational, historical and cultural, etc.) shall constitute the basis of such cluster.

The modern tourist cluster is capable to solve a number of important problems (Polyanskikh E.A., 2012, p.66) among which:

1. priority development of internal and entrance tourism in the territory;
2. creation and development of a highly effective and competitive tourist complex in the territory of the region;
3. demonstration of historical, cultural and spiritual heritage of the Russian people;
4. forming system of state regulation for tourist activities;
5. supporting development of different entrepreneurship types (medium and small) in the tourist sphere;
6. development of marketing strategy for promoting tourist products and creating favorable image of the region as tourist region;
7. attraction of non-budgetary sources for reconstruction and new construction of tourist objects;
8. creation of modern system for preparation, retraining and advanced training of tourist personnel;
9. creation of investment platforms bound to sell mechanisms of public-private partnership and development of small and medium tourist business.

It is obvious that influence of a tourist cluster on regional economy will depend, first of all, on efficiency of its organization and functioning. Layout and the spatial (territorial) organization and placement of a cluster objects becomes a key factor. According to the classical provisions formulated by E.Y. Kolbovsky (Shvets Y.Y., 2011), design of tourist and recreational systems in regions is based on separation of different composition, functional and planning elements among which composition types are created:

areas - regions of tourist, recreational and sanatorium resources concentration;
cores – functional, economic and town-planning centers of regions and zones;
axes - landscape and route corridors connecting areas and cores in a uniform territorial frame;
loci - dot elements of functional and planning structure connected to separate monuments, camp sites, rest houses, settlements.

Use of such approach to the territorial organization of a tourist cluster allows to solve problems of spatial and territorial design, as well as optimization of the cluster enterprises placement (Rubtzov, V.A., Gabdrakhmanov N.K., Delabarr, O.A., Pratchenko, O.V., 2015, p. 681; Rubtsov, V.A., Gabdrakhmanov N.K., Mustafin, M.R., Arzhantseva, N.V., 2015, p. 781). In addition to classical provisions of E.Y. Kolbovskogov to recreation and tourism economy there was made a row of attempts to consider structure of a tourist cluster and other factors. For example, I.S. Miloslavsky offered model of a tourist cluster in which five levels are selected:

1. the central element of model - tourist resources as incentive of tourist interest;
2. tourist firms;
3. food, leisure, placement, transport (it is obvious, as basic elements of a tourist product);
4. trade, engineering infrastructure, financial institutions and medical attendance;
5. Economic sociocultural, political and environment.

Representation as a crucial element of a tourist cluster is indisputable – tourist resources as they stimulate tourist interest induce to make the decision on a trip. However an attempt to unite in models the equivalent view points of the entity and factors, in our opinion, is not completely correct.

O. D. Kohl in the conceptual scheme of tourist cluster selects the following elements:

1. Core (root) of a cluster — the attractors providing the high level of a tourist destination competitiveness;
2. The suppliers of tourist services providing services of an appropriate quality level (collective and individual means of placement, catering establishment, excursion bureaus, etc.);
3. The business environment — represents set of the external factors influencing activities of tourist services suppliers and providing competitiveness level in the tourist market.

As benefit of such approach, in our opinion, allocation of core (root) of a cluster by which attractors are understood acts. This formulation profitably differs from considering tourist resources as cluster core. As practice shows, the tourist cluster can use not the most known and numerous resources located in the territory as key tourist resources. For example, the transit highway can act as an attractor whereas in the territory of the nearby municipality considerable cultural and historical sights are concentrated which, thereby, remain almost not demanded by visitors of a cluster.

In general, it should be noted that approaches to defining structure of a tourist cluster by various authors are rather similar, the main difference is connected with extent of separate groups of elements disaggregation in a tourist cluster.

METHODS

In developing the concept of territorial development for tourist clusters defining the potential of the territories in which these clusters will be created is extremely important. In case of a cluster policy implementation and detection of the region capacity for creating the pilot local tourist clusters carrying out the deep analysis of the regional economy competitiveness in the following directions is necessary? This includes: the analysis of the current situation and perspectives of professional educational institutions development taking into account needs of regional economy for training and premises of creating pilot local tourist clusters; the analysis of the existing infrastructure of the scientific, research and development organizations operating in the region, experience of interaction with economic entities and perspectives of their development; the analysis of municipalities opportunities in the region to form in their territory

conditions for development of pilot local tourist clusters; the final analysis of pilot local tourist clusters from the view point of their potential participants, opportunities and development restrictions composition.

The small cities are the most numerous group of city settlements in the pattern now. It is the steady category which is also necessary element of a domestic "city frame" (Yemelyanova N. A., Saraykina S. V., 2014, p. 97).

The small and medium size cities, unlike the large cities, saved the historical and ethnographic originality. They will bear the stamp of history, reflect specifics of environmental terrain.

Parameters of the small cities space are relevant. The modern small city could be a district in the past, unimportant settlement or big cult center having eventually lost its value (Rodoman B. B., 2002, p. 336). Unlike rather recently formed small cities (industrial, resort, scientific centers, etc.), the small historical city is a special community type in which the national historical and cultural capacity, which can be staticized in the present, mostly remained. As many scientists and experts fairly mark, the small cities are the transition link from city culture, from its considerable professional component, to traditional rural culture. Feature of the small city development is that it is connected to the rural periphery by strong bonds. Also important feature of small center is close interaction with wildlife, unlike almost completely artificial environment of the modern megalopolis. Thirdly, the social organization of life in the small city is characterized by such parameters of a cultural chronotope as slow life pace and regularity of daily occurrence, the close acquaintance of inhabitants with each other, more imbued with feeling, than judiciousness, relations of citizens. In this regard the social information subsiding for many years in the environment of the small city (traditions, customs, myths, folklore, etc.) remains longer and is always in demand (Rubtsov V.A., Baybakov E.I., 2015, p.21).

Considering the city as an object of possible tourist and recreational activity, studying the model in which the urban environment appears in the form of "the polarized landscape" scheme by B. B. Rodoman (Rubtsov, V.A., Gabdrakhmanov N.K., Mustafin, M.R., Arzhantseva, N.V., Trofimov, A.M. 2015, p. 673) is possible.

At the local level the structure of an urban environment recreational space is formed of the historical core, one or several radiuses and several local cores corresponding to administrative centers of the cities, or tourist objects. Thus, the historical core of the city forms the attention focus around which local cores of recreational infrastructure are built. The cities and territories adjoining them act as local formations where the combination of various functions leads to synergetic effect.

RESULTS

We will consider the general principles of creating a regional tourist cluster of the Tatarstan Republic based on the historical cities.

The Tatarstan Republic has essential development potential in the plain of tourism based on the small and medium size historical cities. Also, as well as across all Russia, degree of development and representation of the small and medium size historical cities of the republic as tourist product is various. At the same time among perspective such cities as Bulgar, Bugulma, Yelabuga, Zainsk, Laishevo, Mamadysh, Mendeleevsk, Menzelinsk, Sviyazhsk, Tetyusha, Chistopol should be noted. Especially it is necessary to distinguish three from the listed cities – Bulgar, Yelabuga, Sviyazhsk. These the cities are most widely presented at the market of tourist services as the historical and cultural product .

CONCLUSIONS

In our opinion, the regional tourist sector of the Tatarstan Republic shall be constructed by the poly-centric principle (Gabdrakhmanov N.K., Vladimir, Rubtzov; Marat, Mustafin, 2014, p. 247) with allocation of several clusters.

1. Prikazansky complex tourist cluster (Arsk, Kazan, Laishevo, Sviyazhsk). Kazan forms the main historical core of a cluster with its rich historical and cultural complex and well developed infrastructure. Arsk, Laishevo and Sviyazhsk have the subordinate position. In the infrastructure plain these cities lag behind Kazan and create subclusters. For example, Sviyazhsk, being unique historical object, has no sufficient means of logging which restricts its use a little. However the relative closeness to Kazan allows to use its infrastructure in case of the trips organization. In addition adjacent rural settlements can be used for the organization of rural tourism.
2. Prikamskiy tourist cluster (Yelabuga, Mendeleevsk, Menzelinsk, Mamadysh, Chistopol). An indisputable core of the Kama cluster is the city of Yelabuga with well developed infrastructure and a big variety of historical and cultural objects for tourists to see. On the basis of Mendeleevsk, Menzelinsk, Mamadysh and Chistopol it is necessary to create subclusters.
3. Zakamskiy tourist cluster (Bugulma, Leninogorsk, Almetyevsk). Specifics of economic development of the region (oil production) define also quite narrow specialization with tourist sector – industrial tourism. This cluster can be interesting in respect of acquaintance with history of oil production and mastering of oil fields.
4. Bulgarian tourist cluster (Bulgar, Tetyusha). The main historical core creates Bulgar which is the most northern monument of medieval Muslim architecture in a pattern, a unique and single sample of the bolgaro-Tatar architecture of the middle of the 13-14th centuries. This cluster specializes, mainly, in cultural, cognitive and pilgrim tourism.

Table 1
SPECIALIZATION OF TOURIST CLUSTERS OF THE TATARSTAN REPUBLIC

CLUSTER	ESTABLISHING ADDITIONAL TYPES OF TOURISM
Prikazansky complex cluster	cultural and informative, event, business tourism, cruise, ethnic, pilgrim, ecological, rural
Prekama cluster	recreation, cultural and informative, event, cruise, fishing, hunting, rural
Zakamsky cluster	Industrial, recreation
Bulgarian cluster	cultural and informative, pilgrim, cruise, event, ethnic, fishing, rural

SUMMARY

In the conclusion it is necessary note that the Russian small and medium size cities are unique. In them there is a lot to show to foreign guests and compatriots. In case of the high-quality marketing policy creating tourist image in the near future will allow to create the tourist center in this territory. In turn it will promote attraction of tourist flows into the regions, and, as a result, create new workplaces, enrichment of local population culture, make stimulating impact on a number of economic indicators, etc.

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WORKING WITH LOCAL LORE IN SCHOOL AS AN EDUCATION ASPECT FOR SUSTAINABLE DEVELOPMENT

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ABSTRACT

The school teacher has real levers of influencing the youth for the purpose of implementing ideas of sustainable development in educational process. Local history work at school is crossed with such biological areas as studying the district, describing ecological factors, history of the famous scientists-biologists. Relevance of work is connected with complexity of developing the feeling of participation – the effective technologies capable to concern, wake up the high feelings promoting manifestation of the emotional and valuable attitude of the personality towards reality are necessary.

In work the theoretical analysis and generalization of scientific literature, applied studying local lore is used.

In article two original principles of creating the training programs in studying local lore as to the instrument of training and education are offered, names of specific projects which can become the work's result are provided.

The concentric principle of its creation – from a schoolyard to objects of the UNESCO World heritage list, the idea of the sustainable development objectives achievement - can become a basis of the local history program of out-of-class work at school.

The various teacher-student projects capable of inspiring feelings of love for the homeland, beginning with small – from un-indifference to the hometown or village which for each person shall have special value, can become the work's result on developing the problem. Studying local lore creates the values necessary for education for the purpose of sustainable development, namely: patriotism, spirituality, motivation to national self-knowledge. Interestingly organized local history work will help trained to learn the homeland, to bring up special feelings that will promote active involvement of the population in the solution of the arising environmental problems and providing the long-term future.

Keywords: *Local lore, Sustainable Development, UN-Habitat, the UNESCO World Heritage List.*

INTRODUCTION

In the modern actively developing world quite often there are problems of global nature. At the beginning of the 20th century for the first time V. I. Vernadsky has pushed the idea about need of a sustainable development as concepts of a noosphere in which harmonization of society and nature interaction makes sense. Warning about the dangers hidden in forming the noosphere, Vernadsky claimed that the mankind becomes powerful geological force which determines evolutionary changes of the biosphere.

Development of settlements, especially large cities, is often followed by deterioration in social-and-ecological situation.

The program of the United Nations UN-Habitat founded in 1978 is directed to support and development of settlements. One of the priority directions of the program – is the sustainable city development which shall include ensuring ecological compatibility of the residential location with surrounding environment, management by means of active population participation in explanatory work. The concept "sustainable development" has been entered into policy by the Brundtland commission as development which satisfies requirements of the present, but does not threaten capability of future generations to satisfy their own needs.

Materials of the sustainable development Concept, the Agenda on the XXI century, Charters of Earth, the European Strategy of the UN training for the benefit of sustainable development aim teachers to develop in younger generation the global thinking, forming ideas of living conditions for people in the near future, orientation to individual actions and behavior, the environmental risks and threats growth reducing (Azqueta, Diego and Daniel Sotelsek., 2007, p. 22; I. Serageldin and F. Sfeir-Younis, 1995, p. 30; Robert Costanza , 1991, p. 175). Education at school is the first step in forming understanding of ecological state of the settlement environment where students live, as well as the whole world in general (Scott W., Gough S.,2003. 192 p ; Munasingkhe, M., 1995).

Currently, interest in studying the native land and the world in general has sharply increased in society. Education for sustainable development will be effective if essential changes concern the attitude towards the school teacher as force having real levers of impact on youth for the purpose of introducing ideas of a sustainable development into educational process (Lyailya U. Mavlyudova and Elmira S. Shamsuvaleyeva, 2015).

Studying local lore – is one of the popular forms of out-of-class activities for any subject (Barkov A. S., 1960). The "studying local lore" concept designates expanded studying part of the country, city, village, street, settlement of the population for which this part of the territory is significant. Studying local lore cultivates involvement in history of the ancestors, sets thinking on the past and the present through studying traditions and customs of the native land, knowledge of the roots, indissoluble communication with prior generations, i.e. creates those values which are so much needed today: patriotism, spirituality, national consciousness (Heal, Geoffrey., 2007, p. 7; John Niewenhuysen et al.,2001. P. 111).

Relevance of work is connected with complexity of developing the feeling of participation only by words, the effective technologies capable to concern, wake up the high feelings promoting manifestation of the emotional and valuable attitude of the personality towards reality are necessary.

Work purpose: to submit two concepts of the local history work organization at school.

METHODS

In the 20th of the XX centuries, the studying local lore was referred to as "a method of synthetic studying of a rather small territory, selected on administrative, political or economic signs, in the 30th – it was defined as "the social movement integrating the local labor population which is actively participating in socialist construction of the homeland on the basis of its comprehensive study" (Borisov, N.S., Dranishnikov, V.V., Ivanov, P.V., Katsyuba, D. V., 1982, p.224). In the current work the theoretical analysis and generalization of scientific literature, and application-oriented studying of the local lore for the purpose of promoting pride for the country in students. Work is based, among other, on studying objects of the UNESCO World heritage

and documents of the UN summit "Conversion of our world: The agenda in the field of sustainable development for the period after 2015 till 2030" (Sustainable Development Knowledge Platform, accessed may 2016).

RESULTS

The idea of sustainable development goal achievement can be a basis for creating the first concept of the local history work program at school. Education for a sustainable development represents training process of making the decisions necessary to provide the long-term future of economy, ecology and society in general.

The problems connected with settlements and formation of youth was discussed at Conference of the UN on settlements (Habitat II) in Istanbul (Turkey) on June 3-14, 1996. The Istanbul declaration on settlements became a result of this conference.

The United Nations General Assembly has assigned to the UN-Habitat a problem of promoting and creating favorable conditions for life of the citizens. One of the means for this promotion is granting the award for important initiation in the field of improvement of the urban population living conditions meaning recognition of achievements of the city at world level. Since 1989, the award of the UN-Habitat is the most prestigious award in the world for settlements.

In the Tatarstan Republic two cities were granted the awards of the UN-Habitat: in 2005 – Kazan for a big contribution to solving the problem of a shabby and hazardous dwelling elimination, in 2008 – Bugulma. It has increased quality of the population life; residents began to receive qualitative drinking water after introducing the Clear water project smoothly.

The projects "City of My Dream", "I Live Here", "Beginning to All — the Native Home", "Environmentally Friendly City — the City of Dream", "Pure City — It Is Real!" can become the work's result on studying the questions, joint with students, on improvement of life quality and environmental state beginning with small – with un-indifference to the hometown, village, town, which for each specific person has to have a special value.

The final document of the UN summit on adoption of the agenda in the field of development for the period after 2015 is called "Transformation of our world: The agenda in the field of sustainable development for the period till 2030". About 160 heads of state and government have taken part in the summit. The declared 17 purposes in area of sustainable development and 169 tasks, testify to a problem scale. These purposes and tasks will stimulate activity in various areas in the next 15 years which have huge value for mankind and the planet. It is an appeal to action in five key directions: people, planet, financial wellbeing, world and partnership.

One of the summit purposes – providing all-embracing and fair quality education and encouragement of a training possibility at an extent of all life. Local history work is just one of such activities in the course of which the person can study all the life.

As it is noted in documents of summits (Rio de Janeiro, 1992, 2012; Johannesburg, 2002), the most important instrument of introducing the sustainable development is the education urged to provide understanding that each member of society can help providing the long-term future of economy and wellbeing of the world environment in general.

The projects "How to Make the Correct Decisions", "Being Loyal to Our Values", "Ecology + Economy", "Education Is the Main Thing for a Sustainable Development", "Future of Economy within a Sustainable Development", "The Correct Decisions for the Whole World",

"Ecology — Questions and Decisions" can become the work's result on achievement of this purpose.

One more sustainable development goal – is assisting forward, all-embracing and sustained economic growth, full and productive employment and decent work for all, which assumes development of steady tourism that in turn promotes creating workplaces, developing local culture and producing local products. Development of local culture and production of souvenirs which with pleasure are bought by tourists, assumes, first of all, knowledge of history and culture of the native land.

The projects "Delicacies of the Tatar Ethnic Cuisine", "Fashionable Patterns and Job Specifications of the 18th Century", "Traditions and Customs of the Tatar People", "Cat Kazan — the Main Souvenir of the City" can become the work's result on achievement of this purpose. The idea of ensuring openness, safety, resilience and ecological stability of the cities and settlements became at least one more important purpose of the summit. By 2030 providing, among other, ecologically steady transport systems, ecologically steady urbanization, activization of efforts on protecting the World cultural and natural heritage, reducing negative impact, including due to special attention to quality of air and waste disposal, ensuring general access to green zones, rendering assistance in construction of ecologically steady and strong buildings with use of local materials to the least developed countries is set tasks. For achievement of this purpose it is necessary to know local construction materials, and it means that studying the nature is necessary, meaning: geology and ecology of the native land.

Projects can become the work's result on achievement of this purpose: "There will be a garden city!", "The best transport for the city", "Air in the city?", "Money in Garbage", "The most beautiful minerals of Tatarstan", "Richness of Tatarstan – oil", "Minerals of my homeland", "Improbable construction materials", "Our most valuable construction material".

The concentric principle of its creation, taking into account the list of the UNESCO World heritage can become a basis of the second concept of creating the local history work program at school.

In order to find out scales of local history work for school students in comparison, we have figuratively carried out four circles around school. Each circle designates a certain scale of research. The first circle is researches directly within walking distance from school. The second and third circles – researches on the territory of all city and the Republic. The fourth circle – researches in the territory of all Russia. Circles are constructed with center in Engineering lyceum KNITU-KAI for exceptional children which is located at Kazan, Gagarin Street 8.

"Around school". Within walking distance from lyceum there is memorial Victory park. In its territory 1418 trees equal to the number of days and nights of the Great Patriotic War have been planted. Also of interest are the personae of Husain Yamashev and Aleksandra Bondarenko in honor of whom streets on these park crossing are named.

Projects of excursions on the area "Echoes of Great War" can become the work's result, "Nothing on Earth passes completely".

"My city – Kazan". The list of the UNESCO World heritage in the Russian Federation includes the Historical and Architectural Complex of the Kazan Kremlin. Places which were ever visited by the famous writers, musicians can become interesting places for local history work with school students. Kazan is connected with names: F.Shalyapina, G. Tukaya, S. T. Aksakova, K. Fuchs, V. I. Lenin and many others. The history of the Kazan University is connected with names of great biologists and chemists: E.A.Eversmana, A. A. Vishnevsky, A. M. Butlerov, A. Kowalewski, S. Zimnitsky, N. Zinin, etc.

The projects "Seven Main Places of the Kazan City" can become the work's result, "Couple hundreds years ago I went along this street ... and deliberated about ...", "Fascinating stories about life of those to whom there are monuments in Kazan".

"My Tatarstan". On the land of Tatarstan national and spiritual traditions have intertwined. Here nomad tribes, trade caravans, great thinkers have left their mark. Here lived – the Great Bulgar and merchants' Yelabuga. Here the native land, the village, the street, the small river in which he bathed the childhood, a garden where the apple-tree grew, can occupy a special place in everyone's heart. And this is very important for keeping warm memories of the best life times.

The projects "Favorite Corners of Nature", "Nature Sanctuaries of the Tatarstan Republic", "Reserved Tatarstan", "My List of the UNESCO World Heritage in Tatarstan", "Awards of the UN-Habitat to Tatarstan" can become the work's result.

"My Russia". Entering of object into the list of the World heritage is the international certificate of its uniqueness recognition. In the list of the UNESCO World heritage in the Russian Federation 25 names appear (for 2012): 15 objects are included in the list by cultural criteria, and 6 of them are recognized as a masterpiece of the human genius (criterion of *i*), 10 objects are included by natural criteria, and 4 of them are recognized as natural phenomena of exclusive beauty and esthetic importance (criterion of *vii*).

The projects "Twenty Five Miracles of Russia", "Reserved Russia", "My House Russia", "Russian Suburb", "Animals of Russia from the MSOP Red List", "Seven Most Beautiful Flowers of Russia" can become the work's result.

CONCLUSIONS

The district of different spatial scale and cultural-and-historical value can be object of the local historian interest. Local history work at school is crossed with such biological areas as studying flora of the district, the description of ecological factors, history of the famous scientists-biologists and fruits of their activity.

The concentric principle of its creation, taking into account the list of the UNESCO World heritage, as well as idea of goal achievement of a sustainable development can become a basis of the local history program for out-of-class work at school. Creating projects which will promote feelings of love and patriotism in relation to the land becomes result of local history work with students. Studying local lore creates those values which are so necessary for education purpose of a sustainable development, namely: patriotism, spirituality and motivation to national self-knowledge. Interestingly organized local history work will help the trained better to know the native land, to have special feelings of love for it, pride that will promote active involvement of the population in the solution of the arising environmental problems and providing the long-term future.

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THE CORRELATION BETWEEN THE PSYCHOLOGICAL FEATURES OF THE PERSONALITY WITH THE STRUCTURE OF THE VALUES

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ABSTRACT

In this work we rely on the understanding of the values essence and their structure offered by B. S. Alishev within his systemic-functional approach. In his opinion, it is necessary to distinguish fundamental values which are reflected in human mind and consciousness as the functional links between the subjective and the objective worlds that have the concrete modality caused due to their contents. In his concept it is also noted that fundamental values (such as good, freedom, justice, love, family, wellbeing, power, etc.) have different priority for certain people and are differently treated by them in the substantial plan, but anyway they are so deeply implanted in their mentality that very often cease to be realized by them.

The paper analyzes the concept of value in terms of philosophical and psychological understanding. As a result of the study there were obtained statistically significant data showing different values of multiple correlation between the severity of different psychological traits of personality and a measure of priority for the person. Moreover, the connections can be both positive and negative.

Keywords: *personality, psychological personality traits, values, values, priorities, structure values.*

INTRODUCTION

The problems connected with the values are among the major ones for the science dealing with man and society. First of all, they are major ones, because the values act as an integrative basis, both for separately taken personality, and for any social group. The personality's preferences of values play the important role in evaluating the events around, during making the decision and performing activities. This problem is actual nowadays and there are many questions that haven't been investigated yet.

MATERIALS AND METHODS

The human's values have been the object of the special philosophical cognition since the middle of the XIX century when the man was studied as a practical creature that belonged to the world not only gnoseologically, but mainly practically and axiologically. The existing approaches to that problem are controversial. There is no clear idea of the concept "value", as it is used by various authors in different, sometimes alternative meanings.

Once I. Kant defined the values as the ultimate standard bases of acts of people's consciousness or behavior. In F. Nietzsche's doctrine we face the Superman theory. In his

opinion values belong to the subjective concept. As for M. Heidegger, the value is something like the instinct based on the assessment of "psychological calculation". According to N. A. Berdyaev, values have existential-subjective essence and it is impossible to explain in a rational way. Among the positivism supporters there is the understanding of values as the objects of external reality getting this or that significance.

In psychology there are also different conceptions. For example, according to G. Ollport, the values are a certain personal sense. A. Maslow defines the values according a certain hierarchy. In his opinion, the preference of existential values relies on preliminary realization of the lowest, more essential values. In our native psychologists' works there isn't also a definite understanding of the problem. However, despite the variety of opinions, almost all the scientists studying the question of values, have the same idea that the values, first of all, are the regulators of human activities, but in different ways: as norms, as ideals, as the criteria of a choice and assessment of moral actions (M. I. Bobneva, D. A. Leontyev, R.Kh.Shakurov, V.A. Yadov, etc.).

In this work we rely on the understanding of the values essence and their structure offered by B. S. Alishev within his systemic-functional approach. In his opinion, it is necessary to distinguish fundamental values which are reflected in human mind and consciousness as the functional links between the subjective and the objective worlds that have the concrete modality caused due to their contents (B. S. Alishev, 2005, p.242). In his concept it is also noted that fundamental values (such as good, freedom, justice, love, family, wellbeing, power, etc.) have different priority for certain people and are differently treated by them in the substantial plan, but anyway they are so deeply implanted in their mentality that very often cease to be realized by them.

That is why the valuable priorities and valuable representations of the personality are engaged into the interaction with all the other elements of personality structure and have a great impact on a formation of its firm psychological properties. On the other hand, these properties, as we know, are formed under the influence of inherent features of the person's nervous system and therefore his individual values have the return influence of the developing psychological properties. So there is a connection between values and psychological properties of the personality the essence of which is in the complexes of properties and values that mutually determine each other inside.

In psychology, since R.B.Kettell, the structure of psychological properties of the personality is actively studied. There are a great number of researches in this area, including our country, too. Among the last ones we can mention, for example, a series of large-scale researches of A. G. Shmelyov (Shmelyov of A.G., 2002) within the concept of "big five". Also some social psychologists investigate the structure of the values of the personality and various social groups (N. I. Lapin, L. A. Belyaeva, 1996; A. L. Zhuravlev, E. V. Shorokhova, 1998; Faustova E.N., 1995). At the same time the problem of connection between personality values with its psychological properties isn't studied enough.

And that is the point of our interest in this problem. 354 students of higher educational institutions of Kazan took part in our research. For studying the structure of personality values the technique developed and offered by B. S. Alishev was used, and for studying psychological properties of the personality R.B.Kettell's multiple-factor questionnaire 16 PF was used.

During the work with a method of studying the values, four blocks of 7 values in each were offered to respondents. There they formed pairs according to the principle - one time in each block separately. The examinees were to point the most important thing in the given

combination. As a result the number of choices in a certain block was defined. And the received indexes were considered as indicators of their priority. It allowed determining the structure of valuable preferences for each respondent within these four blocks.

The obtained data of these two methods were compared on the basis of two groups: a) groups according to the structure of values and b) groups on individually-psychological features. By such comparison the qualitative and statistical analysis was carried out. The analysis of data was carried out on the basis of the student's t-criterion that was showing the statistical reliability of distinctions of arithmetic averages. Besides, the ranks made of indicators of personal characteristics of each respondent correlated with the ranks of indexes of various values priorities and therefore the dependence of values and students' personal features were brought out. The most interesting results were received while using the correlation analysis. We will stop on them.

However, before starting their description we will give the full list of the studied values presented in the used method (as R.B.Kettell's test is well-known since long ago there is no need for the description of its scales). So, the first block (the main valuable relation) included the following values: preservation of the environment of dwelling, human life, economic and scientific and technical progress of mankind, cultural and moral progress of mankind, power and prosperity of the homeland, wellbeing of close people, personal wellbeing. The second block (primary functional values) is made up of the following values: profit, truth, beauty, power (force), justice, freedom, and good. The third block (Values are spheres of activity) included: health, family, love, friendship, work, rest, public life. At last, the fourth block (values are the means of livelihood) included: rest, material welfare, harmony of relationships, status, variety of life, self-development, and devotion.

RESULT

As a result of the analysis it was found out that there are a lot of multiple correlation communications (both positive and negative) between the degree of expressiveness of various psychological properties of the personality and a measure of priority for its various values. Almost each personal property has at least one or two statistically reliable correlation connections with any values, and vice versa. Owing to this fact we will give at first only some concrete examples of the found correlation connections, and then we will try to present some generalized conclusions. Besides, we will take not psychological properties, but values as a basis for the analysis (Becker G., McClintoc C., 1967, p.239286).

Here are some examples on the first block of values. It was found out that students with high value indexes of «preservation of habitat» own such personal features as suspension of acts, observance of the established rules, the developed thinking. They have negative correlation connections with such features as indiscipline, underdeveloped thinking. The indexes of the value "life and safety of each person" have only negative correlation communications with such qualities as tendency to changes, individualism, indiscipline. The results received on value "my personal wellbeing" represented the existence of links with such qualities as an indiscipline, carelessness, undeveloped thinking. Negative correlation communications are observed in such qualities as conservatism and the developed thinking (Lewin K. Lippitt R., 1938, p.300).

In the second block of values the main communications with psychological properties are the following. The negative correlation with the value "profit" has such quality as impracticality. The value "truth" has links with such quality as endurance. The indexes of priority value "power (force)" negatively correlate with four features: an extraversion, following the established rules,

emotionality, and collectivism. The value "justice" has positive link with such quality, as following the established rules, and negative link with qualities like passivity (submission), indiscipline and restlessness (Rokeach M.,1979, p.322).

As for the value "personal health", only one negative correlation link can be observed and it is with such personal quality as placidity. Speaking about the value "rest", the positive link can be observed with the quality like indiscipline and negative link with such personal properties as accuracy, following the established rules, and rationality. The links with such qualities as collectivism and tranquility are found out in the value "friendship". The negative one for it is introversion. The value "social life" correlates with scale "courage".

The greatest number of links with personal properties is traced with the value "rest". It correlates with passivity, suspension of acts, shyness, complaisance, tactfulness, uncertainty, conservatism. Negative links can be with such qualities like courage, the management (initiative), self-confidence and tranquility. As for the value "material welfare", only negative links have been found and they are with such qualities as extraversion, emotionality, uncertainty, collectivism, following the established rules (Tversky A., Kahneman D., 1980, p.49). The value "harmony of the relations" is connected with the existence of such personal properties, as extraversion, emotionality, impracticality (reverie), uncertainty, collectivism, the developed thinking. For the students with a high level of the value indexes of "variety", the existence of such personal features as impulsiveness of actions, impracticality is typical. Negative links are traced with such personal properties as emotional instability, passivity, suspension of acts, following the established rules, practicality, uncertainty, and accuracy (Rokeach M., 1968, p.356).

These are some concrete data that represent the interrelation between psychological properties of the personality with the features of its valuable priorities. And so it is possible to draw a conclusion that the human values, undoubtedly, have an impact on the formation of psychological personal features.

CONCLUSIONS

Now we will present the main, generalized conclusions. According to the analysis of the obtained data, we have found out the following:

1. For the students who have a high level on the values "harmony of the relations" and "life and safety", such feature as extraversion orientation is typical;
2. The students who have high indexes of values "preservation of habitat" and "rest" are observed to show a tendency to the suspension of acts;
3. The students with such valuable priorities as "preservation of habitat", "development of moral and culture", "justice", are inclined to the following the established rules (and, on the contrary, students with the increased indexes of the values like "power", "rest", "economic and technical progress" are characterized with indiscipline);
4. Students for whom the values "love", "rest", "beauty", "good" are more significant, have an expressed tactfulness;
5. Students with the preferences of "rest" and "harmony of the relations" possess the feature like self-doubt;
6. The collectivism is inherent for students with prevalence of such valuable priorities as "friendship", "harmony of the relations", and "devotion".

As we can see, some of the received results are logical and don't require other special explanations. For example, the correlation between the value "rest" and the feature "insecurities" can be easily explained as that people who feel uncertainty try to limit the social interactions and

try to avoid the emergence of various problems. They can really strive for rest. On the other hand, such aspiration deprives the person of the great part of possible life experience, and, having got to various situations (non-standard, competitive, etc.), he begins to feel insecure.

It is also easy to understand the regularity of correlations between the value "friendship" with the feature of collectivism, or between the value "harmony of the relations" with extraversion. On the other hand, the existence of correlations between the same value and uncertainty demands more thorough analysis.

INFERENCE

We consider the received results, as preliminary ones. The problem of correlations between the values and psychological properties of the personality is quite difficult. It requires the further immerse analysis, both in the empirical plan (and, not only in quantity-statistical), and in theoretical. In our opinion, despite the complexity, the heuristic capacity of the research work in this field is extremely great especially if we take into consideration their significance for the creation of more developed models of the personality. On the basis of the obtained data we assume to study the problem further in the context of how the values of people influence the orientation, motivation, intentions, personal properties, decision-making processes.

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THE YOUTH POLICY OF SOCIO-CULTURAL ADAPTATION OF FOREIGN STUDENTS IN THE MULTI-CONFESSIONAL REGION

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ABSTRACT

Due to the intensification of migration flows, world socio-economic and political crises, there is growth in inter-religious and inter-ethnic tension. The multi-confessional regions that had achieved ethnic and confessional balance in their territory, have confronted again an issue of ensuring conflict-free interaction between the indigenous population with the newcomers. A particular attention is given to the youth, which, according to statistics of Levada-Center, is characterized by anti-immigrant sentiment and a high level of intolerance [1, p. 181-183]. These trends and their worldwide expression made us give thought to the study of the updated problem of socio-cultural adaptation of foreign students in the Republic of Tatarstan.

This paper deals with the analysis of foreign students' opinions about the impact of external factors and changes of ethnic and confessional balance in Europe on their relations with the indigenous population in the country, and reveals their influence on ethnic and confessional tension within the region. We have assessed the conditions created in the Republic of Tatarstan for social and cultural adaptation of migrants studying in the major universities. The paper is based on the applied social research and is practice-oriented.

Our research allowed us to identify the main mechanisms for integration of foreign students into a new socio-cultural environment, define the strategy and the success of interaction of representatives of educational migration flows and the host population. Analysis of the materials showed that, despite the negative trends in the global space, the Republic of Tatarstan manages to maintain the balance of the success of mutual acculturation of migrants and the host population.

Keywords: *foreign students, adaptation, socio-cultural adaptation, education, multi-confessional region, tolerance, the ethnic and confessional conflict.*

INTRODUCTION

Adaptation of migrants is one of the important issues to be solved by the heads of all states. The success of the integration of foreign students into a new socio-cultural environment and their ability to take their place in society determine the process of their professional development, as well as the preservation of world order in the country. The problem of adaptation of foreign students to a foreign language and a foreign culture is updated due to the processes of globalization.

The adaptation of foreigners to the new environment has been studied by scientific schools and discussed in a variety of scientific theories [2; 3; 4; 5; 6; 7] usually in the context of the current challenges and risks. Foreign students make up the basis of educational migration flows.

Today, Russian universities host around 70 thousand foreign students from 150 countries, most of which are people from Asia, Africa and Latin America [8, p. 117]. This causes actualization of the problem of intercultural interaction between such students and the host population, certain groups of young people. Consequently, an acute need arises to optimize the life and study of foreign students, going through a difficult process of adaptation to new life conditions. This problem has different solutions in the Russian regions [9; 10].

The researches of the Republic of Tatarstan conduct theoretical and empirical studies aimed at analysis of the social and psychological well-being of students, tracking of problems and their solving in a multi-confessional region [4; 10; 11]. Attention is also given to religious, national, and ethnic aspects, to preservation and expression of cultural and religious identities of the students. These aspects become relevant in the light of the activities of extremist and terrorist organizations.

A specific feature of studying the adaptation of migrants including foreign students is the need to regularly conduct quantitative and qualitative measurements for the early identification of new trends and current issues in the student environment.

This study is aimed at conducting the assessment in the higher education institutions of Tatarstan to identify features of adaptation of foreign students studying at the higher education institutions of the republic. The findings reflect the main trends in the adaptation of foreigners in the student environment. The conclusions and recommendations can be used to improve the mechanisms of intercultural interaction.

Object of the study – foreign students studying at the universities of the Republic of Tatarstan. Subject of research – the problem of adaptation. Foreign students shall be understood to mean the students coming from other countries and studying at the universities of the Republic of Tatarstan. Total 574 persons were surveyed by method of continuous anonymous questionnaire survey. The survey was conducted at the place of study or residence of the respondents.

The research problem is the contradiction between the real practices of adaptation of foreign students in the territory of the Republic of Tatarstan and the perception in the ordinary minds of strengthened impact of migrants on social tension and aggravation of ethnic and religious conflicts in the process of intercultural interaction that has developed under the influence of European events.

This study had several objectives. Firstly, identify the characteristics of youth policy in the Republic of Tatarstan in the area of migration and cooperation with international students. Second, find out their opinion about the cultural, mental and linguistic differences, language difficulties in communicating with the local population. We have implemented these objectives and tasks in our study.

METHODS

The methodological basis of the study was neobehaviorism, according to which the behavior is determined by internal variables – the system of needs, the system of values motives, and the behavioral field (a situation, in which the activity takes place, a previous experience). The behaviorists define social adaptation as a process (or state, achieved as a result of this process) of physical, social, economic or organizational changes in the specific group behavior, social relations and culture. They consider mainly the group, rather than individual adaptation. According to the point of view of neobehaviorists, adaptation is, on the one hand, a state, in

which the personal and the environmental needs match up finally, and on the other hand – a process, which results in this match [12].

The main research method is quantitative survey, which statistical results allow determining the state of adaptation of foreign students in the multi-confessional region and identifying the main trends and characteristics. Additional methods were forecasting and modeling, which allowed identifying the possible causes of the growing tension and aggravation of conflicts in modern society.

RESULTS

Total 574 persons of different ethnic and religious affiliation were surveyed. The study found that the students represent 35 countries. The greatest number of students came from Uzbekistan (25%), Tajikistan (16%), Turkmenistan (12%), Kazakhstan (9.7%), Kyrgyzstan (4.5%), China (3.5%), Nigeria and Turkey (1.9% each), Yemen, Syria, Ukraine (1.3% each), representatives of countries such as Azerbaijan, Germany, Mountainous Tajikistan (Gorno-Badakhshan autonomous region), Greece, Bolivia, Georgia, India, Iran, Colombia, Congo, Latvia, Madagascar, Mongolia, Morocco, Nepal, Swaziland, Chad, Sri Lanka, South Africa, Tunisia, Sudan, and South Ossetia.

Men aged 18-34 years account for 68% of the surveyed, and women aged 18-21 years – for 29%.

The respondents include the representatives of all major world religions: Muslims – 58%, Orthodox – 11%, Buddhist – 3%, Hindu – 0.6%, Roman Catholic – 0.6%, and Protestant – 0.3%. 3.5% were self-identified atheists. The study found that there are representatives of 34 nationalities among foreign students.

Most respondents expressed their satisfaction with the implementation of their ethnic, cultural and religious rights (the ability to share a religious experience, an opportunity to visit special religious institutions, perform religious rituals). 64% of respondents note that the Republic of Tatarstan has "all conditions created"; 14% say "yes, but the conditions for the implementation of different faiths are not equal"; 12% of the respondents believe that "the conditions have not been created"; 10% were "undecided".

Foreign students face with the problems in the dormitory (25% indicated it as the most conflict place), at educational institution (24.5% indicated it as the most conflict place), in the street (on the way to study and back) (26.5% indicated it as the most conflict place), and public transport (24% indicated it as the most conflict place).

A significant part of foreign students surveyed have mentioned good living conditions in the Republic of Tatarstan. 60% of international students are "fully satisfied" with living conditions, 32% – "rather yes than no"; 5% – "rather no than yes"; less than 1% – "not satisfied" with living conditions; and less than 1% were undecided. Most students are satisfied with the quality of education in the universities of the republic: 81% of foreign students say they are satisfied with the educational process in the region.

DISCUSSION

The "Strategy 2020" of the Russian Federation sets a goal for the higher education institutions of entering the world Top 100 of universities. One of these indicators is the high percentage of foreign students enrolled in educational institutions. According to the State program of the Russian Federation "Development of Education" for 2013-2020, the proportion

of foreign students studying in Russia must reach 10% by 2020. Such growth in the number of foreign students is mostly provided by the CIS countries. The growing number of foreign students leads to an increase in attention to the processes of their adaptation.

Educational institutions are actively working on the integration of foreign students in the cultural and social environment of society. The students themselves also establish the organizations, where they share experiences with each other, and provide support of senior colleagues to first-year students. For example, there is a regional youth public organization "Students League of the Republic of Tatarstan" in the republic, which brings together more than 2,000 students. The organization deals with addressing the socio-economic problems of students, protects and represents the interests of the students in cooperation with the state and municipal authorities, the management of higher and secondary special educational institutions, public organizations, commercial companies and the media. This is one of the largest organizations, where the student can apply for assistance or find a place for self-realization and communication.

Another operating organization is the Association of foreign students and postgraduates. This organization was established specifically for the creation of favorable conditions for study of foreign students and postgraduates in the territory of Tatarstan, for their adaptation to the culture and traditions of the country, as well as for the purpose of cultural exchange between the representatives of different nationalities.

The administration of each institution contributes to the settlement of everyday problems, and the classmates assist in the solution of the educational and cognitive difficulties. Trade union organizations conduct special events for international students and actively involve them in the educational and training projects.

These institutions are effective tools of influence on the process of integration of foreign students in the student community. Public and student organizations in close cooperation with the university administration and representatives of government agencies develop and implement projects aimed at solution of topical issues the young people are interested in. Thus, the Institute of Education allows massively carrying out fruitful work on the integration of foreign students into a new society.

The activity of public and student organizations is an important and effective mechanism that facilitates the successful socialization and integration of foreign students. This model of youth policy is able to quickly respond to new needs and challenges associated with migration processes in the education sector.

At the same time, as we know, the process of adaptation is both the process itself, and the result of coincidence of the personal and environmental needs. Students, who come to a new socio-cultural environment, already have their own expectations, past experience and personal characteristics. Changing the cultural, social, political and economic conditions in society provokes a lot of intrapersonal conflicts, including those relating to the student's identity.

Thus, our study found that 9.9% of the respondents did not indicate the country of arrival, 17.6% - their nationality. Most of the respondents (23%) did not mention their religious affiliation. Perhaps, this is due to several trends that are inherent in the modern migrants and associated with global risks and threats. Firstly, the process of globalization forms "open society", which provides free travel between states. On the one hand, it contributes to the rapprochement, mixing of cultures and the formation of a unified one, open for innovations, that provides the society with the opportunity to grow and move forward, and acts against global radicalization. This is a manifestation of the policy of "melting pot" [13; 14; 15]. On the other

hand, it is the process of acquaintance with other cultures, when a person becomes aware of its identity, and strives to protect it by any means.

At the same time, the study found that the Republic of Tatarstan has a sufficiently high tolerance level. Foreign students do not show a high level of aggression towards the "other" culture: 55% of the respondents said that have "positive" and "rather positive than negative" attitude to the representatives of other religions; 23% – "neutral". Also, 83% of the respondents said that have "positive" and "rather positive than negative" attitude to the representatives of other nationality (country); 12% – "neutral". In our view, this is to a large extent due to the policy conducted in the Republic of Tatarstan.

Perhaps, this is also due to the attitude formed in the multicultural region to the right to be "different" and understand a wide variety of traditions and values in the spiritual sphere. And foreign students who come to a foreign cultural environment not only understand their difference, but also adopt a tolerant attitude towards people of other religions and nationalities.

In general, the republic has created the conditions for realization of religious needs. Most respondents expressed their satisfaction with the implementation of their ethnic, cultural and religious rights.

The survey also revealed a uniform level of conflicts arising in four areas, so, the segregation of a single source of conflict does not seem possible. 11.5% of the respondents noted the absence of any conflicts arising. This indicates that the population of the republic declares a negative attitude towards migrants and minorities, apparently different from the local population. It is important to note that these conflicts are not systemic or acute, since students often gave the lowest point of conflict, and pointed out that there are no conflicts.

These results also suggest that the deterioration of the situation in the foreign policy, an increase in threats lead to a widespread increase in prevention activities, which the foreign students perceive as a threat to express freely their thoughts.

Some of specific reasons for dissatisfaction with the living conditions are: weather conditions, cold wind in the territory of the republic, the level of scholarship, lack of social scholarships for foreign students, the difficulties with employment, the problems with the Internet and the cost of living, and skeptical attitude of the population.

According to the survey, most foreign students choose the economic conditions as the main reason to stay in the region (54% – availability of jobs, 29% – the best economic situation in the republic, than there where I came from). Other factors that influenced the choice of foreign students: political (13% – the effectiveness of the authorities' actions); cultural factors (6% – ability to freely commit national and religious ceremonies, promote their religious beliefs).

Summing up, we can conclude that the Republic of Tatarstan maintains the balance supported and stabilized by the developed cultural patterns. This is also reflected in the high rating of level of security in the region by foreign students. The study did not reveal the presence of open ethnic and religious conflicts between migrants and the indigenous population. However, the government of the republic, understanding the risks and threats of ethnic and religious security, does everything possible to both prevent conflicts, and maximally limit the negative global trends among youth. One of the most effective mechanisms of acculturation, as shown by the results of the analysis, is the projects in the educational environment, implemented jointly with the administrations of higher educational institutions and public organizations of the republic.

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RUSSIAN METHOD OF TRAINING IN CRAFTS: FORMING PROFESSIONAL EDUCATION IN RUSSIA (THE SECOND HALF OF XIX – THE BEGINNING OF THE 20TH CENTURY)

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ABSTRACT

Social and economic upgrade of modern Russia in many respects depends on how professional education is reformed.

Article is devoted to formation and developing vocational training in the Russian Empire. On the example of the Kazan educational district the organization and functioning of professional educational institutions is shown, participation of middle and primary technical schools, craft schools in work of scientific industrial exhibitions is revealed. The role of the Russian merchants in developing craft education in the second half of XIX – the beginning of the 20th century is researched.

Authors used special and historical research methods. The synchronistic method has allowed establishing general signs for the uniform processes of forming craft education proceeding in various cities and regions. The problem and chronological method is applied in the analysis of the legislation regulating activities of educational institutions of professional education system.

Developing professional education in Russia went slowly and did not meet requirements of the capitalist industry. The state and society though have been interested in training qualified professional personnel, but did not possess sufficient means for the organization of this educational institutions kind. Therefore vocational schools arose, mainly, on public and private initiative.

The experience of forming pre-revolutionary professional education system generalized in article can be used in practical activities of modern educational institutions and teachers.

Keywords: *professional education, Russian method, Kazan educational district, merchants, charity.*

INTRODUCTION

Developing system of innovative vocational training is directed to training the highly skilled workers providing positive changes in area of professional activity, and finally in economy and the social sphere of Russia. Finding of an optimum combination between basic professional education and its practice-oriented component was always relevant [1]. Training the specialist having broad fundamental knowledge and professional competences allowing to use them in the professional activity during creating new products, materials – one of the problems causing discussions in the academic environment and among employers [2].

The historical experience comprehensive analysis of developing vocational training is necessary for the successful problem resolution. Therefore reconsideration of the available historical experience is of particular importance.

METHODS

Authors used special and historical research methods. The synchronistic method has allowed establishing the general signs for the uniform processes of forming craft education proceeding in various cities and regions. The problem and chronological method is applied in the analysis of the legislative base regulating activity of educational institutions of professional education system.

RESULTS

Industrial revolution and the begun industrialization in the second half of the 19th century promoted emergence of new types of educational institutions. In 1883 in case of Scientific committee of the Ministry of National Education the Department on Technical and Professional Education was founded. On March 7, 1888 Alexander III approved Regulations on industrial schools. The Ministries of Public Education, finance, internal affairs and state-owned properties have determined counties and provinces where first of all technical and professional educational institutions were necessary [3]. According to the document, in Russia middle and primary technical schools, craft schools began to be established.

Entering the middle technical schools required the certificate of the 5 classes training in a middle educational institution; in primary – the certificate of city, district or two-class rural school; in craft – the certificate on graduating from primary, parish or city parish school. Middle technical schools trained in such specialties as mechanical, chemical, construction, agricultural, mining; primary – construction, mechanical, chemical; craft – mechanical (on handling wood and metal). Qualification of the graduate of middle technical schools were – the technician, the assistant to the engineer; primary – the head of workers in industrial institutions; vocational schools gave skills training to acceptances of a certain production.

When opening technical schools considerable financial resources were necessary, shortage of specialists and teachers was felt. In 1895 trustees of educational districts began to open evening and Sunday schools in special subjects, the special attention were paid to drawing and painting. Nicholas II's decree in case of the Kazan teacher's institute has founded on January 29, 1896 a position of the manual work teacher for education and training competent heads of manual work [4, page 10].

In the nineties of the 19th century in Russia process of creating organizations of professional education was legally regulated. The organization of teaching and educational process in vocational schools was defined by "A provision on primary craft schools" (1889), "A provision on schools of craft students" (1893), school charters. These documents became the legal framework of developing craft education in Russia, determined the purpose of schools, specifics and needs of the region were considered. Within 3 years students got primary education, studied craft acceptances and skills. Later the fourth (practical) class has been entered, students began to do practical training, fixing craft skills.

In 1897 in the Kazan educational district the Kazan industrial school was founded (the joint middle chemical and primary with three specialties: mechanical, chemical and construction), Saratov joint mechanic-and-chemical and technical school, the Nizhny Novgorod

mechanical school, in 1901 – Vyatka agricultural technical school.

During the post-reform period the first vocational schools in the cities of the Vyatka province were created. Their program included the Scripture, arithmetics, Russian, geometry, drawing, technology of metal, wood. Practice took place in the workshops created in case of schools or on local production enterprises. Successful graduate received the certificate on the master's rank by profession of the joiner, the turner or the mechanic, etc.

The first attempts of creating craft classes in case of elementary schools were made by initiative teachers long before official organization of craft schools. For example, in the shelter maintained at the expense of Urzhumsky benevolent society means in 1886 elementary school in which 42 children were trained has been created. In case of school shoe and joiner's workshops where boys from country families studied fundamentals of crafts worked [5].

In the 80th of the 19th century vocational schools have been open in four district cities of the Vyatka province: Yelabuga, Kotelnich, Malmyzhe, Slobodsky. By 1901 the number of craft schools and classes has grown.

In 1880, in honor of the 25th anniversary of the Alexander II reign, citizens of Yelabuga have decided to open craft school on the money raised on a voluntary basis. Almost fourth part of the collected amount (10 000 rub) were given by the 1st guild merchants, commerce-adviser I.G. Stakheev.

The Yelabuga merchants G.F. and A. F. Girbasovy, have constructed and have reported to school the three-storyed house worth more than 25000 rub, have offered the inviolable money in 10000 rub from which percent shall be spent for the benefit of vocational school.

On September 17, 1886 at a meeting of the Yelabuga City Council the decision on creating the commission (consisting mainly of merchants) on drawing the draft of the vocational school charter has been made. According to the first article of the charter, "the vocational school aims to training children of the poorest residents and county, without distinction of religion and rank, general elementary education, necessary for handicraftsmen, and will teach them to the correct ways of crafts occupation" [6. 562].

In a vocational school, except the Scripture and special general education subjects, children studied metalwork craft, joiner's work with locksmith craft and carving craft, forging and carriage-making craft. The equipment of school has been adapted for requirements of the named crafts. In 1901 the adviser I.G. Stakheev and the mechanical engineer F.V. Stakheev have purchased commerce and have given to masterful schools the mechanical oil engine in 6,5 forces, worth more than 2000 rub [7]. In spite of the fact that the Aleksandrovsky vocational school has been open on charitable gifts, training in it wasn't free (costed 75 rub a year) that made it unavailable for children of a number of the population categories. The Yelabuga merchants have rendered assistance in the solution of this problem. On an initiative and at the expense of merchants private charitable grants have been founded. One of them by name the engineer-mechanic F.V. Stakheeva on training and content of one guest [8, page 186]. In 1892/93 year the Stakheevsky charitable committee has allocated 150 rub for training of two guests, and in 1895/96 year this amount has made 500 rub. In 1895. In Yelabuga the 2nd guild merchant A.K. Bautin has offered 1612 rub 50 kopeks for forming the money on organization of his name grant. In 1896 in case of a vocational school the additional grant of the Sovereign Emperor Nikolay Aleksandrovich was founded. The charitable subscription on which collection has constituted 2000 rub has been for this purpose declared. From the collected amount of 1500 rub ten were brought by Yelabuga merchants [6, p. 562].

In 1890 on the means offered hereditary honorary citizen P.P. Gusev in Slobodsky craft

school the shelter was opened for boys. On the offered money for school the house worth 6000 rub was purchased, the money is allocated for its content in the amount of 35018 rub. The school could give craft specialty to 25 boys from poor families of the city.

The Sarapul merchant, the head of D. G. Izhboldin Synovya trading house D. G. Izhboldin bequeathed 30000 rub on construction of a charitable institution. Carrying out a will of his father, his sons have addressed the Ministry of Public Education with an initiative about opening the craft school. On July 1, 1898 in Sarapul primary craft school with education skinery to which the name of the hereditary honorary citizen D. I. Izhboldin has been appropriated was open. The school intended for training professional personnel in the field of tanning production and shoe-making and shoe craft. For school the building has been built, the working assets established, funds for teacher's salary allocated [9, page 9].

At the expense of merchants philanthropists craft classes opened in children's shelters, almshouses. Organizers tried to remove a form of the donations for a framework of "alms" (one-time financial support) and to give the chance to the disadvantaged and orphans to receive craft skills, to thereby let them pass in independent life.

In 1859 in Yelabuga at the expense of the 1st guild merchant F.G. Chernov, in memory of the empress Aleksandra Fiodorovna, the Aleksandrinsky children's shelter was opened.

In a shelter not only orphans, but also girls from needy families arrived. Since 1860 30 boarders lived there on complete alimentation and 40 coming girls. Training was provided according to the program of initial national schools. Founders of a shelter considered that it is not enough to teach students the writing elements, ability to consider, it is necessary to train them for the forthcoming adulthood in which each woman – the hostess of the house who is knowing how to cook, engaged in needlework. Considering the aforesaid, the petition for opening in case of the Aleksandrinsky shelter of a craft female workshop has been sent to Office of the Imperial Majesty. The initiative has been supported, and the workshop has begun to work in 1891. On its alimentation percent from the amount of 10000 rub were annually used by the securities put in the Yelabuga city bank. The amount constituted 400 rub a year and went for payment of the conductress and tutors, purchase of needles, crochets, spokes for female needlework.

In a workshop the students who have completed a full course of training in a shelter arrived. The inspector of a shelter M. A. Rosenberg headed work. Within the walls of a craft workshop 25 girls aged under 18 years studied needlework. The following types of service were provided: tailoring, embroidery and tag of linen, weaving of laces. The annual middle profit of a workshop constituted 250-300 rub, with an amount deduction on sewing accessories. The earned money was distributed among the girls working in a workshop. Orders, necessary for a shelter (bed linen, dresses for students) were carried out free of charge.

In 1907 in case of the Pedagogical museum of the Kazan district for the aid to teachers of craft and technical educational institutions the Department of professional education was created. The trustee of the district A.N. Derevitsky has disposed that directors of national schools have made and have sent to the museum of a collection, made by students craft schools. These exhibits have formed the basis of Department. By 1909 a museum exposition collections of program works on needlework and manual work of students of vocational schools and schools of the Kazan district have entered.

In XIX – the beginning of the 20th century in the Russian Empire began to hold scientific and industrial and art exhibitions, showing scientific and technical achievements. Trustees of the Kazan district left with offers to recruit industrial, technical and vocational schools in exhibition case.

In 1896 the Aleksandrinsky shelter exhibited products of craft workshop at the All-Russian exhibition at Nizhny Novgorod. Works of students of a shelter have gained the diploma of the II category. The expert committee has highly appreciated the program of amateur works constituted by heads of a workshop.

On June 1, 1909 in Kazan the International exhibition has opened. The zemstvo has taken the initiative of participation in action of primary professional schools and craft schools. The separate exposition has been provided by funds of the Pedagogical museum of the Kazan district on which in Department of professional education pictures of the equipped class rooms and museum collections have been placed.

Correspondents of "The Messenger of the Kazan International Exhibition" noted that the basic position was held by the main case with exhibits on professional education and small / cottage industry. Educational institutions showed the complex and rich material giving an idea of professional education matter statement in the district [10].

In 1912 the Kazan district has taken part in the International educational industrial exhibition "Device and Equipment of Schools" taking place in St. Petersburg. Benefits, models and collections of student's works of craft schools, photos of the museum premises with the main collections of funds have been provided to expositions of educational institutions.

CONCLUSION

Forming professional education system in Russia in the second half of the 19th century was a subject of close attention, as from a reigning dynasty and the ministries, and individuals. Creation and activities of vocational schools was accurately regulated by the legislation, as a main objective of professional education studying of crafts, in combination with general education objects was fixed.

Problems of the initial stage of developing professional education have been joint with a lack of means, absence of understanding by population of the need for studies in crafts and professions. In the conditions of active developing commerce and industry entrepreneurship employers felt sharp need for skilled workers that pushed people to get professional education, in hope to get good job and became incentive of charitable investments to the sphere of professional education from entrepreneurs. Developing craft classes was a peculiar direction of child social support (from poor families and orphan children) who, having trained in craft, purchased a source for receiving means to live and maintain themselves.

The Ministry of Public Education gave teachers of professional and vocational schools methodical help. Participation in work of commerce and industry exhibitions, exhibiting of craft work results in museum collections was important incentive for developing professional skills of teachers and students of craft schools. Exhibition material showed the level of teaching separate subjects. Participation of vocational, technical and craft schools of the Kazan district in exhibitions was an indicator of the organization and statement of teaching and educational work and socio-cultural development of the district. Educational departments of exhibitions became the place of advanced teachers training, educated in the sphere of national education not only specialists, but also simple public, promoted growth of interest in activities of vocational, technical and craft schools.

SUMMARY

By the beginning of the 20th century in the Kazan educational district the complete system of vocational training was created. The analysis of developing craft forming one of provinces which is carried out by us (Vyatka) as a part of the called district has shown that an important role in this process was played by entrepreneurship. The entities of merchants lacked skilled workers that became incentive of charitable investments of entrepreneurs to this sphere. Without waiting for government subsidies, merchants opened craft schools on their own means, created the inviolable alimentation from which percent went for teachers payment, purchase of educational accessories, equipment, organization of nominal grants. Similar historic facts can become a worthy example for representatives of modern Russian business.

The experience of forming pre-revolutionary professional education system generalized in article can be used in practical activities of modern educational institutions and teachers.

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SPECIFICITY OF TEACHER'S ACTIVITY IN INTELLECTUALLY GIFTED STUDENTS' EDUCATION

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ABSTRACT

The problem relevance under study is caused by need of developing intellectually gifted students. The purpose of the article is to show the specificity of teacher's activity in intellectually gifted students' education. Person-oriented and constructivist approaches are the leading in research of this problem. The main results of the research are that the teacher's activity has a great influence on developing students' intellectual endowments. The article emphasizes on various combinations of teacher's challenges and students' skills. Options of various forms of work for effective motivation and development of intellectually gifted students are considered. Materials of the article can be useful for the experts working in higher educational institutions, where intellectually gifted students are trained, and all who are connected with the field of education.

Keywords: *teacher's activity, intellectually gifted students, development, meta-knowledge, self-control, motivation, critical thinking, zone of proximal development, taxonomy.*

INTRODUCTION

Orientation of modern society on developing scientific potential makes the problem of developing intelligently gifted students relevant. In this connection many countries pay attention to creating systems of identification, support and development of intellectually gifted students and talented youth.

Currently there is extensive material in science that allows to characterize intellectual endowments as a capability, which provides successful achievement of a certain level (I.A. Bezv [1]); as high intelligence (M. A. Birzheva [2]); as efficiency index of intellectual activity (N. A. Babiyeva [3]); as a set of knowledge and abilities of intellectual activity (V. M. Rafikova [4]); as personal dynamic integral education (T.A. Klimontova [5]); as developing property of a personality (N. V. Kalacheva [6]).

We adhere to M.A. Holodnaya [7] point of view who gives the following definition. "Intellectual endowments is such a state of individual psychological resources (first of all intellectual resources), which provides possibility of creative intellectual activity, that is the activity connected with creation of subjective and objective new ideas, with usage of non-standard approaches to the problem development, with sensitivity to the most perspectives, key lines to search solutions in various knowledge domain, openness to any innovations" [7].

Obviously, characteristic features, specificity of developing intellectually gifted students portray the very teacher and determine specificity of his activity. The "average" teacher will not be able to develop students' intellectual endowments. Such teacher will not cope with an objective; will not be able to organize educational process. He is not ready to manage with the process of endowments development.

METHODS AND MATERIALS

For developing students' endowments we suggest to use constructivist, person-oriented approaches in education.

Ideas of the constructivist approach in education are reflected in works by L.S. Vygotskiy [8], J. Piaget [9], J. Bruner [10], J. Dewey [11], G. Gardner [12]. Modern basic points of this approach in education are shown in the form of basic principles of constructivism by Ye.S. Polat [13], M.A. Choshanov [14]. This approach is chosen because students' thinking development can happen at the expense of combining already available knowledge with the acquired. When using traditional lessons in teaching, students can remember information mechanically, pass examinations well, but they will not be able to apply that knowledge further, in various life situations. When using the constructivist approach, students are supposed to understand the studied information as well as to have skills of further application of gained knowledge.

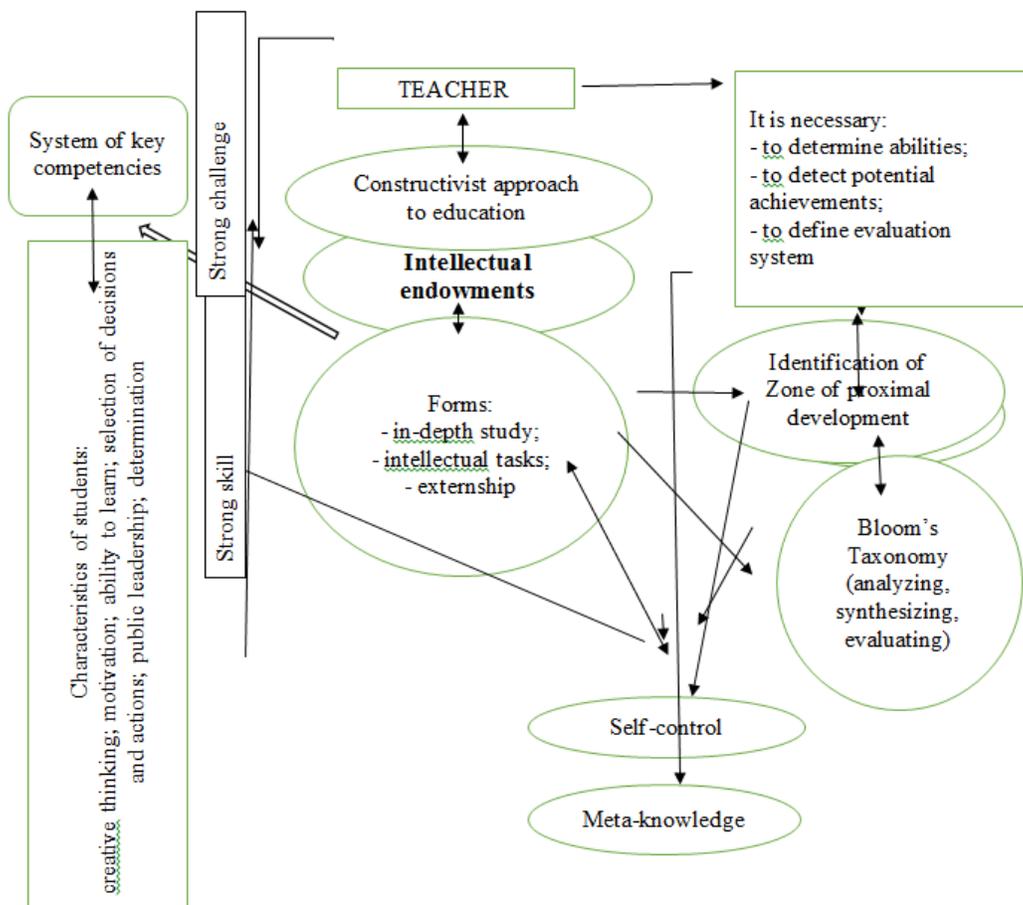
The person-oriented approach (K.A. Abulkhanova-Slavskaya [15], L.S. Vygotsky [8]) has allowed creating conditions for the development of intellectually gifted students taking into account their specific features, to understand specificity of teacher's activity in organizations where such students are trained.

DISCUSSION

On capacity-building courses for trainers "brainstorming" has been carried out. They were educated according to the *Development of Children's Endowments* program with participation of CTY trainer Shelagh A. Gallager [16]. He performed the survey "What qualities should a teacher have to work with gifted students?" According to the results of the survey the participants of the courses have come to a conclusion that such a teacher has to be creative, to know features and requirements of gifted students, to know methods of working with this category of students, to be motivated, patient, to be "gifted" himself (rather clever), creative, to know mood of students, to encourage those who want to use necessary methods.

At the same time we consider that teachers' activity plays an important role in the development of intellectual students' endowments. It is visually reflected in figure 1.

Figure 1
INFLUENCE OF TEACHER’S ACTIVITY ON THE DEVELOPMENT OF INTELLECTUAL STUDENTS’ ENDOWMENTS



The teacher has to create conditions for possibility of knowledge attestation of intellectually gifted students, re-consideration of their assumptions, corrections of beliefs. When choosing a work style with this category of students it is very important how the teacher will perform the process of teaching a subject. He needs to give an opportunity for students’ knowledge acquisition, to offer material, tools, to make so that they tend to find necessary information independently, to develop desire to study the subject comprehensively.

We consider that before starting to work with intellectually gifted students the teacher needs to determine abilities, to detect potential achievements, to define evaluation system. It is necessary to determine the zone of proximal development (by L.S. Vygotskiy [8]). For this purpose students perform tasks by which the level of development is determined: actual level (tasks are solved independently) or level of possible development (tasks are solved with the help of a teacher or in cooperation with more capable peers). The zone of proximal development allows correcting teacher’s actions on improvement of acquired knowledge quality.

Students should be taught to look for proofs on this or that question, to make independent decisions by means of supervision and hearing. A large part is given to a teacher. He has to give an opportunity for developing skills of supervision, analysis, judgement and interpretation,

providing tasks of a high order. Tasks of a high order are tasks for analysis, synthesis and evaluation (according to Bloom's taxonomy) [17]. By means of tasks for analysis it is possible to teach students to check and classify given information on components that will help to do formulations of conclusions, determinations of proofs. Tasks for synthesis will help to systematize information by means of connecting various components in new information or providing alternative decision. By means of similar tasks students will be able to establish connections between various processes, laws, to develop an action plan, a set of operations, to draw conclusions, etc. It is important to teach intellectually gifted students to dispute own opinion. The students are not allowed to give "yes" or "no" simple answers to the questions. Such answers do not lead to the intellectual development. Therefore, questions have to be made in a way that students could formulate conclusions, explain, analyze, synthesize, conjecture, evaluate. Characteristics according to which it is possible to judge availability of students' critical thinking are the following: rationality, judgment, self-consciousness, objectiveness, discipline. It is necessary to develop students' critical thinking. For this purpose the teacher needs to develop or apply ready tasks in which the following verbs are used: examine ..., realize ..., analyze ..., compare ..., synthesize ..., estimate ..., apply ..., argue...

RESULTS

It is known that the concept of endowments is not a mono-aspect. If a student has a high intelligence (high level of IQ – "intelligence quotient"), it does not mean that he or she is intellectually gifted. According to G. Gardner [12], endowments can be determined by a wide range of criteria, thanks to an integrated approach (multiple-aspect approach). He determined intelligence as a set of abilities, talents or mental capacities.

To develop these abilities it is necessary to use various forms of work. In-depth study, intellectual tasks, external studies belong to such forms. Similar forms became an efficient way of students' motivation and development. They can develop abilities to understand, control and trace their results, their experience of training through processes of meta-knowledge. Self-control is developed as well. The teacher in training process has to help the students to understand how they are trained, to realize the necessity of applying various methods for self-training throughout all their lives. It is necessary to provide tasks in which thinking is needed. The student has to understand the necessity of high competence in the field of information and communication technologies, of competent speech, of spatial thinking. It is necessary to conduct researches and to realize own abilities, using them optimally. Success of all above-mentioned depends on the degree of understanding by students how to study. Cognitive processes have to promote this. These processes are feasible thanks to meta-cognitive strategy (by Flevella [18]) and to meta-cognitive skills (according to Brown [19]). Everything listed above leads to emergence of meta-knowledge at the students.

If a teacher has a strong challenge, and a student has weak skills, then the student will have a fear of failure to carry out tasks, a feeling not to cope with the task. If a teacher has a weak challenge, and a student has strong skills, then the student will get bored, will become uninterested in occupations. If a teacher has a weak challenge, and a student has weak skills, then the student will surrender himself to a sense of apathy.

In order to plan activities and to have a successful result there should be students' strong skills and teacher's strong challenge. In this case students will be motivated, have aspiration to gain new knowledge, to achieve success.

Teacher needs to have a high standard of the subject knowledge and to be able to go

beyond the subject.

An important component of work on the development and support of intellectually gifted students is to form the field of psychological comfort. A special part is assigned to an opportunity to show personal creative achievements in scientific tenders and olympiads of various levels. It proves that motivation on success is an important point of work with intellectually gifted students. It is a necessary component of educational process, which creates perspectives for further developing children's creativity.

CONCLUSION

Thus, knowledge of intellectually gifted students' specificity promotes their development as well as knowledge of forms how to work with this category of students determines teacher's activities which aim to solve various tasks, to organize educational process correctly, to form the ability to manage endowments development.

The results of the research can find application when organizing the process of study at universities and lecturing psychology at teacher training colleges, and in improving psychological culture of the general public.

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HISTORY AS A FRAME OF A DIALOGUE WITHIN THE LOGIC OF POSTMODERNITY

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ABSTRACT

This work is devoted to historical consideration of postmodern, or consideration of postmodern as the specifically historical phenomena. Claiming that the postmodern can be considered as a specific historical phenomenon, we state: a) certain uniqueness of this phenomenon, existence of special "logic" of postmodern; b) some limitation, situation nature of this logic, and, possibility of a certain bigger historical context. At the same time we also can't do without mentioning special "situation of postmodern".

As an example of special postmodern logic (thesis "a") it is possible to name the thought form described by Gilles Deleuze and Felix Guattari in work "Capitalism and schizophrenia", most accurately formulated in introduction to the second volume which is called "Rhizome" [10]. Also the logic named by Vladimir Bibler in "Dialogique" [8] and Anatoly Akhutin "Archeo-logics" [6][7] will be an example. (The thesis) the society described in Jean Baudrillard (Baudrillard J.,1983) and Sigmund Bauman's works [2][3][4] can be an example of "a postmodern situation". It is obvious that it is not the same because, according to Derrida, "the same isn't the same". "Situation" of a real is also and theoretical one. We should return to this in-identity forming a gap. The postmodern, in both allocated measurements has, therefore, a) its specifics as a unique event; b) it is built-in and implanted in historical process and can be considered as one of the uniform logical chain links.

Keywords: *Historicism, the historical subject, the postmodern situation, the principle of action, rhizome, dialogics.*

INTRODUCTION

The postmodern is radicalization of the historicism principle. We will try to show how logic of history, the dialectic logic turns into logic of "rhizome" which turns in logic of culture or more precisely – cultures and also as the reality of History turns into reality of the Present.

METHODS

At the same time attempt to apply a classical method of dialectic historicism to the phenomenon and situation of postmodern is performed. The essence of historical approach consists in dialectic communication of the history opposition relation, opposition to the past, the denial relations; and unity relations with history, with the past, identity relations. At the same time as the history with which it consists in dialectic communication of identity denial the postmodern has a paradigm of History and historicity as a form of the society organization. The postmodern is the History product as special thought-way and type of reality.

DISCUSSION

Many understand historicism as a way of the dilemma solution for classical dualism of essence and phenomenon, transcendental and immanent today. It is reached due to introduction of life structure denial. Most consistently this logic is formulated by Hegel who the first turns transcendental substance into subject substance, into transcendental, forced to come true through immanent. Life is understood as movement, as History now, and this movement is carried out through denial: at first life denies itself is immanent, and then the immanent makes the return denial. This double denial is also a way of life as Story.

Historicism as special logic represents introduction to life structure of its other, non-existence or denial, its transformation into forming. Actually it was theoretical removal of the cultural zeroing practice of the past common to any era and any sphere of the personal activity, but during Modern times it reached culmination. The Christianity nullifies paganism, practice of revolutions sought to nullify cash political regimes, Madam Lavoisier has solemnly burned works of the outstanding chemist Schtal – the predecessor of Lavoisier - to prove that the movement in science consists in a victory of true science over wrong views.

However Hegelian historicism has still a postmodern, a little common with logic, logic of "rhizome" or logic of cultures. Historicism as such is what we have just described, according to Diana Gasparyan it is an ontologization of negative nature [9]. The Hegelian option is the very first sprouts of negativity. After Hegel historicism as logic transcendental-immanent endures at least two radicalizations. At the first stage from a Hegelian triad thesis-antithesis-synthesis, his initial and fundamental fragment – the thesis is chopped off.

In other words, the History begins to be understood not as an essence fulfillment, a true-coming of transcendental but as "transcendention", the statement immanent, negative, in transcendental. Denial of metaphysics, and a possibility of philosophy on non-metaphysical beginnings becomes the main subject of nonclassical philosophy. The main characteristic of non-classics is possible to call motive of "effort to original life", break, transcendention. The position of the classical philosopher is a transcendental position. However Hegel, having forced transcendental to deny itself in immanent, having forced entities to be, undermines this metaphysical position from which he still continues to broadcast. The history of Spirit turns into history of the person, but this person directs to transcendental even more, finding melancholy for purity of the common. This melancholy for the common becomes even clearer if to remember that Schelling defined the present (actual, time and space of human life) as only a wall between the past and future. In this plan historicism couldn't but become the program of fighting for the present. It partly became also the reason of the following historicism radicalization of the final stage connected with falling away – synthesis. Historicism without of metaphysics base still continued to hope for synthesis. However groundlessness of these claims will soon be found, so far as ambitions of reason will find insolvency. "If you can't speak of something, you should keep silent about it" [5,160].

Such is the project of "Negative dialectics" by Adorno: not to allow an idea objectivization in the form of system or concept, the thought is – live, continuous and unwarranted process. From a Hegelian triad there was only a naked, radicalized to a limit negativity. The thesis is accused of metaphysical nature and pre-reasonableness, synthesis – of a claim for totality. So from historicism transcendental is eliminated completely. However naked negativity, immanence and procedurality can't assume a history concept by definition as history – is an essence relation between transcendental and immanent. The history has addressed the contrast – the permanent Present and even more sharply – the apology of the present.

In totalized immanent any binary relations are impossible. The center periphery, essence phenomenon, consciousness life, etc. are washed away. The vertical relations which are built on type immanent-transcendental - are beyond the law. However, is any logic possible in general in such situation? It is possible. Horizontal. Examples that just are also the logician of "rhizome" and "dialogics" Bibler or the logician of cultures. However whether it is possible to speak about substituting the logic of history with logic of culture? Here Deleuze and Bibler disagree.

The rhizome does not know binary logic, it has no borders and, therefore, egoism. Owing to denial of any binarity it, contrasting itself with any centralization as totalization, itself is total. Dialogue assumes interlocutors, and these interlocutors have egoism, they are excellent from each other. Shakespeare and Plato, entering dialogue, undoubtedly, develop as they are forced to answer questions which for ourselves we were not able to set. But because it Shakespeare does not stop being Shakespeare, and Plato – Plato because as soon as one absorbs another, dialogue is interrupted. The logic of dialogue includes also the multi-polar, de-centered logic, and binary aligning, in particular, opposition "I" – "Another".

Akhutin continues to develop and deepen the "dialogics" course as actual logician of culture, applying it to history of the philosophy understood as archeo-logic: "If still philosophical disputes could be conducted in the expected horizon of an architectonics of the single, monological world..., today this assumption ... is made for dialectic discussion of philosophy ... In such turn of a question – own originality of modern philosophy ... Epoch-making axioms ... lose the status of naturalness, are put outside brackets, are former among others former. In brackets the questioning emptiness, the beginning of possible undertakings accumulates" [7,30-31]. Akhutin aggravates this combination decentralizing and centralizing the logic: not only that the egoism of the local centers is postulated, there is also "a general beginning of philosophy", general "case" of philosophy. At the same time the single beginning is also "the questioning emptiness, the beginning of possible undertakings". The postmodern logic can be understood according to Akhutin as archeo-logic, the logic capable to keep "paradoxes" [6,629].

The postmodern logic doesn't remove logic of history, but undermines historicism: the possibility of simultaneous existence of two opposite paradigms, a possibility of a new paradigm removal means of older contradicts history logic. Its removal through postmodern, the following stage of development would just be a victory of historicism. However the postmodern refuses this claim. Dialogics, radicalization of history logic, doesn't remove it, doesn't include as private option, it is ready to be considered from the point of view of history and development logic. The logic of removal and denial is supplemented, but isn't removed, the logic other than logic of removal and denial, from logic of history – the logician of dialogue thereby is approved.

So, Bibler's "dialogics" can be considered as the special logic of postmodern. The principle of combination the logic of a centration / decentration, rizomity / binarity is also supported by isomorphism of mental structures and structures of practical activities of the person which in a limit can be presented as expansion of "archeo-logic", a philosophical reflection per se as well. If to understand a modern situation "by-Deleuze" as "rhizome", then logical and necessary will be a thesis about death of any structures of which we have gotten rid, the outdated aligning samples. However the dialogics is not only more heuristic, than logic of "rhizome", but also is more realistic as it helps to involve the principle of "anything goes". At the same time existence of the aligning beginning inherited at logic of historicism allows to allocate conditionally three moments characterizing postmodern as a historical phenomenon and radicalization of historicism in a limit. It means: 1) historicity, centrality of the cultural units existing in dialogue by the principle "I – not I"; 2) historicity of cultural space, situation

"postmodern"; 3) historicity of the individual in whose hands there will be threads of all the logic.

Today availability of an anti-globalist tendency of "condensation" and "self-designation" of cultures, a tendency of mass-forming turned out to be a consequence and globalization is obvious. The mass culture in a specific historical situation will always cause counteraction. Besides distribution of mass culture always generates crushing of culture. Transition of borders does not cancel their existence, but on the contrary, finds them and outlines them. The most tough and closed cultures appear often as "countercultures". The culture of early church or culture of the modern criminal world can be an example. As equals to join in dialogue, to the decentralized field it is necessary to be the aligned, limited in historical culture.

Synthesis of the equal cultures is impossible, they are essentially not reduced to each other. Participants of dialogue – are not part of one big whole, not steps of a fulfillment in the history of the world Reason, but self-sufficient, complete structures. For this reason dialogue is possible. Each culture is for itself the general and world-forming beginning; for this reason it is forced to always overstep the bounds. Such dialectic combination of integrity as completeness and integrity as aspiration to the general gives vent to culture and to other culture. This classical dialectics of point and movement unity in formation can be the making principle for each certain culture, but not for interaction between them.

RESULTS

The concept of history radicalized to a limit appears as historical source of postmodern. However in the logical relation historicism is included in logic of dialogue, exactly in specific culture the logic of history continues to work. There are only private stories which join, as a matter of fact, in dialogue, however it is deprived of historical movement.

By Bibler, the logic of dialogue is the logic of work. Therefore we will illustrate the relations of history and postmodern with an example of the relations between author and art post-modernist work. Really, it seems, the author is excluded from work, his point of view only prevents final transformation of work into the text: "The author should die, having finished the book. Not to become on the way of the text" [11,17]. However whether this task is feasible? Eco writes: "When the writer (and in general the artist) says that, working he did not think of rules, it means only that he did not know that he knows rules". [11; 24] In other place we read: "Work on the novel – is action cosmological, as that which is described in the Genesis" [11; 45]. It is a conscious allusion to the classical theory of the author-creator. But this creator as we remember should die.

Content in post-modernist work sense is created due to collision of various cultures when they are forced to enter dialogue with each other. The world of the novel, truly, represents the world of rhizome, but this rizomity is designed, generated, it has the author, the history. Special historicity of the dialogue space – it is historical though it is decentered.

In dialogue not only synchronously existing cultures are involved, but also various eras. Any historical form cannot be completely realized during the historical period. Including because of aspiration to zeroing the past about which we already spoke. Not developed potential of a historical form most actively breaks in historical and begins to come to surface during transitional eras. Therefore during the postmodern era which is transitional there is a situation which it is possible to call parade of historical forms (by analogy with parade of planets). It is very well visible in the economic relations. Non developed slavery relations, feudal, bourgeois in

different options begin to work suddenly today, and in the most abstract, limiting forms that is perceived sometimes as violation of history logic.

As an example of similar history logic violation it is possible to give, after Akhutin, "quantum history of physics" by Heisenberg: "The history of classical physics reveals ... as set of various independent systems developing different ways of theoretical objectivization of reality ... Mechanics of the point, statistics and the wave theory, in essence three, are necessary and not reduced to each other in a way of the description experiments and theoretical representation of quantum reality the independent and universal theoretical worlds — different ways of theoretical representation of reality in general" [6,440-441]. The principle of complementarity of Bor demands from quantum physics to consider several pictures of the world as equally likely worlds existing at once. However "coordination of the closed systems at the description of reality — connected with the principle of complementarity — in any way doesn't exclude a picture of their consecutive subordination on the basis of the compliance principle" [6,444]. The relation of the complementarity principle and the principle of compliance is the same relation of the decentering of dialogue logic and the aligning logic of history. This, as for the second aspect of the intersection of the centration and detsentration relations exists in dialogue space. The third aspect as we remember, assumes historicity and simultaneous decenteration of the individual.

Existence of the third aspect of these relations grants to us the right to speak about possibility of social postmodern in this situation. Why do we discuss a social opportunity as a problem? For the answer to this question we will designate concept of social. We will understand social as the special personal relation to the existing public relations.

The classical form of social, a form of the social subject is built according to the logic of historicism as dialectics of life and its denial, as formation. The classical social subject – is the individual, forced to overcome the reality given him by a historical situation, the public attitude and by moving the history forward. Such way of life including effort of the individual, his attitude to the existing relations arises only in conditions when the individual stops being created automatically in system of the cash public relations. He is connected with disintegration of "a big patrimonial body" and reaches the classics during Modern times.

Today in the social theory there is an opinion that the situation of personal need for conscious inclusion in the public relations has consigned to the past. The modern world, say, doesn't demand from us any efforts on its maintenance, skill of subjectivity and historical relation (as knowledge forms, and as action forms) will atrophy, the social subject is succeeded by the mass person, the person of consumer society.

But does subjectivity disappear? Again we will address the idea of the author. The author of post-modernist work is obliged to subordinate work not to one idea, not one sense, but to all possible bigger quantity. The post-modernist author is limited to creating the world in which he could dialogize various meanings or cultures. But these meanings need to be interwoven organically into work, coordinate in a way they cause reaction to each other. So that meanings start being reported and generate new ones, the author has to put at least the first of them and lay possible means of communication between them.

CONCLUSIONS

The modern individual who is leaving behind what existing impression of total absence, that there was no structure, utter chaos of the replaced social roles which are not connected with each other in any way, creates these roles. These roles are created at different times and in

different conditions, in their emergence has a sequence, so there can be also a succession. So, the model of the family relations which the individual inherited from parents will influence how the individual builds the labor or other relations. They will differ from family, will be built by other rules, and eventually will become equal part of the personality which will in turn influence the family relations. These relations are in the dialog relation. Any of them is not capable to contain in itself all others, to remove them as trite, the principle of historicism does not work here. But in space of daily occurrence there are special social lacunae where the logic of history continues to work. Actually any public relation which is built by the principle of production requires removal, at least as objectivation. Then the person is forced to make synthesis, to make the choice, to make an act, so to generate the past, to generate history.

SUMMARY

Thus, social in the society of postmodern is understood as dialog of cultures, it will be always connected with ability to switch from logic of history, the aligning logic, to the logic of decentering, logic of "rhizome" and back. Ability to combine the principles of compliance and complementarity is a social skill.

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PROBLEMS OF DEVELOPMENT OF HALAL TOURISM IN RUSSIA

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ABSTRACT

The paper considers the peculiarities of the development of halal tourism in Russia. It reveals the history, basic requirements, problems and development prospects of the tourism destinations. We used analytical, synthetic, and statistical methods for writing the paper.

The potential of the international market of Halal products is growing along with the growth of the Islamic population and the spread of Islamic tradition, and it has great prospects. Therefore, the particular attention was paid to the analysis of the demographic development of the Muslims, which gives reason to talk about high dynamics of population growth in Islamic countries as a whole.

The situation with tourists “exchange” between Muslim countries and Russia is unfavorable today.

Citizens of Muslim countries are rather passive in terms of international tourism, which complicates the spread of halal-tourism, on the other hand the consumption of this product is growing among the population of non-Muslim countries.

Halal industry is relatively recent phenomenon in the Russian Federation, and this determines the fact that the field of knowledge is poorly studied in scientific terms. The conceptual apparatus continues to take shape.

Despite the fact that Russia has Muslim regions in its territory, currently the huge potential of halal tourism destinations is just beginning to develop, and its dynamic growth may require long time.

The paper highlights largest countries-producers and consumers of such goods. It also considers the issues of Islamic banking. Measures for the development of Islamic economics are analyzed including purposeful activity of the Tatarstan authorities since it is one of the most economically developed regions in Russian. Furthermore, over than half of its population are Muslims.

Keywords: *tourism, tourists, Islamic tourism, halal tourism, halal products market, the World Tourism Organization, the Muslim population.*

INTRODUCTION

Islamic tourism as a new social phenomenon, to some extent associated with the dogma and practice of Islam, started to be spoken in the late 1980s.

Halal Industry in the Russian Federation has its origins in 2002 by the initiative of the Council of Muftis of Russia.

It is proposed to distinguish religious tourism into spiritual, halal tourism, pilgrimage and religious (Islamic) tourism pertaining to visiting the “holy places”, places of worship, and so on. Scholars D.A. Gusenova, Z.-B.T. Alikhanova believe that Russia with Muslim regions in its political and geographical system, has the huge development potential of these trends in religious tourism [2].

The global halal industry turnover is currently estimated as more than \$ 2 billion. It is believed that Russia’s accession to the WTO in 2012 will promote the development of Halal tourism though it will take long time.

Halal tourism and recreation is a type of tourism aimed at Muslims, providing an opportunity to rest in accordance with the rules of Islam. In Halal tourism accommodation is provided in hotels that offer only soft drinks, all food complies with Halal standards and it is equipped with separate infrastructure for male and female, for example, isolated beaches and pools. In addition to these features, Halal resorts announce the time of prayers and there are prayer rooms, and some even have mosques. The hotel also offers special excursions to places related to the history of Islam. For evening resource, vacationers can choose to rest without music, if necessary, they are provided with organized entertainment and activities within the norms of Islam. [8]

The production and supply of cosmetics, pharmaceuticals, financial services targeted at the Muslim population is also growing.

It is noteworthy that halal tourism has no specific definition, usually it is understood as tourism product, implying accommodation and servicing in accordance with the rules of Islam. And this is despite the fact that 60-70% of the clients of such hotels are non-Muslims. They, as a rule, observe a strict dress code and do not allow males and females to encounter in public places [2, p.49].

The choice of food for all consumers is due to social norms and traditions. The consumption of meat and meat products in particular can often be associated with religious traditions and rituals. Religious rules affect food choices, forcing to refuse certain types of meat.

It should be noted that the level of confidence in such products is higher, depending on the fact how much consumers follow the principles and rules of halal.

One of the most important quality measures for consumers of culturally conditioned goods is the confidence in producers and sellers that follow principles and rules of slaughter, production, storage and selling of meat and meat products [3].

TheRezidor Hotel Group, the owner of such hotel networks as Radisson Blu and Park Inn, believes that over the next 10 years, demand for recreation on Shariah will grow by 20% annually.

Even McDonald`s today offers Halal foods [4].

The potential of the international market of Halal products is growing along with the growth of the Islamic population and the spread of Islamic tradition.

To date, there are 1.8 bn Muslims in the world.

According to experts, by 2050 the Muslim population will be more than 2.6525 billion people, or about 29%, worldwide. To compare, more recently, in 1950, the number of believers did not exceed 17.5%.

At the same time, such goods are bought by consumers who do not belong to the Muslim religion, but prefer such goods because they perceive them as ecological, organic. Such trends are characteristic both for the international market, and Russian one.

The largest countries - producers and consumers of such products are: Indonesia - 180 million people, India - 140 million, Pakistan - 130mln, the Middle East - 200 million, Africa - 300 million, Malaysia - 14mln, North America - 8 million, Europe - more than 56 million, Russia - about 27.5 million people [10].

In Russia, major halal food consumption channels are «Auchan» hypermarkets; “Metro”, wholesale and retail trade shops; shops located in the territory of mosques in Moscow and the Moscow region, specialty halal shops in food markets.

“Trends in the forms of religious tourism may vary between adherents of different faiths”. [7]

Data of the World Tourism Organization show that citizens of Muslim countries are passive in terms of international tourism.

Thus, according to the 2012 WTO annual report, a large part of travel costs in 2012 is accounted for by non-Muslim countries, including (in billions): China - 102.0; Germany - 83.8; US - 83.5; United Kingdom - 52.3; Russian Federation - 42.8; France - 37.2; Canada - 35.1; Japan - 27.9; Australia - 27.6; Italy - 26.4 [9, 5].

In Russia, as compared to conventional tours, the offered international halal tours are usually more expensive, but when you consider that a Muslim woman cannot travel without an accompanying man, the price increases twice.

Over the first three quarters of 2013 the number of foreign citizens from Muslim countries in the Russian Federation totaled 149,712 persons or 6.83%. Of which 88 315 were from Turkey.

If to look at tourists “exchange” between Muslim states and Russia as a whole, Russia, of course, is in unfavorable position. It is quite obvious that the people of Muslim countries do not hurry to visit our country with tourist intentions.

And one of the reasons for this is the absence of the so-called “halal infrastructure” [2].

The first western Islamic bank appeared in 1978 in Luxembourg. The Islamic divisions for customer financing open in other non-Islamic countries like USA, UK, Germany, France, Canada, Australia, Denmark, etc. In Russia, the traditional banks are not eager to attract resources from abroad. Only in 2013, OJSC "Sberbank of Russia" agreed to involve a pool of 600 million dollars from «Invest AD» (United Arab Emirates) and OJSC "AK BARS", the second largest commercial bank of the Republic of Tatarstan, attracted Islamic finance twice (in 2011, 60 million dollars, in 2014 -100 mln.). Investors of Gulf countries show great interest in investment cooperation with Russian banking institutions[1, pp.421-422].

Since April 2016, one of the economically developed regions of Russia - Tatarstan, where more than half of the population is Muslims, together with the Central Bank of Russia began to actively work on the introduction of Islamic banking in Russia.

To achieve this goal, the Russian Central Bank and the government of Tatarstan have drawn up to a “roadmap” for the implementation of Islamic banking in Russia.

This may give a new breath for halal tourism in Russia, especially in the regions with concentrated Muslim population such as Tatarstan, Bashkortostan, and some Northern Caucasia republics [6].

RESULTS

Visits to holy places have long constituted one of the most important and revered traditions are inextricably linked with the very essence of religious dogma.

Religious tourism is part of the tourism industry. religious worship is a mosque, cathedrals, museums, places of worship, spiritual centers, exhibitions, the holy sources, and other

items specifically designed for worship. These touristic objects, religious tourism resources which are available in many tour routes, enjoy increasing popularity.

A tourist travelling for religious purposes, is an outside their place of permanent residence for a period of not more than six months to visit holy places and centers of religions.

Under the religious tourism should be understood as activities associated with the provision of services and the needs of tourists travelling to the Holy places and religious centers outside the usual Wednesday for them.

Religious tourism is divided in two main varieties: -Pilgrim tourism and religious tourism excursion-cognitive orientation. Religious tourism excursion-cognitive orientation for the contingent of the participants can be divided into two groups: the first group, you can enable participants to scientific expeditions, whose aim is the study of religious artifacts, ceremonial objects with scientific purposes. In another group, which is much more abundant in number of exhibitors include mass tourists different e.g. avlenij attending religious-cultic objects composed of tour groups for purely informative purposes. Consider the first group more closely, which we believe is composed of research and promotional pieces. Scientific-Research Department in the Republic of Tatarstan is represented, above all, the Humanities Department of the Academy of Sciences of the Republic of Tatarstan (TAS) and the Institute of international relations, history and Oriental Studies (IMOiV) Kazan Federal University (KFU). In the branch of Humanities of TAS study of religious-cultic objects, excavations, archival materials are involved in several institutions, among which the Institute of Tatar encyclopedia and regional studies, Institute for the history of them. Sh. mardzhani, Institute of archaeology and islamovedčeskih Research Center. On the main directions of research published a multi-volume encyclopedia of Tatar in Russian and Tatar languages, Tatar Encyclopaedic Dictionary, "Tatarstan: an illustrated dictionary, 12-minute a languid Redd Tatar folklore, academic grammar of the Tatar language, historical-ethnographic and dialectological Atlas, 7 volumes of the Anthology Tatar. Historians and archeologists published a number of valuable works on ancient, medieval and modern history of Tatarstan and Tatar people. Among them, mention should be made of Atlas Tartarica history of the Tatars and peoples of Eurasia. The Republic of Tatarstan: yesterday and today, Bulgarica. Time and space the Bulgarian civilization: Atlas, the great Bulgarians cultural and spiritual revival; 7 volumes of the history of Tatars from ancient times to our days, the definition of the age of 1000 Kazan and Elabuga. Praised in the scientific world received works of Ethnography, art history and the history of social thought.

The Humanities Department is actively involved in the Organization of congresses, conferences, symposiums, schools and other institutional arrangements. In particular, the Office participated actively in the Organization and preparation of activities dedicated to the 200-anniversary of Kazan State University, 60 anniversary of the victory in the great patriotic war and the 1000-anniversary of Kazan.

The Office and the members of the Department conduct intensive cooperation with foreign counterparts in the field of research studies, maintain scientific links with academic and scientific divisions in Kazan, Moscow, St.-Petersburg, Udmurtia, Mordovia, Mari El Republic, Bashkortostan, the CIS countries, with University and research centers of the United States, Great Britain, Turkey, Finland, Hungary, Uzbekistan, Kazakhstan, Kyrgyzstan, etc. They often appear in print, on radio and television, and participate annually in 100-110 international, national, Republican and regional scientific conferences. The main archaeological surveys and excavations were carried out with the direct guidance and participation of the Institute of archaeology of Academy of science of the Republic of Tajikistan. It should be noted the main

objects: this works on the territory of the Kazan Kremlin, the island-city summer Sviyazhsk, Ancient Bulgare, Elabuga, Bilâre and many others. In some part of the result of their activities the Kazan Kremlin and Ancient Bulgars have entered into UNESCO object list, and the island-Castle Sviyazhsk is candidates for inclusion in the list. Most of the participants in the above activities, who come from other countries and regions in Russia can be defined as a community of business tourism.

Another major center of research direction is the Institute of international relations, history and Oriental Studies of the FSC. Major contributions to the development of religious tourism in Tatarstan made Chair of Museology, cultural and tourism ", archeology and Ethnology ", Tatarovedeniâ "and" Turkish and Oriental Studies and Islamic studies. These chairs in addition to the extensive research work is carried out and training of bachelors and masters of these directions of education. In parallel, existing in the Institute of management, economics and finance at the Department of service and tourism ", which is already 10 years preparing personnel for the tourism and hospitality industry, on the basis of the Department of museology, cultural and tourism began to prepare specialists on international tourism. On the basis of this Chair opened network Magistracy on international tourism. Students of these directions of education pass industrial practices on the basis of the leading travel companies of the city of Kazan and the Republic, taking part in the formulation and implementation of tourism projects and new tourist routes for visitors of the Republic. A great contribution to the development of knowledge on the history of Islam in Tatarstan and Russian activities makes the Islamic Institute in Kazan.

Promotional part of cognitive excursion destinations for tourism development is based primarily on the activities of tourist companies of Kazan and Tatarstan, together with public authorities and institutions. In the year 2014 in Tatarstan was created the State Committee for tourism, which has become the main coordinating body in the Republic of all institutions associated with tourism activities and hospitality industry. In the activities of the State Committee, it should be noted several directions: the popularization of Tatarstan as tourism destinations, support the development of major tourist centers of the RT, development of business, sports and religious-Pilgrim tourism. Pilgrimage tourism State Committee paid particular attention, since, Tatarstan has a unique situation, where two great religions, orthodoxy and Islam. These two denominations exist peacefully for more than five centuries. There are a number of famous religious worship worldwide, two of which are included in the UNESCO World Heritage list. In addition there are objects of pilgrimage Interfaith values as "sacred spring" in bilyarsk.

Pilgrimage tourism is a collection of travel of representatives of different denominations with the pilgrimage ends. Pilgrimage is the desire of believers to worship the Holy places [1].

Pilgrimage tourism is a collection of travel of representatives of the various religions with pilgrimage purposes [2].

A pilgrimage is a journey deep believers to the shrines of their worship. The aim of the pilgrimage to the Holy places is worship, prayer, repentance, less response to the vow during a grave illness or danger, and Thanksgiving to the Lord for deliverance from them. Quite often the purpose of pilgrimages happens healing from serious ailments of miracle-working icons, relics, sources [2].

One important aspect of pilgrimages is their spiritual and educational component. When visiting holy places people will learn about the history and spiritual traditions of monasteries and temples, worship, Saints and devotees of piety, whose life and work was associated with sacred

objects included in the pilgrimage route. The pilgrims have the opportunity to talk with other denizens of the monasteries, some of them find themselves priests [1].

Religious tourism, like his other forms, has a positive impact on the economic development of Kazan and Tatarstan [11,12]. The arrival of the pilgrims and tourists who are interested in religious tourism, contributes to the development of hotels, retail businesses, including souvenirs, services for travelers, etc. In Tatarstan, and increasingly in Kazan, the flow of tourists is growing every year, as a result of competently built city and Republic management to use existing tourist resources and increase their number. Development of tourism infrastructure, including the development of transport, improving the organizations providing services of public catering and hotel services, work with travel companies, training guides and guides, work on the restoration of cultural monuments, historical and religious sites, the return of ceremonial objects and religious believers-all these factors are positive for the development of religious tourism in Tatarstan and Kazan.

CONCLUSION

Thus, for the evolution of Halal tourism and recreation it is necessary to develop a whole system with the following components: food, hotel, flight, halal services, Islamic banks, the employees concerned, the conditions for the organization of VIP services, and much will depend on the initiative of public authorities and managers of financial institutions as well as on the people, their attitude to the development of the halal-tourism and appearance of halal tourists in Russia.

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ESTIMATED CHARACTERISTICS OF MENTAL STATES' REPRESENTATIONS

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ABSTRACT

Formation of mental states ideas in the mental plane, as well as result of this process in the form of an image and knowledge as sets of a state subjective judgments, are connected with mental representations of the person. The study of mental representations has the special significance as the mental status – a personal subjective phenomenon of human mentality and separation of the universal regularities in their representation - can also reveal regularities in forming pattern of the world and structure of ideas in it. In article research results of evaluation characteristics of mental representations for mental statuses are provided: pleasures, disturbances, tranquility and exhaustions. The method of semantic differential in V. F. Petrenko's modification was applied to establishing evaluation level of mental statuses representations. For each of the considered statuses core formations and the periphery which reflect invariant and specific components of mental representations for mental statuses are revealed. The positive statuses of pleasure and tranquility are characterized by the smallest number of selected elements and they are described equally by most of the examinees. The composition of mental representations for statuses, and also organization of the received structure is shown. The most organized structures for the negative statuses of disturbance and exhaustion appear. Statuses of pleasure and inspiration possess the smallest structure organization. Research results allow to explain mechanisms of mental statuses self-regulation – transition from a non-equilibrium status to equilibrium.

Key words: *mental representation, mental status, assessment, characteristic, structure.*

INTRODUCTION

Process of mental states ideas formation in the mental plane, and also result of this process in the form of an image and knowledge assets of the state subjective judgments are connected with mental representations. Studying mental representations of mental states has the special importance as the mental state – an individual subjective phenomenon of human mentality and allocation of universal regularities in their representation - can also reveal regularities in forming picture of the world and structure of ideas in it. Establishing structure of mental representations for various mental conditions of the person acts as a research objective: pleasures, tranquility, exhaustions, disorders, interest and inspiration. For research of estimated mental representations characteristics the method of semantic differential offered by Ch. Osgood (Osgood C., Suci G., Tannenbaum P., 1957, 342 p) is the most suitable. Osgood, on the basis of the data analysis, has allocated three-factorial model of semantic space which structure has been presented in the form of three axes of the coordinates generally called "assessment", "force", "activity".

Mental representation is understood by us as "... an actual intellectual image of some specific event, that is the subjective vision form of the events" (Andreyeva E.A., Belopolsky V. I., Blinnikov I.V., etc., 1998, p. 245). The internal feelings and impressions caused by the events and situations endured by the subject, passing a checking stage with the content of the earlier

experience, form the relevant mental structures connected with the staticized state. The arisen mental structures reflecting and displaying a mental state in the form of verbal representation image or symbol are fixed and placed in structures of memory, forming subjective mental experience. It is known that there are invariant and specific components of mental states mental representations.

In psychology the emphasis in researches is placed on the procedural, dynamic part of mental representation, on its cognitive functions (Kemp S., 1998., p.275; Kosslyn S.M., 1980). In works of Barrett and Fossum (Barrett L.F., Fossum Th., 2001, p.333) it has been proved that nature of mental representation for emotions is connected with their different modality, intensity and signs. Comparing a perceptual image and an image of mental representation, J.-F. Richard (Richard J.-F., 1986) has established that the last keeps topological properties of the objects, it isn't connected with a perceptual modality, we won't fall to pieces and, thanks to spatial properties, can organize information which isn't possessing spatial characteristics.

In our earlier works it is revealed that assessment for mental states reflect the subjective estimated relations. They are various in different situations, that is they are dependent on situations. Besides, in our earlier works results of studying figurative level of mental states representations in various situations are presented. Besides, associative characteristics of mental representations for mental conditions of the person are shown (Alekseyeva E.M. and Chernov A.V., 2015, p.1959).

RESEARCH METHODS

For the purpose of studying estimated level of mental representations for conditions of pleasure, nervousness, tranquility, exhaustion, inspiration and interest the selection of 76 examinees of both sexes at the age of 19–20 years has been created, these are students of the Kazan Federal University trained in different specialties. Research was conducted during lectures. Examinees were offered to describe the offered mental states by means of the words adjectives submitted in a technique of semantic differential (in V. F. Petrenko's modification) (Petrenko V. F., 2005, p. 480). Assessment of states about 25 bipolar scales which poles are set by means of verbal antonyms, describing opposite qualities of objects were carried out.

Data processing was carried out by means of the correlation analysis (R-Pearson's coefficient), average values on all scales were calculated, the cluster analysis (a method of average communication) was used. Also the method for calculation of structures organization degree offered by A.V. Karpov (Karpov A.V., 2006, p. 18) was applied. Its essence consists in attributing points to correlation communications with different degree of the importance. $P \leq 0.05$ - 1 point, $P \leq 0.01$ - 2 points and $P \leq 0.001$ - 3 points was attributed to communications at the level of the statistical importance. According to it the index of structure coherence (ISC), the index of structure differentiation (ISD) and the index of structure organization (ISO) were calculated. For data processing the statistical SPSS 16.0 package was applied.

Establishment of mental representations structure for various mental conditions of the person was a research purpose: pleasures, tranquility, exhaustions, disorders, interest and inspiration. Core formations of the considered mental conditions representations, their organizational structure and the leading elements will be revealed.

RESULTS AND DISCUSSION

As a result of the conducted research invariant components of mental representations for various mental states (Table 1) have been established. As core formations of a condition "pleasure" it is possible to select such characteristics as joyful (1) – it is presented in consciousness of everything cheerful, good, pleasant (1,1) – occurs almost at all examinees,

favorite, easy (1,2) – it is observed at the vast majority of the respondents estimating this condition.

Psychological state	Core and by-core states	Periphery
Joy	cheerful, good, pleasant	favorite, easy, etc.
Calmness	weakened, easy, simple	good, soft, kind, passive, etc.
Fatigue	slow	passive, sad, heavy, etc.
Excitement	strained	heavy, big, difficult, etc.
Interest	active	good, pleasant, clever, kind, fresh
Inspiration	active, easy, good, pleasant	fresh, joyful, cheerful, pure

For the status of "tranquility" other components of core layers are peculiar: weakened (1,1); easy, simple (1,6); pleasant, arranged, slow, pure (1,7); good, soft, kind (1,8); passive (1,9). We will mark that density of the components characterizing this status is much less, than those for status of "pleasure". The status of "exhaustion" is characterized by such components as: slow (1,7), passive (1,9), sad (2,0), heavy (2,1), bleak (2,2). In this case the status of exhaustion has even more variable components that says that it is described by different respondents differently, so it is provided in consciousness by big item collection. Wider range of estimates is characteristic of a status "disturbance" where core and near-core structures are provided accordingly: intense (1,4), heavy (2,2), big (2,5), difficult (2,6). These indices are peculiar to most of respondents, remaining characteristics are variable and are provided in near-core formations or on the periphery. As core formations of an interest status it is possible to select such characteristics as "active" (1,6), "good", "pleasant" (1,7), "smart" (1,8), "kind", "fresh" (1,9) – occur at the vast majority of the respondents estimating this condition. For a status of "inspiration" similar components of core layers are common: "active" (1,4), "easy", "good", "pleasant", "fresh" (1,5) – are present practically at all respondents while characteristics: "joyful", "cheerful", "pure" (1,6), "light", "kind", "favorite" (1,8), "strong" (1,9), – being core formations of semantic space of a status, meet less often. Thus, the status of "inspiration" is characterized by bigger density of core formations, than "interest" that demonstrates more accurate mental representation of this cognitive status. We will mark that for the considered cognitive statuses the general in the description are such components as: "active", "good", "pleasant", "kind" and "fresh". Apparently, these elements can appear as core cognitive statuses of the person, (backbone) in case of the description. Thus, in case of the statuses description students mark different characteristics which, in turn, will influence perception of the environmental reality.

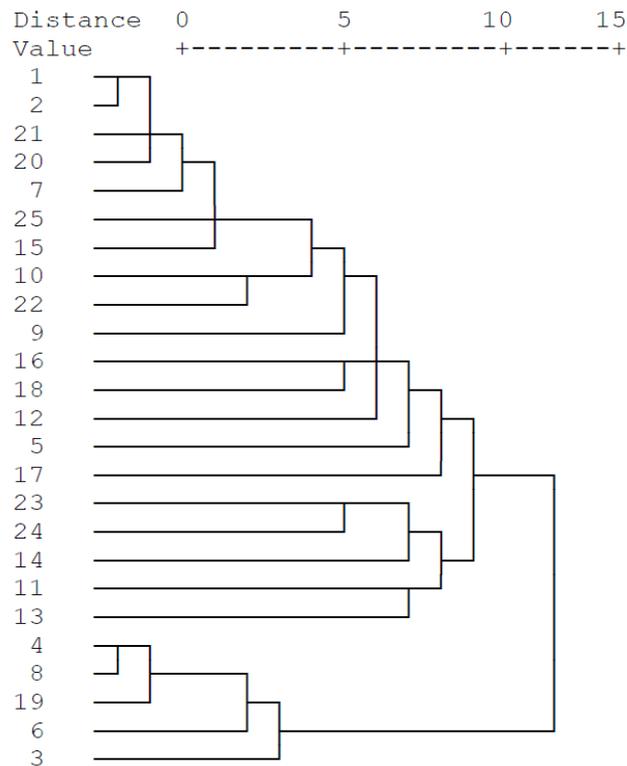
Further, by results of the correlation analysis, indexes of coherence, differentiation and organization of structures were calculated (Table 2).

Table 2			
INDEXES OF STRUCTURES ORGANIZATION FOR MENTAL REPRESENTATIONS OF STATES			
Mental conditions / Indexes of states structures organization	ISC	ISD	ISO
Joy	31	18	49
Excitement	105	83	188
Calm	43	36	79
Fatigue	53	48	101
Interest	36	25	61
Inspiration	37	11	48

As shown in the Table, the most organized structures of the negative statuses disturbance and exhaustion appear, they cause similar estimates in most of respondents. The pleasure status possesses the smallest ISO. We will mark also that the more intensively is the status endured, the more difference there is between indexes of coherence and differentiation of structures, and lowering of mental activity level is followed by leveling of this difference.

For the purpose of mental structure separation of statuses representations, all variables were plunged to cluster analysis (method of average communication). This method allowed to group all indices in clusters by level of their closeness and homogeneity. For example, by results of indices clustering in case of a "pleasure" status assessment (figure 1) 5 main clusters reflecting group of all variables can be selected.

Figure 1
DENDROGRAM OF MENTAL REPRESENTATION STRUCTURE FOR A CONDITION OF PLEASURE
(METHOD OF AVERAGE COMMUNICATION)



Symbols: 1 - heavy, 2 – sad, 3 – strong, 4 – good, 5 – small, 6 – light, 7 – passive, 8 – pleasant, 9 - cold, 10 – ordered, 11 – rough, 12 – difficult, 13 – intense, 14 – dry, 15 – unfamiliar, 16 – firm, 17 – cheap, 18 – slow, 19 – kind, 20 – bleak, 21 – hated, 22 – rotten, 23 – silly, 24 – stupid, 25 – dirty.

As shown in Figure 1, the uniform cluster included such characteristics as: good, pleasant, kind, light, strong which, apparently, also appear as basic elements in case of description and assessment of a pleasure status. At the same time, the separate cluster was made by the variables reflecting opposite experiences: heavy, sad, hated, bleak, passive. These characteristics are provided in a pleasure status least whereas opposite are its center. The group of remaining elements in clusters occurs on later stages that reflects their smaller significance in structure of mental representation of a pleasure status.

In case of a "tranquility" status assessment one of key is the cluster containing such elements as simple, pure, soft and weakened. Such elements make "disturbances" appear: bad, angry, opposite and dark. In mental representation of a status of "exhaustion" the cluster containing such elements as heavy, sad, passive, slow and sad is leading. For cognitive statuses of inspiration and interest the clusters integrating such indices as: the active, good, pleasant, kind and fresh are core. By results of indices clustering in case of an "interest" status assessment it is possible to select 7 main clusters reflecting group of all variables. The uniform cluster included such characteristics as: good, kind, pleasant, the strong and light that reflects, generally the evaluation level of semantic spaces. At the same time, the separate cluster was made by the variables reflecting other experiences: rotten, sad, silly, passive. They are provided in an interest status least whereas opposite are its center. In turn, the cognitive status of "inspiration" includes 6 main clusters. Indices entered a key factor: good, pleasant, kind, the strong and light. Characteristics, opposite by sign, – hated, dirty, passive, rotten and sad, made a separate cluster.

Mental representations for informative conditions of interest and inspiration are characterized by a certain structure, core educations and the leading backbone elements. For the considered states such indicators as "active", "good", "pleasant", "kind" and "fresh" are core. The smallest number of the allocated elements is common to conditions of pleasure and tranquility and they are described equally by most of examinees whereas negative mental states are estimated by wider range of concepts. Conditions of inspiration and interest are presented in consciousness by even more various set of concepts which have a small number of similar elements in the description.

In our earlier works (Prokhorov A.O., Chernov A.V. and Yusupov M.G. 2015, p.551; Prokhorov A.O., Chernov A.V., 2015, p. 16; Alekseeva E.M., 2011, p. 340) phenomenological features of a mental state image have been considered: specifics and intensity of manifestation, organization and stability of communications in structures of images, etc. The invariant structures of a state image promoting preservation of an image in time are revealed. They allow the subject to realize, differentiate and distinguish own states in different temporary contexts and situations of activity.

It is probable that transition to equilibrium comes from a non-equilibrium state due to updating of close characteristics for mental representations close for positive and negative states in consciousness. The purpose of the subsequent researches is creating the technique allowing to reveal and describe individual characteristics of mental states representations.

CONCLUSIONS

Positive conditions of pleasure and tranquility are characterized by the smallest number of the allocated elements and they are described equally by most of examinees while negative mental states are estimated by wider range of concepts.

Informative conditions of inspiration and interest are presented in consciousness by much wider range of the described concepts. At the same time, comparing mental representations of these states, we will note that they possess a close set of characteristics.

Structures of negative conditions of nervousness and exhaustion act as the most organized. Conditions of pleasure and inspiration possess the smallest organization of structure.

There is more difference between indexes of coherence and differentiation of structures, especially intensively endured condition, and leveling of this difference is followed by decrease in level of mental activity.

Research results allow to explain mechanisms of mental states self-control – transition from non-equilibrium state to equilibrium due to updating in consciousness of close characteristics of mental representations (general for positive and negative states).

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LEVELS OF OPERATING POLICE OFFICERS' STRESS-TOLERANCE DEVELOPMENT

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ABSTRACT

The article deals with levels of operating police officers' stress-tolerance development. The study of stress-tolerance of police officers, who are exposed to many negative factors, is particularly relevant from a practical point of view. This is a part of the study devoted to the development of stress-tolerance of novice police officers by means of psychological correction of the process of self-regulation of their professional activities.

Psycho diagnostic methods include a number of tests and questionnaires, which are described further in the "Methods" section.

On the stating stage of the study significant differences on many indicators between novice police officers (low level of stress-tolerance) and police officers with experience (high level of stress-tolerance) were revealed. The differences are the following: differences in stable personal features, in special characteristics, in sensitivity to external stressors, in emotional levels, in the ability to self-regulation.

Correlation analysis showed a large number of interrelations in the group of police officers with experience and a small number of interrelations in the group of novice police officers.

Obviously, a low level of stress-tolerance is caused by a violation of basic regulatory relations at professional activity of the person, which in turn is related to the lack of professional experience. The results of the study are of great interest both from scientific and practical point of view, and further were used to increase the resistance to stress of novice police officers.

Keywords: *professional experience, stress, stress-tolerance, self-regulation of activity, police officer*

INTRODUCTION

In the modern world the professional activities of many people take place in extreme conditions. The effectiveness of such activities is determined not only by professional knowledge, abilities and skills but also by professionally important properties, including stress-tolerance which is a component of adaptability of the individual.

In psychology and psychophysiology stress-tolerance is investigated as a personality trait contributing to high productivity of activities in extreme conditions. Most often, its study is based on the identification and differentiation conditions (internal and external), determining the different levels of physiological, psycho-physiological and psychological factors in the actual impact of a variety of laboratory and real extreme (stress) conditions, which set a high or low degree of stress-tolerance manifestation.

As a result, the physiological, intellectual, emotional, volitional, and other human characteristics that contribute to stress-tolerance are identified. To a large extent the role of physiological and psychological preconditions in the development of resistance to stress has been

studied and is widely represented in the scientific literature. A number of studies demonstrate the possibility of formation of stress-tolerance by means of the practical application of methods and techniques of psychic self-regulation. At the same time little or no attention is paid to the possibility of the stress-tolerance development in the professional extreme activity itself taking into account the implementation of special psychological correction of its required elements. The purpose of the study is to determine experimentally psychological differences of levels of operating police officers' stress-tolerance development in order to improve their stress-tolerance.

METHODS

The empirical base of research was made on the bases of operational data diagnostics of police officers of the city of Naberezhnye Chelny of Tatarstan in the amount of 172 people. All participants are males, aged between 20 and 30 years with different professional experience, but none of the participants has professional experience of more than 10 years. The participants were differentiated into two groups according to length of professional activity. Employees with less than one year experience (20-25 years) were in the sample of novice police officers, employees with experience of two years or more were included in the sample of the police officers with experience (25-30 years old).

The sample of employees with experience included 97 people, 35 of which with experience of 2-4 years, 41 with the experience of 5-7 years, 21 with the experience of 8-10 years. The sample of novice employees included 75 individuals, all the participants with experience at least one year.

The set of psycho diagnostic means consists of the following methods:

1. The questionnaire, developed by L.M. Abolin (Abolin L.M., 1987, p.262), which the participants filled themselves. Interpretation of the responses to this questionnaire is qualitative in nature that is carried out by expert assessments. The experts were qualified, reliable, well knowing the specifics of participants' professional activities and who knew thoroughly "unified assessment scale" of activities of operating police officers.

2. To investigate common personality characteristics the method of multivariate study of personality of R.Kettel (16 PF - questionnaire) was used. We used a standard version of the questionnaire – Form A, containing 187 questions.

3. Then, a questionnaire by V. E. Milman "Mental reliability" was used (Mil'man V.E., 1983, p. 24). The questionnaire shows the correlation of the characteristics of sensitivity to stress factors and specific personality traits, which largely determines mental reliability of the man. The method of V. E. Milman also reveals sensitivity to stress factors of different nature: stressors of internal or external validity, internal or external uncertainties. A score of 0 points corresponds to the average level of mental reliability. Evaluation with the sign "-" means reducing the level of reliability on this component, compared with the average data; therefore evaluation with the sign "+" indicates increased, compared with the average, level of severity of mental reliability component.

4. Test "Emotional instability (EI)", developed by G. Sh. Gabdreeva (Gabdreeva G.Sh., 1981, p. 63), reveals the level of emotional instability. It consists of 30 claims of this type: "I am constantly troubled by thoughts about the upcoming mission," "I am very sensitive to comments from colleagues and others", that can be answered "Yes", "No", "Don't know". Score 0-12 points means low and below average level of emotional instability, 13-15 points correspond to the average level, 16-30 points – level of EI is above average and high.

5. A further step was the use of a scale of situational anxiety (Hanin Y.L., 1983, p. 146). Self-evaluation scale consists of 10 judgments, each of which the respondent agrees or disagrees, pointing out how often he experiences this state just before the performing professional tasks. 10-16 points mean low level of anxiety, 17-23 – correspond to the average level, 24 to 30 - high level of anxiety.

6. The following research method was the analysis of emotional content of the process of emotional regulation of professional actions. The intensity and duration of the experiencing emotions of the operational staff were measured by the method of T. V. Dembo (Abolin L.M., 1987, p.262), revealing formal-dynamic characteristics of the emotional experience. All dynamic features of emotional reactions were measured by rating from 0 to 100 points. The value of the indicators of intensity and duration of emotional experiences modalities of sadness, fear, anger and joy were estimated as follows: 0-19 points – low level, 20-39 - below average, 40-59 – average-level, 60 to 79 – above average, 80-100 points – high level of severity.

7. Diagnostics of properties of self-regulation activities of participants was carried out using the method of "Diagnostics of properties of self-regulation", developed by A. K. Osnitsky (Osnitskiy A.K., 1986, p.80). The methods are designed to address a number of tasks: 1) determination of completeness and availability of the individual links in the system of self-regulation; 2) determination of the coherent functional properties of self-regulation; 3) determination of dynamic properties of self-regulation; 4) definition of personal-stylistic peculiarities of self-regulation.

The following properties of self-regulation of the activities of the participants were diagnosed: 1) goal setting; 2) simulation conditions; 3) programming actions; 4) evaluation of the results; 5) correction of the results and methods of actions; 6) provision of regulation as a whole; 7) detailing the regulation of action; 8) caution in actions; 9) confidence in actions; 10) liability in deeds and actions; 11) autonomy or dependence in actions; 12) flexibility, plasticity in actions. The scatter of points on each property ranges from 6 to 24, where 6 to 11 points indicate poorly developed property of self-regulation, 12-18 points mean that the specified property of self-regulation is developed at the secondary level, and 19 to 24 - well-developed property of self-regulation.

8. The last metric by which participants were assessed was the performance, the success of operational tasks, which were revealed in the result of discussions with the police staff. The success was estimated by conditional points 1, 2, 3, where 1 corresponds to no result, 2 – partially achieved, 3 – operational task was carried out successfully. Thus, the analysis included 47 indicators.

RESULTS

As a result of stating experiment, we found that out of 75 novice police officers 53 persons – with a low level of stress tolerance, the remaining 27 – with a medium level, a high level – 5 persons. In the group of police officers with experience, consisting of 97 people, 78 people are with a high level of stress tolerance, 13 with an average, 6 with low.

The analysis of empirical data revealed that police officers with experience differ from novice police officers on many parameters:

-sustainable personal features: sociability, intelligence, emotional stability, dominance, high standard of conduct, courage, practicality, diplomacy, conservatism, non-conformist, high self-control;

- special severity of personality traits (emotional stability, self-regulation, motivation and energy component, the stability-noise immunity) and sensitivity to external stressors, which allows them to tune to constantly changing situations quickly;

- their higher emotionality, which is not extremely long and ultra-intense experience of emotions of different modalities but greater awareness of different shades of their emotional experiences. Police officers with experience tend to have more varied emotional “palette” of emotions, but lower values of the parameters characterizing the intensity and duration of emotional experiences modalities of sadness and fear, in contrast to novice police officers;

- well developed properties of self-regulation. Such properties of self-regulation as goal-setting, modeling of conditions, activity planning, programming of actions, evaluation of results, etc. in the group of police officers with experience are better developed;

- significantly different level of success, which reaches a maximum value in the sample of police officers with experience.

Correlation analysis of the relationships of the samples showed that the structure of the relationships of police officers with experience is more integrated, thus, it indicates the formation of the symptom complex of properties that provide good self-control, and the result is high stress-tolerance. Differences in the level of stress-tolerance are associated primarily with the diversity and complexity of the system of psychological regulation of activity, its substantive content. Low level of stress-tolerance is caused by the violation of basic regulatory relations of professional activity, which in turn is due to the lack of experience.

DISCUSSION

The division of groups on the basis of professional experience was based on the fact that there is a large number of studies examining the influence of age and experience on successful performance of activities (and this is the criterion of stress-tolerance). So, considering the interrelation of factors "experience – successful performance", B.M. Mihailovsky and N.S. Oralnikov (Mihailovsky N.B., Oral'nikov N.S., 1933, p. 112) found out that in the first period of training the success of the activities is progressing strongly with increasing experience, and then its growth is gradually slowing.

Further, these researchers examined the relationship of factors "age - success" and concluded that, despite the fact that the possibility of a person change with age (at a very old age they fall to the level of a helpless child), the person will successfully compensate the slight decrease of physiological functions, which begins after middle age, and preserve successfulness till the retirement age, if to take into consideration the inherent to humans capacity for self-regulation, which develops with age and experience. With increasing age of a person his professional experience continuously grows. Thus, with increasing age and experience, the success of professional activity rises.

Similar studies were also made by A.V. Borisov (Borisov A.V., 1959, p. 141), I. Balint et al. (Balint I., et al., 1968, p.207), G. Slocomb (Slocomb G., 2000, p. 173). The analysis of these works allows to conclude that in the early development of the profession due to low experience and young age there is, usually, a peak of injuries (an indicator of instability in professional activity), whereas in the future, with increasing experience, there is a general downward trend in the number of accidents, but still it is more expedient to correlate the injuries not so much with age, but with experience in the profession.

Based on this reasoning the sample of employees with experience was considered by us as a standard. But it's known that sometimes in the result of long hours of work a syndrome of

emotional burnout, professional deformation, i.e. exhaustion, takes place. The research of M.B. Debolsky and L.I. Martyntseva (Debolsky M.G., L. I. Martyntseva, 1992, p.38) showed that for police officers, having the professional experience of more than ten years, stereotyping, increased personal anxiety, personality changes influenced by performance of the professional activity are typical.

In foreign works we have not found studies dedicated to the professional activities of police officers, and particularly, the relationship between stress and experience of their professional activity. In studies of professional stress particular emphasis given to stress in managers, marketing specialists, doctors. The authors examine strategies of coping with stress (Dewe, P. et al., 2010; Somerfield, M., & McCrae, R., 2000, p.55), study the role of emotions in occurrence of stress (Lazarus, R.S. & Cohen-Charash, Y., 2010), the level of motivation and stress (Hakanen, J.J. et al., 2008, p.78), health status and stress (Folkman, S., 2011, p.453; Shirom A. et al., 2008, p.138), even a correlation between stress levels and the type of culture - Eastern and European - on the example of Malaysian engineers has been found (Panatik, S. et al., 2011, p.355). There are a lot of works devoted to the study of the role of various trainings: "executive coaching", "business coaching", "life coaching", where "coaching" means "training" (Anthony M. Grant & Blythe O'Hara, 2008, p.57; Anthony M. Grant, March 2008). In these training sessions psychologists use a wide range of tools to deal with stress: breathing exercises, muscle relaxation, listening to relaxing music, rational psychotherapy, the use of positive imagery, anger management etc. However the use of these methods doesn't allow increasing stress-tolerance in professional activity. What is common between the activities of a police officer and listening to music? And what do breathing exercises remind him on upcoming raids? Unfortunately, these measures are manifestations of the so-called element approach, and they can only serve as a supplement to the method based on a systematic approach and taking into accounts the conditions and psychological characteristics of police officers' activities.

Data obtained at this stage of our study were further used for creation of author's program of the novice police officers' level of stress-tolerance development (Kalashnikova M. M. et al., 2014, p.335; Kalashnikova M. M. et al., 2014, p. 105).

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MIGRATION CRISIS IN EUROPEAN POLITICS: THE ETHNIC DISCOURSE

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ABSTRACT

In this article are considered actual problems of migration policy in context of global changes of migration processes and amplification of non-regulated migration. Inevitability of change of economical-pragmatic and culturological discourse of migration policy to ethnic-conflictological in connection with global challenges of international policy and prevailing of illegal migration processes over legal is grounded. On basis of content analysis of foreign publications for period of 2013-2016 dedicated to migration policy is stated the amplification of scientists' attention to ethnic-political and ethnic-cultural problems of non-regulated migrations. There are emphasized major factors of actualization of ethnic-conflictologic discourse of migration policy, to which are related growth of ethnic-political claims of ethnic-social communities and confessionally united groups of migrants,, inter-civilization culturological challenges, radicalization of ethnicity of migrants and autochthonous population of receiving countries. Possible variants of scenario of development of migration policy of receiving countries in connection to influx of illegal migrants, refugees, are shown. Attempt of finding the balance between liberalization of migration legal standards and stiffening of means of fight with illegal trans-border migration can turn into ethnic-social disaster. Analysis of transformations of migration policy of modern Europe is based upon conflictological theory of "structural violence" by Johan Galtung, from position of which migration politic as social institute acts as a source of structural deprivation in modern society. Migration policy of European countries, subordinated to doctrine of "humanitarian intervention", in fact legalizes development of system of a new ethnic-colonialism, and became a source of development of ethnic-political tension in region.

Keywords: *non-regulated migration, migration policy, ethnic identity, ethnic-political conflicts, neocolonialism, globalization, security.*

INTRODUCTION

Within last quarter of twentieth century occurred serious changes in scientific views of migration processes. Phenomenon of migration became considered as integral part of modern political process and one of the most important factors of geopolitical changes in majority of countries of the world. Migrations gained regional, inter-continental, inter-state nature. According to words of A.V. Dmitriev, labor migrations and movement of political and ecological refugees gained not only unprecedented scale, but also a new quality connected to change in migrants motivation, first of all with loss of individual motivations and prevailing of group ones - ethnic-political and ethnic-social (Dmitriev A.V., 2006, p. 432). Migration became viewed as something larger - a supposition of multiply other social processes. By apt observation of A.S. Ahiezer, "...migration can be considered as a sensitive index of visible and hidden social processes, as monitoring of real and potential phenomena, as sensitive basis for forecasting of society dynamic, as result of something immeasurable larger than just a search for material resource" (Ahiezer A.S., 2007, p. 141). Migration processes were analyzed in context of legality

and illegality. At this within last decades illegal migrations were still considered as result of disbalance of political and economic development of temporary nature.

Complex social transformations of European society in second decade of XXI century started a new paradigm of migration – global management of migration processes and regulation of migration fluxes, and actualized ethnic-conflictological discourse – analysis of migration policy, claiming organizational and institutional resources of society that provide studying of migration conflicts and abilities of their control.

In last time more and more often is used a concept of "non-regulated migration", migration is perceived as non-controllable and non-system process. Concept of non-regulated migration is a substantially wider concept, and in plan of subjectness (as under concept of non-regulated migrants also fall persons with unregulated legal status, and refugees who formally have a legal status, and illegal migrants), and also in plan of estimation of perspectives of its institutional formalization. On migration problems are forming rather complicated and controversial social relations that receive information-political reflection and analytic absorption and demonstrate the acutest conflict debatability (Irregular migration, 2016).

Migration, in essence, became the most important global trend and respective political challenge in result of amplification of tendencies of globalization that lead to strengthening of mutual dependency, including its social, economic, demographic, communicative constituents. Irregularity of social development, increasing rupture in levels of life well-being between macro-regional system of modern world, destabilization of internal politic state in many countries of former colonial world, inter-ethnic and religious conflicts and wars - all these and many others lead to increase of migration flux into developed countries. This, in obvious way, amplifies pressure on social systems of receiving society, leads to growth of tension, to inevitable politicization of migration situation and is accompanied by aggravation of idea-psychological confrontation, to re-estimation of principles of multi-culturalism and tolerance, to known excesses of extremism.

Actuality and, therefore, necessity of ethnic-conflictological discourse is stipulated, first of all, by social realias of life-sustaining activity of modern international community. Europe is flooded by the largest wave of migration in all post-war history. By estimation of UN, a total number of citizens of third world countries who apply for asylum in countries of EC in 2015 - 2016 will exceed 1.2 million persons. This is a population of Near East region. The majority are citizens of Syria. Others arrive from Libya, Lebanon, Yemen, Iraq, Jordan and Afghanistan. More 20% are inhabitants of Africa. Differently from Near East, there is no war, but there are famine and diseases. Major massive of illegal migration into EC falls of countries of Maghreb, South Mediterranean and the Balkans. There also exists some internal European migration, but its scale is estimated as insignificant. Migration problematic, impacting on general state in receiving countries, generating diverse claims from autochthonous population and diaspores, exerts a multi-way impact on political process and on environment of political system in general. All said includes significant political-discourse components, related to different forms and levels of articulation of positions and interests, directly and indirectly stipulated by migration situations, and also with different scenarios of designing of desirable immigration regimes.

MAIN PART

In last time, in connection with globalization processes, researches of migration processes are more and more related to ethnic-conflictological problematic. Author analyzed publications and articles of authoritative source in field of research of migration process, European journal on

issues of migration and law ("European Journal of Migration and Law"), published within period of 2013 - 2016 (78 research articles and review). Content-analysis had demonstrated a significant growth of per cent share of articles dedicated to problem of refugees, forcibly displaced persons, illegal migrants and conflicts emerging on ground of this migration crisis: 2013 - 20%, 2014 - 40%, 2015-16 - 75% (Francesca Ippolito, 2015, p.1).

1. In discourse field of migration politics were traditionally emphasized two large sub-classes, related to two different types of motivation, from one side it is socially-economic pragmatics regulating one or another measured of political actors (first of all - state institutes) in regard of migration processes. In the basis of this type lies viability or unviability of attraction of migrants as subjects of business activities, as labor resources, participants of labor division and others. On other side, problem of migration is interlinked with wide range of value contexts – with culture of receiving side, with identity that requires protection in the face of immigration fluxes. Particularly about this writes Cristiano Codagnone: "Immigration, as a matter of fact, is on a cross-road of two very different political semantics: based on economic or functional problems and based on culture, uniqueness and tradition" (Codagnone C. Date Views 12.03.2015).

Traditional discourses of migration politics at present time are more and more often expelled by ethnic-conflictological discourse, according to which "amplification of migration processes stipulates new "network ethnic-social images" of solidarity of local and diasporal ethnic-social groups and communities" (Malikova N. R., 2011).

Ethnic conflict as a constituent part of social reality could be and have to be considered as process and product of social construction. Via language of "conflict" are described and explained different forms of manifestations of ethnic identity, in different fields of public space. Migrations of ethnic minorities are described as violation of ethnic balance, as expansion of allochthonous nationalities, Under such social pressure authorities are forced to fight for stability, limiting migration, regulating its composition or promoting peaceful solving of conflicts between "ethnic communities" via negotiations and other conciliative procedures. Ethnic-conflictological approach emphasizes attention n aspect of a vast number of ethnic marked connections and interactions with non-formalized statuses, not acknowledged by national and international communities, but really existing and generating different ethnic-social problems, conflicts and contradictions.

What is stipulation of actualization of ethnic-conflictological discourse in problem of migration?

First, claims on legal and political determination of ethnic-social communities and confessionally united groups of migrants are increasing. Migrants are claiming to be a determined political force in a chosen region of living. Differently from migrants of the first generation who migrated in Europe in 50's - 70's of XX century, who strained after assimilation and maximum integration into European cultural and political community, or chose a closed circle of national diasporas, the new generation of migrants is straining to protect and underline their ethnic identity, and not only and not so much in cultural aspect as in political. Authoritative representative of constructivist theory of ethnicity F. Barth considered ethnic identity rather as a form of social organization than as expression of certain cultural syndrome, and process of determination of ethnic borders as result of historical, economic and political circumstances and situational impacts (Fredrick Barth, 2006, p. 198). Crisis of identity entails the following psychosocial consequences - frustration, depression, social deprivation, internal conflict and provokes

protective aggression and external confrontation (Bezuglyi V.F., 2014, p. 54). Migrants are also acting as catalyst of amplification of position of ultra-right and nationalistic parties in Europe. Now the potential of ultra-right parties is not so substantial. But drastic increase of number of migrants in European region will lead to the fact that theme of migration would become an element of political speculation in issues of national security, and many ultra-right parties would be capable to build their political program on hatred of migrants (a particular example of such tendency can be Italian "North League" under guidance of Matteo Salvini and pro-fascist "National Union" (Alleanza Nazionale). It should be noted that also in Russian discourse on migration and migration policy, a dominate tendency became the fact that in western political language is called "securitization", urge to solve contradiction between legitimate interests of state on provision of national security and its internal and international obligations on provision of human rights, including migrants' (Nikitina Yu. A., 2008). In wide context of interaction of problematic of migration and thematic complexes related to security is noted that there exist and are in discussion relations two discourse perspectives. One logic of considering of security is based on paradigm of political realism, i.e. mostly on capacity to confront external military threats. Other direction in interpretation of security has a tendency of extending understanding, including in sphere of attention such subjects as social security. Representatives of Copenhagen school of research in field of security, as counter to "realistic" understanding. In 1990's started to develop social-constructivist approaches that are distinguishing diverse "referential objects" of security dependently of presence of treats in one or another "sectors". In this context understanding is brought to front, according to which "major threats of security issue from rivaling identities and migration"(Farhi-Rodrig, M., 2015).

Globalization of migration is also seriously complicated by problem of inter-civilization interaction. Urge of migrants to maintain their civilizational identity goes hand in hand with ignoring of cultural values of host country. Tension between host population and migrants is provoked by low capacity of ethnic migrants to adaptation to social environment - their weak involvement in day-to-day social-cultural context of receiving side (Shumeyko, M. A.,2009). Dilemma between necessity of maintaining of cultural diversity and cosmopolitanism, integration and differentiation is practically insolvable. Note that civilizational differences are substantially deeper than intra-ethnic and intra-confessional, because here we are talking about sometimes completely mismatching paradigms of consciousness. The majority of migrants arriving into united Europe mentally belong to Eastern civilization that has principally other value-worldview positions than Western. We will note just some contradictions in paradigms of Eastern and Western consciousness: opposition collectivism – individualism, and issuing from this difference in attitude to categories of personality, humanism, individual rights and freedoms; opposition absolutism – moderation, and issuing from it contradiction of compromise and atolerance, legality – and illegality.

2. Absence of clearly formulated provisions on functional provision of coordinated actions of regional and local authorities in field of migration policy lead to occurrence of conflict situations between migrants and authorities, between migrants and local residents, creating socially-political tension and leading to instability in all social spheres. Occurs denial of rationality of universal values (mostly westernized and Christian), and affirmation of ideologeme of special significance of ethnic-cultural ones. To certain degree modern migration is challenging West civilization. Futuristic prediction of Samuel Huntington are triggering – global challenge comes from migrants of other civilizations who refuse to assimilate and stay faithful to spiritual values, customs and culture of their

native country. Many migrants from regions of South-East Asia, Near and Far East do not want to learn language of receiving country, settle in enclaves that are quickly criminalizing. Foreign culture migrants objectively area risk zone. They fall into "institutional trap" (Scott H. Decker, Frank van Gemert, David C. Pyrooz, 2009, p 393): they have minimum connections with "native society", but have easiness of communication with their "chapter" consisting of similarly affected by "estrangement" people. Spiraling down to criminal activity became a stable scenario. A chain forms: non-involvement into traditional social medium — forming of estrangement groups — inadequate self-estimation — anti-system behavior — crime (Pozdnyakov A.N. ,2008). Immigrants are often radically segregated from local population. Frequently immigrants, particularly Moslems are striving to obtrude their cultural and religious peculiarities: propositions to introduce into legislation of a range of European countries the Sharia standards were already received (Europe by laws of Sharia, Access mode: 27.05 2012). On other side, any conflict interactions between migrants and native population receive ethnic connotation, became acts of ethnic-political speculation. As resent and cruel illustration of such state serves situation in large metropolises of Germany where municipal authorities expressed complete helplessness related to acts of aggression expressed by Moslem refugees in New Year night of 2016 in attitude to native female residents of country. Sexual harassment applied to girls and women up to rape, conducted by group of males and teenagers, which is by no means not a traditional expression of neither ethnic nor confessional culture of North-African Arabs, had nevertheless received ethnic-cultural marking and were indicated as "taharrush" - "Arabian game of rape" (term means a group harassment, emerged in conditions of revolutionary disturbances of Arabian spring). Analysis of modern social-culture phenomena and processes related to migration shows that since the end of XX century is observes the following tendency - migrants, without exclusion of those who are aimed at long period of staying in host society, are refusing from assimilation or integration into host society. At this migrants can withdraw into diaspora, developing internal segregation and creating ethnic enclaves, or start the process of counter-assimilation.

Third aspect distinguished by us is the fact that migration policy itself that is now demonstrated by countries of EC, hides a time bomb predetermining occurrence of additional barriers of social differentiation, emerging of new marginal ethnic-social communities, new problem situations of social deprivation, anomie and ethnic-social inequality in global scale. It's a paradox, but European Community, now suffering migration crisis, happened to be a provocateur of this process, and at present moment has even certain political profit from inflow of refugees and illegal migrants. Migration policy of European countries in relation of former colonies was formed both with taking into account of historical responsibility and economic benefit from their use. European Union insists that helping migrants is a duty in front of international community. But beside humanitarian motivation there is another motivation — economic. From black continent and Near East are still incoming available labor resources, Migrants are producing a substantial part of national product of European countries. Among illegal migrants and refugees there is a lot young, healthy men capable of work. They are a little qualified, not capable of competition, but quite capable to occupy labor niches that are not claimed by native population of region (François Crépeau, Bethany Hastie, 2015, p.157).

Is Europe, as a monger of a "new resettlement of peoples", capable to swim from under migration wave threatening it? Checkless fluxes of refugees are creating critical state. In

connection to this Europe is forced to intensify the "barrier" function, which means strengthening of control on external borders, establishing of severe system of account and filtration of refugees, and also effective deportation policy (Steve Peers, 2015, p.289).

And the question is still pending: is European community capable to start a severe assimilation of immigrant diaspora? Presence of illegal migrants to a certain degree serves to smoothing of inter-ethnic frictions inside of united Europe itself. With coming of illegal migrants xenophobia received a legal residence and "addressness". Even not having – formally – legal limitations, in labor sphere migrants will sense certain discrimination. There also will always be a latent xenophobia from side of local population at hiring of migrants' descendants. On the contrary, political concessions made for migrants (acknowledgment of special social-political statuses, privileges, preferences, allowances as legitimate) is capable to provoke ethnic-political and regional international conflicts, explode guiding principles of European establishment (Ana Beduschi, 2015, p. 210).

3. Professor turcologist of Chukurova university (Turkey) Mehmet Seyfettin Erol in message to Turkish newspaper "Milligazete" directly lays the blame for crisis with refugees on European Union: "Inhabitants of countries, on which in frames of "policy of neocolonialism" was tried the obtrusion of certain ideals, started to threat Europe and its "values"... European neighborhood policy, that was trying to create a safe buffer zone along its borders, and more exactly — on territory of the former Roman Empire, failed. At the same time refugees that arrived to European borders are potentially capable to give a rise to new crises and schisms not only in EC but in the whole Western world... Western policy of neocolonialism started to give a reverse effect"(Refugees – a new instrument of a secret war, Access mode 27.05 2012). Interesting is the opinion of expert on integration and right extremism of MSIIR Alexandr Tevdoy-Burmuli: "In this situation Europeans can react in short-term and long-term perspective. In short-term we see: they are staying faithful to civilizational choice, obligating to receiver these people, but distributing load between all EC members; on other side, they are tightening internal and external control — the "barrier" function. But this reaction is palliative, because the external factor that continues to work against stabilization of migration policy of EC is not eliminated" (Migration policy of Europe is a problem without, Access mode: 27.05 2012). Therefore, European Union will have to apply other instruments. Probably it will be reflected in more tightening of migration policy and introduction of severe migration practices, that presents a serious threat to modern European project. Definitely, Europe would be even more actively realize its accultural programs for migrants, so they will "grow" in system, and for local population, so it will not perceive a newcomers as a threat (Morehouse, Christal and Michael Blomfield, 2011).

J. Galtung, widely known among internationalists as one of initiators of "researches of world" and one of leading specialist on international conflicts, considered action of states through prism of sociological analysis of their internal structure and structure of their interrelations by scale "equality of rights - dependence". Such approach that became a methodological basis of "theory of structural violence" or "structural imperialism" is based on the fact that standards of organization of institutionalized social structures, society are created and functioning with adaptation to organizational interests, ignoring interests of grassroots of social medium. This way is born a total social estrangement of wide strata of society that turns into their apathy and withdrawal. Respectively - agreement obtruded to society is most often

turns into structural deprivation, making possible situations and conditions exceeding abilities of a separate personality or identification group adapted to these conditions. Che Guevara, in speech about Marxist revolution in 1965 was predicting emerging of neocolonialism epoch, relying on the fact that "until imperialism exists, it, by definition, will strain after domination over other countries". Migration policy of European countries, subordinating to doctrine of "humanitarian intervention", in fact legalizes development of system of a new ethnic colonialism, unchangeably turning into an outburst of ethnic-political strife. At reference to conflictological heritage of J. Galtung should be noted that he distinguished only two strategic possibilities of overcoming of structural violence: separating strategy anticipating separation of sides and destruction of dependence structures, or uniting strategy anticipating establishing of structures of equivalent exchange (Galtung J. A, 1964).

These two possibilities potentially could be realized in migration policy, but, by definition, are mutually exclusive. Attempt of finding the balance between liberalization of migration legal standards and stiffening of means of fight with illegal trans-border migration can turn into ethnic-social disaster. Presence of controversial ethnic-political identities and fact of their existence are sufficient warranty for conflictogenity of social relations in modern migration paradigm of co-existence of individuals and social communities. In formed conditions of intensification of transmigration social interactions of carriers of different ethnic-political identities a special attention is required by problem of ethnic-conflictological discourse.

CONCLUSIONS

1. Consideration of migration processes, that within last decades existed in context of legality – illegality, at present time transfers to controversy of regulated – non-regulated migration. Concept of "non-regulated migration" underlines both variability of development of migration processes and the necessity of taking into account of new factors of migration policy, connected to politicized ethnicity of a new generation of migrants and growing anti-migrant attitudes in society.

2. Ethnic-conflictological discourse in conditions of non-regulated migration emphasizes attention on aspect of a significant number of ethnic marked connections and interactions that do not have a formalized status, are not regulated by international communities, but really existing and generating diverse ethnic-social contradictions.

3. Migration policy of European Union, balancing between liberalization of migration rules and multi-culturalism on one side, and severe policy of deportation and amplification of migrants' assimilation in host social medium on the other, provokes explosion of ethnic-culture and ethnic-political conflictiness.

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THE PROCESS OF NORMALIZATION OF RUSSIAN-GEORGIAN RELATIONS: THE LIMITS AND SPHERES OF INTERACTION BETWEEN STATES

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ABSTRACT

Article is dedicated to consideration of process of normalization of Russian-Georgian relations in conditions of existing contradictions between states. Limitations and spheres of interaction of two countries, peculiarities of dialog development and searching of different formats of relationship of Russia and Georgia are analyzed. Issues of two-side interaction in different spheres, in which solving of problem of humanitarian nature seems to be actual, are researched. Issues of social-economic cooperation, particularly on expert level, that, in spite of a range of drawbacks, maintains a potential of positive development, are touched upon. There is shown that the most tension is possessed by political relations of two countries, connected with solving of inter-ethnic conflicts and restoration of diplomatic relations.

For analysis of a stated problem in article were used such scientific methods of research as historical, system and institutional.

In result of conducted research, author comes to a conclusion that at present time in relations of two countries there is a pressing need in building of constructive dialog, because from it in many aspects depends decision of many contradictions in social, economic, political spheres, and also regulation of inter-ethnic conflicts. Further normalization of Russian-Georgian relations will depend on political will and desire of two countries to regulate existing disputes and conflicts and build the dialog on mutually advantageous basis.

Key words: *Russia, Georgia, inter-ethnic conflict, dialog, normalization of relations, Abkhazia, South Ossetia, "unrecognized state", humanitarian cooperation.*

INTRODUCTION

Consideration of process of normalization of relations between Russia and Georgia is a pressing problem of social-political processes proceeding in Caucasian region. Actuality of this theme is confirmed by necessity of provision of security, stability and solution of a whole complex of problems emerged in relations of two states after collapse of the Soviet Union. For present day can be noted positive tendencies in development of relations of two countries that became possible after a range of mutual compromises, mostly in spheres of security and development of trade between Russia and Georgia. In spite of this, there exist principal lines of divergence between states, connected with integration of Georgia into Euro-Atlantic structures and solution of territorial issues.

Research of limitations and spheres of interaction of two states of Caucasian region promotes not only detection of specificity and contradictions in relations of Russia and Georgia, but also suggestion of different variants of solution of existing problems. This will help to reduce

risks and threats in provision of states security, regulate conflicts and make relations of two countries more pragmatic. In scientific literature are almost none works having a complex nature and suggesting analysis of different fields of interaction of two countries, and some of them are suffering of descriptiveness. The theme touched upon has actual nature, and recommendations suggested in article can be used by bodies of state authority, social and political organizations in acceptance of management decision.

MATERIALS AND METHODS

Relations between Russia and Georgia in post-Soviet period were developing in a rather complicated manner. Formation of independent Georgian state was accompanied by crises in social-economic, political, legal spheres, complicated by emerged inter-ethnic conflicts and occurrence of *de facto* independent republics (Gordadze T., 2015, p. 30). Russian Federation provided a possible political and economic help, supporting territorial integrity of the country. Russia was interested in formation of stable state at south borders of its country and development of universal relations with Georgian state. However, starting from the second half of 1990's proceed a gradual re-orientation of vector of external policy of Georgia from Russian to Euro-Atlantic, promoting occurrence of different contradictions and conflicts in political sphere (Lynch D., 1999, p. 132). Russia considers the South-Caucasian republic the sphere of its privileged interests and doesn't desire its integration into EU and NATO. In result of formed situation the relations between Georgia and Russia had transformed from allied to antagonistic, the direct consequence of which became the armed conflict in South Ossetia in 2008. At present day, a positive tendency of development is maintained by social-cultural, economic relations, gathers potential the development on the level of civil and expert communities, and the most complicated are still political relations (Bolshakov A.G., Mansurov T.Z., 2013, p. 43).

Starting from the beginning of 1990's, policy of Russia in region of South Caucasus, and also peculiarities of Russian-Georgian relations were an object of researches of many foreign scientists. Studying of these issues included such scientists as S. Cornell, F. Cohen, D. Lynch, B. Nachkebia, T. Pkhaladze, P. Rich, F. Starr, I. Haindrava, T. Sharashenidze et al. Noted above aspects and also perspectives of development of political, economic and socially-cultural relations in Russia and Georgia were researches in works of domestic scientists: A.G. Bolshakov V.V. Degoev, S.M. Markedonov, A.V. Ryabov, N.Yu. Silayev, A.A. Sushentsov, A.A. Yazkova et al.

As methodology of research in article are used historical, system and institutional methods. Historical method allowed to trace different aspects of dynamic of Russian-Georgian relations and factors that stipulate them. System method promoted consideration of process of normalization of Russian-Georgian relations as a system, consisting of elements and being in dynamic, detection of specificity and contradictions in different spheres of inter-relations of two states. Application of institutional method promoted studying of intrastate and international institutes impacting the condition of Russian-Georgian relations and process of building of a dialog between them.

RESULTS

The major factor that prevents normalization of Russian-Georgian relations, development of political, economic and cultural connections between two countries, is an unsolved issue of state-administrative status of Abkhazia and South Ossetia. After collapse of united Soviet state,

relations between Georgia and its two autonomies were forming in a rather complicated manner. At the beginning of 1990's were maintained different variants of integration of these territories in composition of Georgian state, but nationalistic policy of the first president of Georgia Z. Gamsakhurdia and armed conflicts that followed had wrecked all efforts. Today sides adhere opposite positions on regulation of Georgian-Abkhazian and Georgian-South-Ossetia conflicts.

After acknowledgment of Abkhazia and South Ossetia by Russia a change of vector of political development of two "partially recognized" states seems to be problematic. In connection with this Georgian is trying to build the dialog with these republic in a peace manner, relying on policy of a "soft power", however it still did not led to a significant results. Russia acts as guarantor of security of Abkhazia and South Ossetia, and building of close and friendly two-sided relations in diverse spheres is even more orienting identity of two autonomies to Russian Federation and, in particular, on region of North Caucasus (Mansurov T.Z., 2014, p. 415).

At present day negotiation on regulation of conflicts in Georgia are held in Geneva. 40-th round of Geneva discussions on security and stability in Trans-Caucasus, in which are participating representatives of the Republic of Abkhazia, the Republic of South Ossetia, Georgia, the Russian Federation, USA with co-chair of UN, OSCE and EU took place. Significant changes are still out of the question, but this format can become an effective platform for solving of issues of humanitarian nature and provision of security of population of territories, touched upon by conflicts.

While speaking of limitations and problems in relations of Georgia and its two former autonomies it should be noted that they are directly touching upon the Russian Federation. Georgia considers the latter as a side that is directly participating in conflicts and supporting the "unrecognized states". Russia has friendly, allied relations with Abkhazia and South Ossetia, their existence as states became possible by virtue of political and economic help of Russia, that's why acceptance of any decisions on issue of regulation of Georgian-Abkhazian and Georgian-South Ossetian conflicts is impossible without "agreement" of Russia.

Issues of humanitarian nature seem to be no less important in normalization of Russia-Georgian relations. Among them can be noted such as solution of problem of refugees and forced migrants, provision of secure frontier situation in conflict zone, restoration of trust and improvement of living conditions local population. Russia could promote their solution, which would give an additional impulse to development of relation of two countries. In connection with this could be supported steps taken by Russia on liberalization of visa regime with Georgia. Starting from December 2015, citizens of Georgia can arrange student, business, working and humanitarian visas with any number of entries granted (Comment of MIA of Russia, 2015, accessed date April 02, 2016). Further introduction of visa-free regime may be possible.

At present day, in spite of spheres of interaction, in Russia-Georgian dialog on normalization of relations exist significant limitations. Relations of two states stay complicated. Sides adhere opposite positions on many issues of two-side interaction, composing so-called "red lines". Russia desires a restoration of diplomatic relations, and Georgia does not see a possibility of something like this in conditions of unregulated ethnic conflicts. Georgia counts Abkhazia and South Ossetia occupied territories, and presence of Russia – an infringement of sovereignty, territorial integrity, obstruction for carrying out of independent internal and external policy and democratic development. In Conception of national security of Georgia is noted that "disrespectful attitude of Russia to sovereignty and territorial integrity of state – and its attempts to change the architecture of European and Euro-Atlantic security and restore the principle of "spheres of impact" – are threatening not only Georgia but all states that share their borders with

the Russian Federation, and also of European security in general" (Conception of national security of Georgia, access date April 04, 2016). Negative nature of perception and attitude to Russia can be traced in many provisions of Conception of national security of Georgia, and also in other documents determining major directions of state policy of country, however the stated thesis can be counted as a plain exaggeration with taking into account of a rather local nature of two ethnic-political conflicts and their impact on European security.

Contradictory positions of two countries on issue of regional security are determined not only by relations of Russia and Georgia, but also by system of European security that, after finishing of the "cold war" appeared to be not effective enough for prevention of conflicts on post-Soviet space. As is correctly noted by T. Pkhaladze and N. Silayev, "the fact of military confrontation of two states-members of European Council (Russia and Georgia) itself states about a deep crisis of existing security system" (Pkhaladze T., Silayev N., 2011, p. 8).

In existing relations the activation of Georgian policy in region of North Caucasus inevitably causes concern. At present day Russian-Georgian relations are not considered as a source of direct threat to security of Russia. However, such actions of Georgian government as activation of "Circassian issue" can become a factor of instability and create a range of indirect obtrusions for realization of Russian interests in sphere of security on other directions (Sharashenidze T., Suchov I., 2011, p.48).

Conducted analysis shows that significant disputes persist in relations of Russia and Georgia. In such situation in order to normalize dialog of sides appears to be correct to begin from solution of issues causing the least contradictions of sides and then move to solution of problems causing the largest disputes.

Russia, same as Georgia is interested in building of good neighborhood relations. For Russia Georgia is an important transit region for transportation of energy resources and conduction of economic activity. Russia wants to have a stable and secure boarder on the south of the country with Georgia. In its turn, Georgia is not interested in supporting of tensed relations with Russia, armed confrontation, because it exhausts its resources, prevents its integration into Euro-Atlantic structures (Bugajski J., 2010, p. 27). Georgia considers Russian economy as potential for further interaction.

It should be noted that economic sphere is virtually the only one field in which frames the interaction was not interrupted even in period of the most complicated relations between two countries and in course of armed conflict in South Ossetia in 2008. A range of large companies with mostly Russian capital are already operation in the country: RAO UES, ITERA, "Lukoil" in energy sphere, VTB in banking sphere, "Vimpelcom" in mobile communication, "Madneuli" and "Quarzite" in mining sphere etc. (Haindrava I.L., 2014, p. 12). It is necessary to maximally activate the economic interaction. Both Georgian and Russian business-communities are ready for this.

A significant optimism is inspired by actions taken by Georgia in order of their improvement. This became possible after formation of Georgia government of Bidzina Ivanishvili who had taken a course on normalization of relations with Russia (Ibid. P. 11). Particularly, Georgia on a unilateral basis had canceled a visa regime for citizens of Russia, removed its restrictions for entering of our country in WTO, rendered assistance by line of law enforcement authorities and special services on provision of security in preparation and conduction of Olympic games in Sochi in 2014, took the lead in creation of two-side format on regulation of Georgian-Abkhazian and Georgian-South-Ossetian conflicts. Russia, in its turn, had canceled the prohibition for import of Georgian vines, mineral water and plant production

that are traditional goods supplied to external markets. Russia took actions on liberalization of visa regime, and a number of Russian tourists visiting Georgia increases from year to year.

In course of reasoning about Russian-Georgian relations becomes clear that it is necessary to seek a temporary condition in which both Russia and Georgia would be able to co-exist in peace, avoiding growth of tension, coordinate their actions until change of conditions would not lead to solution of irreducible contradictions. In situations of absence of institutional relations a positive role in building of dialog of two countries plays the interaction of social organizations, civil and expert communities. So, for example can be noted the activity of International center on conflicts and negotiations in Georgia, that took a lead in project "Istanbul process" (Istanbul process: Yet another round of Russian-Georgian expert dialog, access date April 08, 2016). Project is directed at discussion of issues of regulation of inter-ethnic conflicts, development of relations of two countries on expert level. Meetings of representatives of expert community are help in the city of Istanbul (Turkey).

Activity of such formats on approximation of position of Russia and Georgia in different spheres of interaction is timely and necessary, because without intellectual efforts it is impossible to think a way out of that condition in which two states appeared after the conflict in South Ossetia in 2008. Valuable proposition and recommendations of experts to power structures of two countries would allow to determine ways if solution of existing problems and accept effective decisions satisfying interests of both sides.

CONCLUSION

In result of conducted analysis could be made the following conclusions. In spite of existing spheres of interaction, relations between Russian and Georgia remain rather contradictory. Irreconcilability of sides' interests is explained by different positions on key aspects of interaction composing so called "red lines". Issues of territorial integrity and regulation of inter-ethnic conflicts are stepping forward. In the foreseeable future shouldn't be anticipated radical improvement of relations, although is possible the deepening of cooperation in those spheres in which exist possibilities for finding of compromises. This would serve the building of constructive dialog and trust, so necessary for sides for solution of the most complicated issues of two-sided relations.

Definitely, sides wish to reduce risks and consequences of formed relations, although the freedom of their actions is limited by their internal and external social-political realities. In connection with this appears to be perspective the deepening of two-sided dialog by mutual compromises for the sake of profits from further interaction. Normalization of Russian-Georgian relations would be determined by political will and desire of two countries to regulate existing contradiction and conflicts. Building of dialog on this basis will make the negotiation process more pluralistic, relations of sides – more transparent and will create preconditions for searching for mutually acceptable format of future co-existence in region.

CONFLICT OF INTERESTS

Author confirms that above provided data do not contain conflict of interests.

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RECIPROCALLY OF INTERCONFESSIONAL COOPERATION OF FOREIGN STUDENTS AND HOST POPULATIONS: FROM THE CONSENT TO THE CONFLICT

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ABSTRACT

Republic of Tatarstan is one of the largest educational centers not only of Povolzhye, but also of Russia. This is stipulated by the fact that on its territory are located the most well-known large Russian educational institutions that provide quality services reflecting need of foreign students and countries that sent them. In the Republic are created all conditions for adaptation of this category of students.

But in connection to recent occurrence of new risks and threats that flourish in global world community, amplification of political and social-economic instability in the world, stipulating growth of anxiety, in social consciousness again is actualizing the theme of study and analysis of complex of problems of inter-confessional interactions between foreign students and host population.

Article is dedicated to study of contradictions between settings and anticipations of foreign students and their real practices on territory of multi-confessional region and their impact on social tension. In connection to this, the main objective of this research became detection of preconditions for occurrence of conflict situations on religious ground, potential and actual sources in ethnic-confessional and inter-confessional conflicts. In article is considered model of peace and conciliation, realized by Tatarstan, as one of possible variants of their prevention.

Article is written by materials of applicative sociological research. In it is shown analysis of opinions of foreign students studying in HEIs on territory of the Republic of Tatarstan, about problems of their interrelations in this multi-confessional region. Certain peculiarities of their consciousness and attitude to issue of tolerance are detected. Possible consequences both for local population and to foreign students at divergence of their perception with reality are described. Forecast estimation of scenarios occurring at disturbance of interconfessional balance is given.

Key words: *interconfessional interaction, tolerance, social tension, conflict, religious identity, migration, liberality, neo-institutionalism.*

INTRODUCTION

In conditions and globalization and democratization, possibilities of unobstructed motion from one country to another lead to significant changes of balance of ethnic and confessional identity. This can promote the development of threats and risks for confessional security. As European events show, realization of this by native population leads to occurrence of multi-level conflicts on ethnic and national ground, and, as a consequence, changes vector of intercultural communication. Such transformation stipulates actuality of this theme within a long time.

Theme of ethnic-religious and inter-confessional interaction in conditions of mass motion on population rose interest of scientists of different countries of the world. In general, all works related to studying of interaction of receiving community and persons different from it, can be divided into several groups.

To the first group can be related general theoretical researches, included in theoretical-methodological basis of this article. The most interest presented works of M. Banton (Banton M., 1995, p. 478), D. Horowitz (Horowitz D.L., 1985, p.697), A. Fomicheva (Fomicheva A. E., 2012), N. Lebedyeva (Lebedeva N.M., 2005, p. 10) and others, concerning solving of methodological problems and development of theoretical approaches and their improvement. In spite of the fact that they belong to different scientific schools and place different methodological emphasises, most of them agree that in modern realias the problem of acculturation of migrants stays one of the most complicated and theoretically multi-task.

To the second group can be related works dedicated to detection of conflict potential of migration relations and complications occurring at interculture communication. Among them deserve attention works of E. Bazhenova (Bazhenova E. Y. et al., 2015, p. 252), V. Dryagalov (Dryagalov V.S., Topchiev M.S., 2014, p. 96), R. Timoshev (Timoshev R.M., 2009, p. 5), G. Soldatova (Soldatova G.U., Nestik T.A., Shaigerova L.A., 2011, p. 60), A. Curanović (Curanović A., 2014, p. 788) etc. In their workas are analysed problems of necessity of paradigm bias from conflict to unity and solidarity; improvement of forms of counteraction to processes of inter-ethnic and inter-confessional conflictness; occurrence of inter-ethnic tension in societies pursuing a policy of "active multi-culturalism"; imperfection of post-soviet religious model.

Third group consists of works dedicated to empiric researches on ethnic-confessional relations in separate regions. Interest is presented by analytical materials of V. Apryshchenko (Apryshchenko V. Y., 2013, p. 349), O. Karnaukhova (Karnaukhova O., 2012, p. 295), I. Kryvtsova (Kryvtsova I.O., 2011, p. 284), V. Petrov (Petrov V.N., Rakashev V.N., Rakacheva Ya. V., Vaschenko A.V., 2009, p. 117) etc. In general, most of them are detecting conditions of successful adaptation of foreign students and other categories of migrants and also complications occurring in process of social-cultural adaptation.

So, inter-disciplinary researches and works dedicated to analysis of adaptation are specific, fragmented and polemic, that is often related to differences in paradigm approaches.

Transformation of inter-confessional and ethnic interaction dependently on conjuncture and specificity of separate region stipulates necessity of systematization of not only information collected in course of regional empiric researches, but also of the most significant scientific approaches to different aspects of considered theme.

In this context interest is presented by study of specificity of Republic of Tatarstan as one of multi-confessional and multi-ethnic regions, acting as example of inter-cultural dialog and interaction. Until recent time in regions of Russia and the world researches were mostly directed at detection of factors that promoted the reduction of conflict potential in interrelations of host multi-confessional community and migrants, and also promoting their successful adaptation. However, typically, same phenomena can perform both positive and negative functions. This stipulates the necessity to consider a problem from several sides.

In connection with this in frames of this article changes angle of study and arises issue of possibilities and limitations of policy of tolerance in conditions of aggravating of problems and confessional security of multi-cultural region. Research is conducted in frames of conflict paradigm. On the whole author comes to a conclusion about the fact that tolerance is only an

intermediate mechanism providing ethnic-confessional balance, requiring permanent modernization, correction and renewal.

Methods

As the major methodological approach in article is used neo-institutionalism allowing to consider inter-confessional interaction as a social institute determining formal and non-formal "game rules", by which are developed ethnic-religion relations in multi-confessional region, forming between migrants and host population.

A significant meaning for analysis of inter-confessional relations has application of instrumentalist methodology that allows to consider religiousness and ethnicity as dependent factor of social-political conjecture.

As major theories in article are used: theory of conflict, theories of idealism, neo-realism. Important theoretical basis of research was consisted by theory of rational choice and social-psychological theory of conflict of ethnic groups.

Results

At the end of 2015 was conducted the research with objective to study inter-confessional interrelations of foreign students in multi-confessional region. Sociological measurements of opinions and estimations of foreign students were performed with application of quantitative methods of sociological research. Empiric basis was constituted by data received in course of mass interviewing. By target selection were studied foreign students studying in major, most well-known HEIs of RT. Amount of selection is 574 persons.

Among interviewed were representatives of all large religions of the world: Moslems - 58%, ortodox Christians - 11%, Buddhists - 3%, Induists - 0.6%, Protestants - 0.3%. 3.5% marked themselves as atheists. Major part of respondents did not indicate their religious identity.

By question of inter-religious relations results of interviewing shows that 42% of respondents have a positive attitude to representatives of other creed; 13% - rather positive than negative; 2% - negative; 32% - neutral; 4% did not know; others decides not to comment on this question and ignored it.

76% of respondents counts themselves as tolerant (liberal) by attitude to representatives of other religious trends, 11% - yes, but not to all (exclusions are constituted by representatives of sexual minorities; intolerant to other religions, radical cliques; obtruding their opinion; expressing inrespective attitude to other culture). 3% of respondents stated that they are not counting themselves being such; 5% - did not know.

As to the issue of barriers in communication with representatives of other creed, they were felt by 9% of respondents, 9% - rather yes than no; 16% - rather no than yes; 59% - no; 5% sis not know. Most frequently the barrier occurs in connection with: 1) not understanding of language (speak other language) - 13% 2) create tension in society - 7%; 3) incomprehensible, they are entirely different - 6%, obtrude their view to everybody - 2%; have an adverse attitude to me - approximately 2%. 5% of respondents did not know.

Results of research show that problems of foreign students are occurring everywhere. As the most conflict places respondents indicated: residence hall (25%), educational institution (24.5%); in the street, on the way to study place and back (26.5%), in municipal transport (24%). 11.5% of respondents indicated that no conflicts occur.

Discussion

In modern globalizing world takes place intensive development of national and confessional groups, complication of inter-confessional relations system. In connection with this aggravates a problem of building of stable inter-religious and inter-ethnic interactions and tolerance in multi-confessional region. In its solution is laid a big potential for prevention of social and moral evil of the modern world, first of all – violence and terrorism.

In this context the interest is presented by centuries-long experience of multi-cultural society of Tatarstan that is expressed in peaceful interaction of ethnic groups and confessions. In many aspects the uniqueness of republic is stipulated by its centuries-long history of approximation and mutual enrichment of cultures and civilizations, and also perception of valuableness of non-conflict existence by population.

Religious tolerance in the Republic of Tatarstan is a result of social, psychological, ideological and legal conditions of realization of freedom on level of a separate man, and also result of rational policy of republic leaders and coordinated actions of Christian and Moslem communities aimed at support of peace and stability. This is confirmed by the following facts: on territory of Tatarstan takes place a simultaneous restoration of two large monuments of culture - Sviyazhsk and Bolgary; is realising program "Tatarstan on way to culture of the world". Its contribution from its side in Kazan is also made by Institute of world culture UNESCO.

Interest is also presented by a scientific-educational potential of the Republic of Tatarstan. Round tables directed at maintenance of inter-confessional dialog of Moslem of orthodox Christian worlds are held regularly. There are organized meeting of youth with religious persons of great consequence of republic, who in their speeches are always speaking about the fact that inter-confessional collisions and different kinds of xenophobia lead to threat for integrity of multi-confessional population of region, and underline that youth should have a respective attitude to representatives of other creeds to be capable to withstand modern threats and risks. Love and knowledge of religious basics are the foundation for inter-confessional interaction.

At present time a quality humanitarian education lays foundation of ethic attitude and understanding of not only native culture and history, but other nations, forms settings for refusal of any forms of violence, humiliation and suppressing of personalities. Conditions created in the Republic of Tatarstan make it an attractive center for educational migration. Namely comfort conditions, prestige and reputation of HEIs of RT hold first positions at selection of a place of study by foreign students. Experience of Tatarstan is really unique and many try to adopt it in process of its studying.

At the same time, as Europeqn events shows, in modern world exist threats and risks of destabilization of situation, and this is the main goal of radical organizations. And here arises a range of questions - is it possible to provide the balance of inter-confessional relations in modern conditions, and what latent risks carry in themselves globalization and tolerance.

As research shown, attitude to tolerance of foreign students arriving into republic is ambiguous. In spite of the fact that the share of students that are counting themselves non-tolerant, did not know what to answer or ignored the answer to this question is not critical, but, nevertheless, 13% is a cause to thought. Especially when in republic are created all conditions for expression of tolerance. But at the same time it can be supposed that complications of adaptation of young generation are stipulated by their psychological or social peculiarities (Berry J.W. et al., 2006, p. 303). And even its perception of conflict and conflict situation differs dependently of conjuncture and emotional condition.

Research conducted in Tatarstan showed that perception on conditions of accommodation and studying by foreign students, definitely impacts on social tension. Detected contradictions, potentially conflict situations could partially be explained by worsening of external political situation; growth of controversial information fluxes; increased tension among native population stipulated by growth of external risks and threats. But a high social or inter-confessional tension is not worth talking about. Respondents are noting themselves that these conflicts have a non-system, not regular, not acute nature.

In general, foreign students are satisfied by conditions of residence and studying, they do not have open conflicts with host population, they do not deal with religious intolerance or confrontation on confessional ground. Results of research confirm information received previously in course of monitoring researches. That's why one can learn from the Republic of Tatarstan about correct placement of emphasises at coproduction of policy in the fields of inter-confessional relations. Their neglecting will lead, as European events show, to realization of the most negative scenarios and can cause the growth of conflictness.

At the same time, due to quantitative and not quantitative nature of research, the question related to the fact why a range of respondents are determining themselves as non-tolerant, was left beyond its limits. Withdrawing from model of Tatarstan that is acknowledged by a range of countries as unique, let's refer to the world experience.

In the world are observed negative tendencies of antagonism of separate people to each other, division into "friend" – "foe", not understanding of valuableness of non-conflict living in multi-cultural environment. I am not excepting that this can be one of negative consequences of globalization. It is possible that a conflict potential is laid in divergence of settings and anticipations of migrants and native population, in reasons and motives of migration.

In conditions of "open borders", extension of international connections a modern man starts to consider himself as a "man of the world", for whom all borders should be opened, and we are speaking here not so much about territorial as about cultural, ethnic-confessional and other. He thinks that for him have to be created all conditions for comfort staying in any country and environment. At this he doesn't want to do anything. Frequently, for example, namely the absence of desire to learn a language of country or region, in which migrant arrives, is a basis for if not an antagonism than to awareness from host population.

Urge to receive a desired at any price right here, right now, leads to divorcement from reality. This is also expressed in case of denial or moving to the second plan of confessional identity in the face of possible social-economic temptations. Just a very few initially understand that every action leads to counteraction and has its "price".

Therefore, the paradigm of unity and conciliation that replaced the paradigm of conflict is not completely justified. Tolerance is not a "panacea" from occurrence of conflict situations and contradictions, this is just a certain intermediate mechanism, operation of which depends on different social-political and religious leaders, who, by placing of emphasises, form complete picture of necessity of peaceful residence of all in multi-confessional region, and also holding an inter-confessional dialog on basis of partnership, teaching to "listen" and "hear" each other.

All this confirm the importance of results of this scientific-research analysis of inter-confessional interaction of migrants and host population, degree of tolerance between them. Received results of research allow to diagnose situations of their inter-personal interaction, forecast circumstances in local places of conflicts; contribute operatively and subjectively in acceptance of behavioral and management decisions of different levels of social

organization, promoting optimization of processes of social adaptation of foreign students and stabilization of ethnic-confessional relations in places of their residence.

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COMMUNICATION TOOLS OF THE INTERNET SOCIAL SPACE

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ABSTRACT

Media are considered as the instrument of cultures dialogue which in the conditions of Internet technologies is exposed to structural and typological changes. On the basis of the typological analysis, structurally functional and a discourse analysis features of communication instruments use in socio-cultural space of the all-Russian and national (regional) segment of the Internet were defined. Among them: changes of reflexive reviewing use conditions as effective communication instrument of the Internet on the basis of the clip thinking and immediacy of perception noted as a factor of estimated perception and technological effectiveness strengthening of information consumption; correction of the reflexive reviewing functions, staticizing its instrumental role in cultural dialogue, accentuation of reflexive reviewing advertising problems; distribution of new communication formats with visualization of information, personalisation consumption, advance activization. Changes in reflexive reviewing typological characteristics are presented by two main tendencies: expanding typological features and strengthening essay basis of content with active commenting; multi-aspect content which is the cornerstone of reflexive reviewing in which representation role of the author is described as communication: I am a writer – I am a reader – I am a critic. Reflexive reviewing as communication instrument differs in national media in the supplemented structure allowing to develop the text in the course of communication. Thus, it is possible to speak about a reflexive reviewing demand as forms of representing national and world culture in the context of modern media technologies development in social space of the Internet.

Key words: reflexive reviewing, media communications, forms of communications, communication instruments, internet mass-media, media.

INTRODUCTION

The modern mass media based on application of information and computer technologies are called means of socio-cultural globalization. At the same time their role in dissemination of culture and forming cultural spaces (R. Jenkins), influence on identity is emphasized (Jenkins R., 2007, p. 82). As D. Morley and K. Robbins consider, networks of e-mail and the Internet message open unprecedented opportunities for establishment and maintenance of relations, that is communications (Morley D., Robbins K., 1995). However, as, for example T.H. Eriksen, notes, in case of the growing amount of information and, respectively, increase in text variety, decrease in opportunities of information flow, especially contents (Eriksen T.H., 2003) judgment is observed which finds reflection in results of a number of social researches of audience behavioral models, in particular, of the internet mass-media allowing to make forecasts of classroom interests development (Sharikov A., 2014, p.174; Davydov S. G., Logunova O.S., Petrova E., 2014, p. 85). These interests in the conditions of media communications influence nature of the meanings transfer reproduced by the subjects included in communication process.

Meanings in media communications are given a sign shape that allows to consider mass culture sign system after R. Barthes (Barthes R., 1993, p. 421). Sign registration of communication process, as R. Barthes defines it, marks society, giving it high-quality shades, mythologizing social environment. Excess of information results in excess of knowledge as T.H. Eriksen considers, there is an urgent need to select what is essential from what is misinformation and does not reach the air. Then we can talk about creation or development of the filtrational thinking allowing to perform information selection processes on the basis of the cultivated and developed taste, moral values to protect creative interests and creativity as process and product.

Protection in the mass media provocative role conditions, as D. McQuail sees it, is when media call situation a crisis and in time it becomes crisis (McQuail D., 1993, p.421), should be placed in the context of cultures dialogue which is intended to remove risks, as N. D. Nikandrov considers (Nikandrov N. D., 2015). Reflexive reviewing of content perceived by audience becomes the most important communication instrument of cultures dialogue.

Reflexive reviewing of content, being a subject of our research, can be defined as selection process of the meanings containing in products of mass media on the basis of filtrational thinking and comparison to a value system of the personality as to the authors providing Networks texts, and to consumers. However the sign system of media communications, information speeds, deficit of information time cannot but leave a mark on structure and bases of reflexive reviewing as communication tool of the Internet. To find out features of structural and typological changes of this process – is a task of this research.

METHODS

Studying reflexive reviewing as instrument of professional media communications on the Internet was carried out with use of the following methods: typological analysis, structurally functional and discourse analysis which were applied to defining features of its transformation in socio-cultural space of the all-Russian and national (regional) segment of the Internet. At the same time we considered how new technologies in the form of Internet communications have influenced functioning of all media system that has created a number of functioning features and reflexive reviewing in the Global network. Since under their impact transformation specifics are exposed, the main lines, as well as organizational system of reviewing are especially brightly shown in such form as the literary review. More than 1500 texts placed in 2013-2015 have been analyzed using the above described methods. On the Internet websites versions of traditional specialized mass media – literary and art editions: all-Russian *The Literary Newspaper* and regional – *Idel-Idel* and *Utlara Cauldron* magazines ("Fires of Kazan") were analyzed. Texts were selected by frontal selection in headings of the editions displaying literary and critical activities as the most representative for reflexive reviewing.

RESULTS

It has been defined that the art picture of the author's world is the cornerstone of reflexive socio-cultural space reviewing during creation of the text and the reader (consumer) perception the Internet exerts unconditional impact on. For example, A.A. Kalmykov emphasizes that development of mass media assumes existence of an interaction systems variety between the author and the addressee; communicative purposes and strategy; ways of arrangement and interaction of informative, argumentative and estimated blocks; the used speech means (A. A. Kalmykov, 2013, p. 174) that cannot but change communication bases of reflexive reviewing.

The most distinctive form of reflexive reviewing is the literary review form. Researchers define the literary review as a critical genre in which the author gives information on work and its assessment. V. I. Novikov emphasizes multi-private structure of the review, allocating designation of the review subject, statement of its contents and its assessment (Novikov V. I., 2012). B. Mendel pays attention to two aspects in the review: the picture representation of the literature development studied period and new authors entry completeness into literature, their creativity surviving time-test by the importance (Mendel B., 2006, p.156). E.A. Nabiyeva especially allocates the advertising component of the review giving it modern socio-cultural aspect, emphasizing multi-aspect role of this form and specifics of its functioning in the sphere of culture (Nabiyeva E.A., 2015, p. 12). We define reflexive reviewing as the form of analysis, criticism of socio-cultural space differing in multidimensional characteristics and high degree of representation ability, allocating as a significant type of reflexive reviewing for a form of the literary review at the heart of which critical evaluation of the literary work lies.

The analysis of reviews allowed to allocate changes of form and content (substantial changes) influencing efficiency of communication when using reflexive reviewing on the Internet. If the first are connected with transformation of the existing presentations of the material and entering of the new formats changing impression of the text (clip-quality, immediacy), then the second – substantial – are caused by structural changes of meanings transfer as new acceptances of the communication organization adding new meanings and features when accounting new levels of the reader communication with the text and their correlation with traditional.

The following features of the literary review as forms of reflexive reviewing in internet mass-media are revealed.

1. Hypertrophied duality of content perception on the Internet which T.A. Lenkova specifies, is noted as a factor of strengthening estimative perception and technological effectiveness of information consumption. It is shown in a rating (“like” button) and "reposts", automatic transfers of materials on personal pages (Lenkova T. A., 2011, p. 41). Reposts stimulate the reader once again to address this text in other circumstances (on the personal page, in case of discussion, etc.).

2. The pragmatism component of the review, by O. O. Savelyeva's definition, is to form corresponding discourse along with a welfare discourse, created by class requirements (Savelyeva O. O., 2014, p. 415). D. Makkeyl in his works has designated four types of class requirements: information; self-identifications; integration and social interaction and entertaining requirements (McQuail, D., 2010, p.632; McQuail, D., 2003, p.423). Considering their syncretic nature on the Internet, it is necessary to specify changes for the purpose reflexive reviewing functions: it is urged to serve as the instrument of cultural dialogue, to create basic knowledge of literary space as parts of socio-cultural space, to promote identification and self-identification of audience and its integration into social space of the Internet through entertaining forms of a material feed.

3. The raised text representative quality on the Internet staticizes advertising tasks of the review as forms of reflexive reviewing. As E.A. Nabiyeva has emphasized, the advertising component of the review is obligatory in the Network, having allocated new aspect of the modern review – promoting the literary work by the critic that is not deprived of contradiction. However the fact that participating in process of commodity advertising is indisputable, the critic determines the value and quality characteristics of content, influencing demand and managing it.

4. A new format of reflexive reviewing on the Internet is the visual format based on use of information visualization tools: photo, video files, schedules that helps the reader to create a complete socio-cultural picture, to include reviewing in the hypertext of the Internet, to develop the individual consumer program, to participate in creating special headings for the publication of the compositions.

5. The audience is involved not only in consumption, but also in promotion of the literary review. The system of commenting when each reader can leave the comment under the text is used for this purpose, pointing out the defects, offering something new to the author. The permanency of commentators, their interest in new publications create socio-cultural space of the Internet, providing support of interest in content.

6. Forms of reflexive reviewing carried to signs of the literary review are: substantial: a free statement of the information array organizing content; semantic incompleteness of the text, infinite space of reflection; openness of content for numerous interpretations – high degree of abstractness; structural: secondariness of the text; inclusiveness of media-morphosis in process – gradual evolution of forms and formats of communication; regular reproducibility of the text and predictability of its structural components. Signs of the literary review reception are: dependence of the semiotics organization of the text on format properties of an Internet channel, the text corollary technical capabilities of the transferring Internet channel, dynamic nature of informing, interactivity.

7. The main communicative strategy applied in reflexive reviewing are revealed: linguistic (as text format), visual extra-linguistic (as format of visual influence), graphic (as visualization format).

DISCUSSION

Development and transformation of the literary review as forms of reflexive reviewing in national internet mass-media are caused by transition of traditional media versions to the Internet and steady increase of the national consumer interest. On the basis of the analysis of literary-and-art and social-and-political magazines, *Idel-Idel* (idel-journal.ru) and *Kazan Utlary* (kazanutlary.ru), in the Russian and Tatar languages changes in the literary review typology as forms of reflexive reviewing are defined. They are presented by two main tendencies: expansion of typological features as strengthening of reflexive reviewing essay basis with active commenting, at the same time, each comment represents the mini-review; a multi-aspect reflexive reviewing which role is representation of the author described as communication: I am a writer – I am a reader – I am a critic. The literary review as a form of reflexive reviewing in national internet mass-media is distinguished by the supplemented structure allowing to develop content – the author can add or correct it.

The literary review as a form of reflexive reviewing in the Internet version of the *Utlara Kazan* magazine represents classical longread, has large volume and demands careful study from the reader though representation of such texts in a heading of the Literary critic magazine (Әдәби тәнкыйть) it is justified by an orientation of the magazine as literary and critical edition, a medi-character of the persons acting on its pages, and by depth of problems brought up in texts: national consciousness, literary heritage, new works of the Tatar literature, discovery of the Tatar culture, etc. Among authors of the magazine there are famous Tatar publicists and writers, authors of the large works which have become property of the Tatar literature, and also known public and politicians.

The same forms are common to reflexive reviewing in the *Idel-Idel* magazine, the problem field of reflexive reviewing in this magazine is outlined within mission of the magazine – discovering the new names in the Tatarstan literature – the Tatar authors, and writing in Russian becomes an important basis of a journal discourse rubrication.

Reflexive reviewing in the Internet version of the Russian *Literary Newspaper* is considered in volume of the heading "Book Row", differs in the complicated reviewing objects – volume works of modern and classical literature, including literature of the world people; tough structurization of the text with visualization and commenting. Quality of the literary review as forms of reflexive reviewing consists of expert competence of the author and independent competence of the user as expert. The generalized typological features of reflexive reviewing in Internet space are reflected in the table.

Typological parameters	Internet version of <i>The Literary Newspaper</i>	Internet version of the <i>Kazan Utlara</i> magazine	Internet version of the <i>Idel — Idel</i> magazine
Subject (subject of reflexive reviewing)	Wide variety of works of the world people, including novelties of the Russian literature	Mainly works of the Tatar literature, national identity	Mainly works of the Tatar literature and Russian-speaking authors of Tatarstan
Volume	Small (no more than one Internet page)	Big, adapted for the Internet version	Big, but reduced for the Internet version
Communicative strategy	Linguistic, visual extralinguistic, graphic.	Linguistic, visual extralinguistic.	Linguistic visual extralinguistic.
Interactive	Yes, existence of a large number of the comments submitting mini-reviews subject column index, questionnaire poll, assessment scale	Yes, mini-reviews	There is opportunity, but the audience isn't rather active
Hyper-text	Reposts, blogs, mini-blogs	N/A	N/A
Author style	Yes, with use of language game	Yes, pronounced, with publicistic coloring and expressional lexicon	Yes, pronounced
Visualization	Yes, photo, diagrams, infographic (no more than 35%)	Yes, just photo	Yes, just photo

Thus, it is possible to speak about use of reflexive reviewing as communications instrument on the Internet in the form of the literary review, with a support on representative effect of media content and the text embodiment. The Internet space promotes development of the new typological features of reflexive reviewing differing in structure, standard-dependance of the text form allowing to supplement and strengthen representative effect of the created content.

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WOMEN IN HAZARDOUS WORKS: ASSESSMENT FROM THE STANDPOINT OF FEMINISM (THE EXAMPLE OF THE REPUBLIC OF TATARSTAN (RUSSIA))

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ABSTRACT

In article the situation of women of Tatarstan (Russia) on productions with harmful and dangerous working conditions is analyzed. In research authors relied on feministic approach of the women situation analysis in the labor market. When carrying out empirical research poll method (interview) of women, working at the enterprises of chemical, oil processing, agrarian industry is used.

Research tasks were studying knowledge of privileges and guarantees, including, the granted pension; motivation of work on harmful productions; vital strategy; subjective feeling of a health state. The received results have allowed to formulate conclusions: 1. Women plan to remain in the labor market even after reaching retirement age. The early retirement by most of women is perceived as possibility of receiving additional income and life quality improvement. 2. Most of women are badly informed on changes in the legislation on early retirement and its charge that can entail the hidden practices of discrimination at the enterprises and deterioration in an economic situation of women. 3. The main motive of employment on the enterprises with harmful and dangerous working conditions most of women named proximity to the house. It confirms our idea that the existing system of market economy reproduces the capitalist relations in the public sphere and patriarchy in the private sphere. Research results can be used in scientific researches, as well as in practice of information education for women.

Key words: *employment of women, harmful, dangerous and heavy productions, feminism, occupational disease, special assessment of working conditions, gender inequality, guarantees, privileges and compensations, pension.*

INTRODUCTION

Medical, psychological, sociological scientific works are devoted to research of the population health, identification of the factors influencing life quality and decrease in health of various age groups in the different countries. For example, in the research by Walker A. E. published in 2007, the interrelation of life quality / psychological distress and chronic diseases caused by demographic is revealed and it is social - economic living conditions of the Australian population of 20 years old and senior (Walker A. E., 2007, p.202). Research by Nazarova I.B. is devoted to influence of production factors on health of the working Russians. (Nazarova I.B., 2007, p. 339). The ratio of the economic status and health of the Indian population is described in research of 2010 (Multi-Morbidit, 2015). In 2013 the group of authors published results of chronic diseases influence extent on a self-assessment of health and life quality of elderly citizens of Ireland (McDaid O, Hanly MJ, Richardson K, et al., 2013). The factors influencing

content of the gender equality principle and positive gender discrimination, standard regulation of female and male labor in Russia employment of women on "harmful productions" are considered in the collective monograph of 2015 (Lushnikov A.M., Lushnikov M. V., Tarusin N. N., 2015, p.480).

Thus, problems of the population life quality, identification of production factors influence on level of living and health of the population, including, gender aspects of work, draw attention of researchers from the whole world.

Authors of this article suggest to consider a problem, relevant for Russians, of employment motivation and long (granting the right to guarantees, compensations and privileges) labor activity of the workers occupied on productions with harmful, dangerous and severe work conditions.

1. The labor code of the Russian Federation (Art. 209) gives definition of working conditions as the sets of the production environment factors and the labor process exerting impact on working capacity and health of the worker. The code also contains definitions of harmful and dangerous production factors. Harmful production factor which impact on the worker can lead to disease is defined. Dangerous - production factor which impact on the worker can lead to his injury (The labor code of the Russian Federation from 12/30/2001 N 197-FZ , date of the address - on January 12, 2015).

According to Rosstat for 2011, 3,5 million people have been engaged in harmful productions in the Russian Federation. At the same time at least 1 million from them – are women. The specific weight of number occupied at works with harmful and (or) dangerous working conditions in 2014 in general across the Russian Federation has made 39,7%. The greatest share of number occupied which has established at least one type of compensations (from 69,4% to 84,3%) in the extracting industries: metallurgical production; oil products and nuclear materials. These are mainly, industries where men are working. At the enterprises of textile and sewing production; on production of foodstuff; publishing and printing activities; on production of clothes, manufacture and dyeing of fur; on telecommunications agencies (traditionally, female) this indicator in 2014 has constituted from 11,1% to 34,1% (Ministry of Labor and Social Protection of the Russian Federation, 2015).

It is indicative that in 2014 on productions of the Russian Federation in general 16, 9% decrease in quantity of severe accidents is noted (9216 cases in 2013 and 7654 in 2014). Nevertheless, in a death toll (2223 people) the number of women has increased by 14 (in 2013 – 245, and in 2014 – 259 workers died) (Ministry of Labor and Social Protection of the Russian Federation, 2015, p.132).

What forces women to work on HDHP (harmful, dangerous and heavy productions)? What factors are decisive in case of employment and long employment on HDHP? Whether women know about the labor rights? Whether they are familiar with incidence statistics at such enterprises? These and other questions were a basis for the research empirical part.

METHODS

Why the woman of Tatarstan chooses working on "harmful production"?

How changes in the standard and legal sphere will influence employment of women and men, these changes emergence whether will entail of additional gender discrimination in the labor market? This problem requires organization of fixed monitoring. For understanding specifics of women situation in the labor market in the postmodern society, we use the new

direction of the Marxist feminist analysis offered H. Hartman (Hartmann H., 1981). Approach according to which the economic system comprises a key to understanding methods of women situation change. It is important to realize a polysemy and coherence of those forces which keep the existing inequality, inadequacy of the unidirectional attempts to change situation and impossibility of gender inequality isolation from other structurally caused inequalities.

Studying the relation of women of the Tatarstan Republic to employment on harmful, dangerous and heavy productions (HDHP) became the research purpose. In 2014 - 2015 we have conducted surveys of the women occupied on HDHP of Tatarstan. Biographical examination is conducted at five enterprises, selection made 400 people. Statistical handling of the obtained empirical data was performed by SPSS packet - 12.

SOCIAL AND DEMOGRAPHIC CHARACTERISTIC OF RESPONDENTS

Most of the interviewed women (76, 8%) are married. The age of the women working on "harmful productions" varies from 23 to 60 years. Women aged from 23 to 30 years made 19, 6% of respondents; aged from 30 to 40 years - 42,7%; from 40 to 50 years - 42,2% and from 50 to 60 years - 33,2% of respondents. Thus, the greatest percent of the women occupied on "harmful productions" is the share of an age group from 30 to 50 years. But in age groups more than others the group of women at the age of 37 - 38 years is provided.

The greatest number of women has secondary education (57%), 21% - the higher education, 15, 9% of respondents and incomplete secondary education - 5, 3% of women have incomplete higher education.

On length of working on production distribution looks as follows: 27,7% have years of working under 5 years, 25,2% - from 6 to 10 years, 19,2% - from 11 to 15 years, 19,8% - 16-20 years, 31% - from 21 to 25 years and with years of working more than 25 years - 15,3%. Thus, the greatest number of the working women have length of working under 5 years and from 21 to 25 years.

If to take into account the fact that for receiving the right to preferential pension for woman it is necessary to have insurance years of working in 10 years on "dangerous production" and 7 and a half years on "harmful production", it is possible to state that factors of age and years of service are not the main or determining incentives of the woman working on HDHP. The social demographic portrait shows, as after retiring to preferential pension the woman continue to work on productions with harmful and dangerous working conditions.

RESULTS AND DISCUSSION

Motivation of employment on HDHP

Research tasks were studying knowledge of privileges and guarantees, including, the granted pension; motivation of work on harmful productions; vital strategy; subjective feeling of a health state. The motivation of employment for women can be caused by both objective, and subjective factors. It is possible to carry a situation to number of objective factors in the labor market which creates gender employment segregation. Often women have no choice since the level of unemployment and vacancies offered by the employer put the woman in coercion conditions she is not interested to work in.

Feature of the territorial organization of productions in the republic is its branch orientation. It is possible to allocate the cities and areas where the chemical and oil-processing

industry, mono-towns with the developed automotive industry, oil-extracting areas, agrarian regions are mainly developed. In order to live in such conditions for the woman who, especially, is married and has children it is necessary to adapt to the existing conditions.

It is possible to carry number of other objective factors to dictating a gender segregation in the labor market the hidden practices of discrimination on the basis of gender when for the woman invisible barriers in occupation of high-profit and prestigious workplaces are often put. It is possible to carry to number of subjective factors gender, such as the existing practice of "double employment" for women in the house and on production. In such cases the woman chooses work which will allow her to be in charge of housekeeping and to be engaged in education of children. Personal motivations are often connected with desire to work by profile, preserving a labor dynasty, etc.

On a question: "Why do you work at this entity?" 27.8% of the interviewed women have answered "it is near the house, it is convenient to reach". For 22.5% of women important was "an opportunity to retire ahead of schedule". Almost every fifth (19.2%) has answered that "privileges from management" attract them at this entity. 8.6% have specified "good compensation". Answers: "the convenient working schedule" and "the entity has given me the apartment, and I work for it" made 7.9% of respondents number. Thus, the main motive of the workplace choice for the woman is the proximity to the place of residence, in total with the convenient working schedule.

Many women agree to work on harmful productions to retire earlier and take care of their own life, family, grandchildren. Answer to a question: "Your plans after a retirement?" have shown the following distribution of vital strategy priorities. Every third (30,5%) woman has answered "I will have a rest and do household chores". More than a quarter (26,5%) have reported that in the long term "I will remain to work at the entity", every fifth (21,9%) also plans to work, "I will work, but not on "the harmful entity". Thus, most of women plan to remain in the labor market, more than a quarter agree with prospect of factory job with harmful and hazardous health conditions. If to consider that the average size of pension in the Republic of Tatarstan in 2015 does not exceed 140 euros, a conclusion arises that the woman considers receiving early pension as a possibility to get an additional income because its size does not provide necessary level of living.

These answers correlate with data on pensions situation condition of the women in the republic who have worked in the conditions of productions with unhealthy conditions (Petrova R., Shakirova A., 2015, p.91).

Whether there can be a woman free in the choice of employment place and building the life according to personal desires? On a question: Whether "You thought that you could work on other, not "harmful" entity without damage to health?" about a half of women (49%) have answered "yes, I tried to get other job". More than a third (37,1%) have noted that "at other entity there is no early pension so it is my choice". And only the small part of respondents (11,3%) have answered "with my education and qualification it is difficult to find decent work".

It is obvious that not personal desires, but the existing objective obstacles in the labor market become the leading motive of employment. That is, the system of capitalism creates internal hierarchies including gender, pushes out all women on the labor market and thus washes away job specialization on gender. Recreates gender segregation and reproduces capitalist system. Being torn between the house and work, the woman is forced to choose place of employment which is closer to the house to manage providing activity of household

members. It turns out that the same facts, such as job specialization, often strengthen both patriarchy, and capitalism. The sexism does not become the new phenomenon produced by capitalism, but under capitalism it takes specific shape, having created separation between the house, family and private life on one hand, and a workplace — on the another.

Work in difficult working and ecological conditions adversely affects health. What is the value judgment of harmful working conditions influence on health? How women estimate its condition at the time of poll? On a question: "How do you think whether work at this entity has affected your health?" more than a half of respondents (60%) have answered "it has worsened". On the specifying question: "If it has worsened, then how?" the following answers have been received. More than a half (56%) have paid attention that "there were diseases which I did not have earlier", "the general health has worsened" 42,9% of women have marked out. Our data corresponded to the medico-social researches conducted on harmful and productions of Russia hazardous to health. According to the Russian researchers studying influence of adverse work conditions on female health in structure of incidence with temporary disability of workers of the majority professional groups diseases of respiratory organs, bone and muscular system, illness of urinogenital and injury system prevail. The most powerful indicators of incidence exceeding target figures are registered in an age group of 30-39 years and older group (11-20 years). Statistically significant increase in weight of a diseases course is observed (Baydyuk O. N., 2011, reference date - on December 5, 2015). Impact of vibration, dust factors and physical overstrain hold a leading position in structure of occupational diseases in Tatarstan.

One of the interview tasks assumed identification of knowledge level of women about the early pension purpose. On a question: "How do you think whether your pension depends on salary at this entity?" most of the interviewed women (80%) have answered, "yes". But on the controlling question: Whether "You know how your future pension will be calculated?" most of respondents (54,3%) have answered that they know "partially", and there are 13,9%, who "do not know". Only every third has answered surely "I know".

Considering legal nihilism of Russians and the social right which is so promptly changing in Russia, it is possible to assume that our respondents are not familiar with legislative changes which have happened since 2014. An obligation of the employer to carry out special assessment of working conditions, and also dependence of an interest rate of tax contributions to the Pension fund on working conditions of the worker, is urged to cause reduction of the workplaces quantity allowing the worker to retire earlier then the fixed term. Results of a special assessment of working conditions will be the basis of the decision on the admission of women to work in harmful and (or) dangerous working conditions. In the conditions of an economic crisis and growth of unemployment in modern Russia, it is possible to assume that the workplaces granting the right to guarantees, compensations and privileges including early retirement will be still demanded by the population, including women that results of our poll confirm. The main objective of the feminists supporting equality of women in the labor market – to carry out active information and explanatory work among women whose education level does not allow to monitor changes in the legislation and to correctly interpret them, and, above all, to make the right vital decisions.

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MOTIVATIONAL COMPONENTS OF SPORTS ACTIVITY OF POWERLIFTERS

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ABSTRACT

Currently, issues of motivation for sports activities of the qualified athletes continue to attract the attention of scientists. Especially new kinds of sports, which is a powerlifting, require this elaboration. Studying the motivational components of powerlifting will ensure the effectiveness of the training process, and thus improve the competitive results. All this will contribute to the improvement of powerlifting sport efficiency that determines the relevance of this paper.

This paper presents the analysis of a questionnaire survey of the motivational bases of sports activity of the qualified athletes engaging in powerlifting. This study involved 298 powerlifters of various fitness level. The survey involved athletes starting from the first adult class to "Honored Master of Sports of Russia", aged from 16 to 59 years, average age - 25 years. Geography of the survey includes 38 regions of the Russian Federation. According to the results of the study we can say that the main motivation of powerlifters is a motive to achieve high sport results. This suggests that, by raising the general and professional performance, the person acquires vital skills and abilities that will be essential throughout the entire life. The analysis of the results of a questionnaire survey confirms the opinion on significant effects of powerlifting on self-esteem of an athlete's personality, his/her social status, psychological stability, and lifestyle.

Key words: *motivation, motive, self-esteem, sport, athlete, powerlifting, questionnaire survey, survey.*

INTRODUCTION

Sport as a multifaceted social phenomenon is a sphere of a person's training for work and other activities, and satisfaction of the spiritual needs of society. Any kind of sport both develop physical qualities of a person and forms personality traits such as responsibility and patience, and fills life with a stimulus and a feeling of great interest. The peculiarity of sporting activity is that a person can choose his/her own way, and a real athlete will always be an example in the society (Pearl B., 2001).

Power qualities can be developed by the known kinds of sport such as weightlifting, kettlebell lifting, and arm wrestling. Strength disciplines may include a new kind of sport as powerlifting, being rapidly developing in the global arena. The term "powerlifting" is derived from the English word "power" and "lift". Powerlifting is a strength sport, which is to overcome the resistance of the weight most heavy for an athlete (Wikipedia. Free Encyclopedia).

Due to the increased popularity of powerlifting among young people and adults, more and more people take up this strength sport. Its popularity can be explained by its simplicity and accessibility, rapid growth of results and positive impact on the athlete's health (Sheiko B.I., Gorulev P.S., Rummyantseva E.R., Tsedov R.A., 2013, p.560: fig.).

In Russia, this discipline is also called "power triathlon", because powerlifting includes three strength exercises: back squats, namely with a barbell on top of the blades; barbell bench

press on the horizontal bench; and dead lift. The sum of these exercises determines the qualification of powerlifters. A distinctive feature of the powerlifting is that this discipline places importance on the indicators of absolute strength.

Doing powerlifting strengthens ligaments and joints, helps to increase muscle strength and develop endurance, flexibility and other useful qualities, raises will, self-confidence, as well as increases the performance of the entire human body (Gliadia S.A., Starov M.A., Batygin Iu.V., 2000, p.34).

During adaptation to physical stress during training and competitive activity the athlete's body adapts both to the load lifted, and to the changing functions, biochemical processes and the resulting reactions of body fluids. We should also add thereto the change of psycho-emotional background, which is the basis for the competitive activity. For example, in such sports as weightlifting, powerlifting, etc., psycho-emotional state during competitions not only changes from one attempt to another, but in many cases is a major factor in achieving good performance (Rumiantseva E.R., Gorulev P.S., 2005, p.260, fig).

The undoubted factor in sporting success is the correct motivational orientation of the athlete. "The motive of sports activities of a powerlifter develops in the process of its formation on the basis of cognitive, spiritual and material needs (Novokreshchenov V.A., 2005)."

Many sports psychologists believe that the motivational sphere of an athlete is the rod, the core of his/her personality, a set of internal driving forces for action (Rodionov A.V., 2010, p. 204).

Currently, issues of motivation for sports activities of the qualified athletes continue to attract the attention of scientists. Especially new kinds of sports, which is a powerlifting, require this elaboration. Studying the motivational components of powerlifting will ensure the effectiveness of the training process, and thus improve the competitive results. All this will contribute to the improvement of powerlifting sport efficiency that determines the relevance of this paper.

Objective of research is to study the components of the motivational bases of sports activity of the qualified powerlifters.

Thus, we have set the following tasks:

1. To classify the motives of sports activity of powerlifters.
2. To analyze the personal traits of an athlete (physical and psychological), formed in the course of powerlifting.
3. To identify the reasons for the popularity of women's powerlifting.
4. To determine the interest of the respondents to the sports and coach activities.

The object of the study was the coaches and athletes involved in powerlifting.

RESEARCH METHODS

The main methods of research were analysis of the scientific and methodical literature, and questionnaire survey.

This study involved 298 powerlifters of various fitness level. The survey involved athletes starting from the first adult class to "Honored Master of Sports of Russia", aged from 16 to 59 years, average age - 25.18 years. Geography of the survey includes 38 regions of the Russian Federation. The study was conducted at national tournaments (competitions, cups, championships). Our questionnaire consists of 17 closed and open questions and 60 sub-questions.

Table 1 below shows the social and labor affiliation of the respondents:

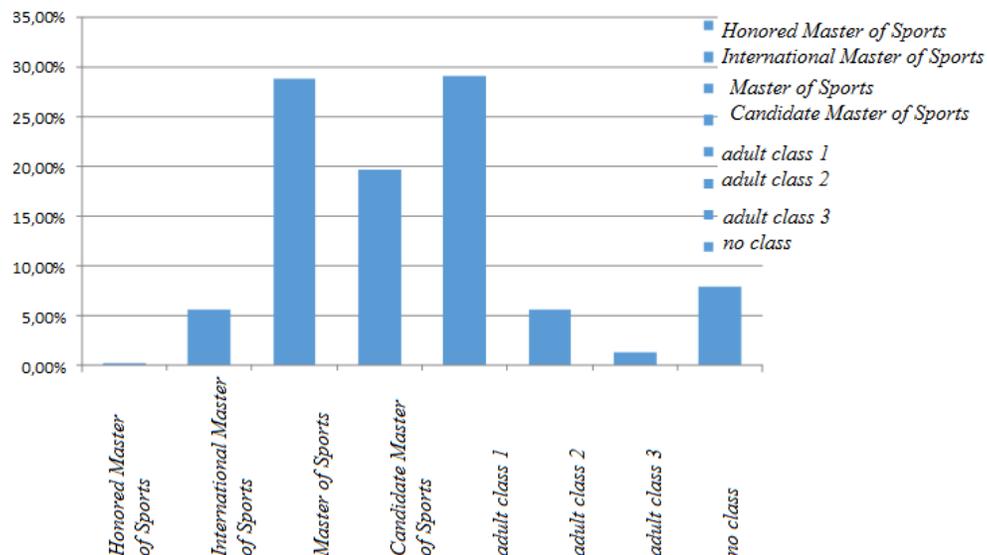
Category of the surveyed respondents		Number of people	% of total surveyed respondents
men		202	67.7%
women		96	32.2%
trainers	total	43	14.4%
	men	35	11.7%
	women	8	2.6%
athletes	total	255	85.5%
	men	184	61.7%
	women	71	23.8%

The level of education of the respondents: secondary education - 56 persons (18.7%); specialized secondary, incomplete higher education - 126 persons (42.2%), and higher education - 116 persons (38.9%).

RESULTS

Based on survey results we have formed the following groups of sports titles and classes of the respondents: Honored Master of Sports (HMS) – 1 person (0.3%), International Master of Sports of Russia (IMS) – 17 persons (5.7%), Master of Sports (MS) – 86 persons (28.8%), Candidate Master of Sports (CMS) – 59 persons (19.7%), adult class 1 – 87 persons (29.1%), adult class 2 – 17 persons (5.7%), adult class 3 – 4 persons (1.3%), no class – 24 persons (8%).

**Figure 1
GROUPS OF SPORTS TITLES AND CLASSES OF THE RESPONDENTS**



The subjective opinion of the respondents on the meaning of sport has been formed based on responses to a question "What is sport in your opinion?". Results are shown in Table 2.

What is sport in your opinion?	Prioritized distribution of responses
Pursuance of excellence	844 (1st place)
An activity requiring the overcoming of certain difficulties	849 (2nd place)
Health	1078 (3rd place)
Movement	1126 (4th place)
Good physical form	1139 (5th place)
The strive to become the first, to win top honors and titles	1296 (6th place)
Own variant	1954 (7th place)

The respondents gave the characteristic of the athletes through a hierarchy of responses to the question "A real athlete is a person with such qualities as ...?": 551 persons gave the answer "Perseverance", which ranked first, so we can assume that this strong-willed trait is sufficiently developed; the quality such as "Persistence", which is characterized by a persistent will to achieve the desired, ranked second with a score of 657 answers; "Decisiveness" ranked third (828); "Courage" with a score of 1011 answers ranked fourth; 12 respondents gave a variant such as "Purposefulness", the ability to organize their actions to achieve the set goal.

Motivation for doing sport is an important aspect of many modern psychological and pedagogical researches. The satisfaction of the individual emotional needs of the athletes ranks first, which is evidenced by the answers of 571 respondents. The following results are shown in table below.

I go in for sport because ...	Prioritized distribution of responses
I enjoy doing sport	571 (1st place)
I love the atmosphere of the competition	861 (2nd place)
I achieve success	1039 (3rd place)
I want to take a break from work, this is my hobby	1242 (4th place)
I don't want to gain in weight	1253 (5th place)
I have lot of free time	1367 (6th place)
Own variant	1948 (7th place)

Considering the motivational aspects of powerlifting, we identified an important role in achieving success (see Table 4). So, we received the following answers to the question "What do you mean by a successful sportsman?": "high sports performance" - 413 persons (1st place); "confidence in decision-making" - 659 persons (2nd place); "a positive attitude to sport" - 763 persons (3rd place); "own answer" - 1121 persons.

Powerlifting as a strength sport is aimed at developing the strength qualities of an athlete, which is confirmed by the answers of the respondents - "physical strength" (see Table 5). Physical strength is a fundamental principle of human development and is of exceptional importance. A potential feature of socialization of an athlete in a sports environment and society in general may be such quality as purposefulness. This gives rise to a suggestion that the

volitional quality is developed to a large extent, and is one of the determinants in the structure of volitional organization of a person. Powerlifting can also reveal internal capabilities of the athletes, i.e. to develop their spiritual power. An important factor in the athlete's sporting career is confidence. Another variant of the answer is "willpower".

Table 4 DISTRIBUTION OF RESPONSES TO A QUESTION "WHAT KIND OF QUALITIES HAVE YOU ACQUIRED BY DOING POWERLIFTING?"	
"What kind of qualities have you acquired by doing powerlifting?"	Prioritized distribution of responses
Physical strength	565 (1st place)
Purposefulness	760 (2nd place)
Spiritual power	844 (3rd place)
Confidence	845 (4th place)
Other	1416 (5th place)

The reason for participation in the competition may be not only the desire to win, i.e. the end result, but also the process of the competitive action. The results of the answer "Do you agree with the statement that it's not the winning but the taking part that counts?" prove the above fact: **153 persons said "yes" (51.3%), and 117 persons said "no" (39.2%), 26 respondents gave their own variant, which made 8.7%.**

Figure 2
ANSWERS TO THE QUESTION "SPORTS HELPED ME TO ...?" ARE SHOWN IN TABLE 5.

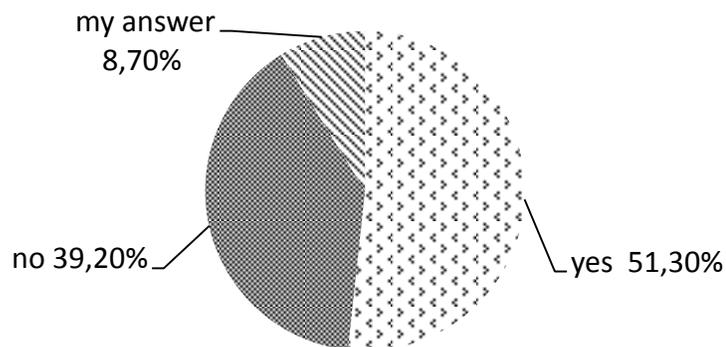


Table 5 DISTRIBUTION OF RESPONSES TO A QUESTION "SPORTS HELPED ME TO ...?"	
Sports helped me to ...?	Prioritized distribution of responses
Improve my health	698 (1st place)
Show my mettle	713 (2nd place)
Improve my working capacity	775 (3rd place)
Achieve success	836 (4th place)
Own variant	1403 (5th place)

The question “Would you like to have your child engaged in powerlifting” **184 people** answered "yes", which accounted for **62%** of the total number of respondents, **32 people** answered "no" (**10%**), and **82 persons (27.5%)** gave no definite answer.

Figure 3
“WOULD YOU LIKE TO HAVE YOUR CHILD ENGAGED IN POWERLIFTING”

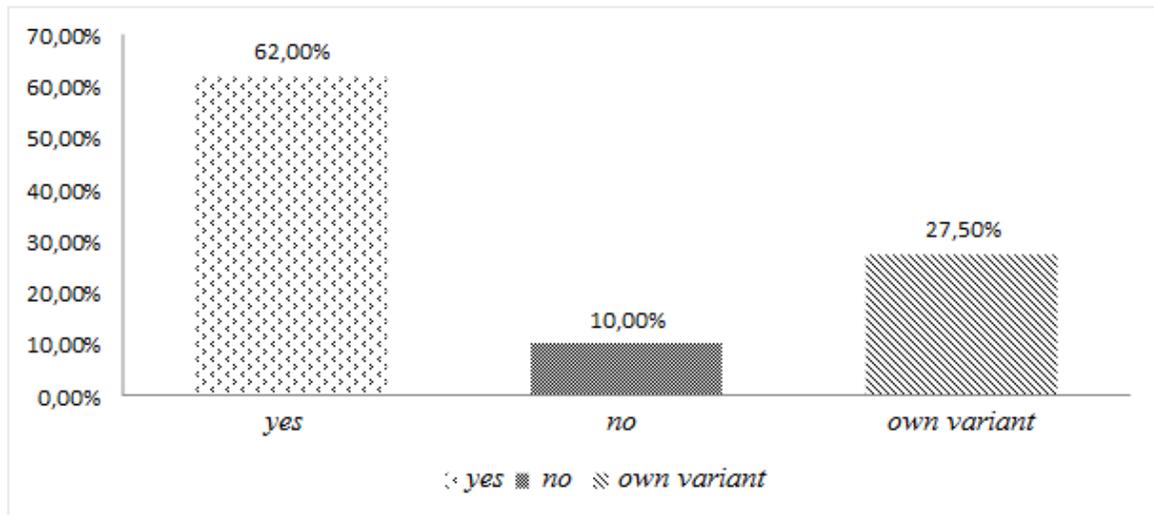


Table 6
DISTRIBUTION OF RESPONSES TO THE QUESTION “THERE IS A TENDENCY IN RECENT YEARS THAT POWERLIFTING HAS ATTRACTED MORE AND MORE WOMEN. HOW DO YOU THINK, WHAT THE REASON IS?”

There is a tendency in recent years that powerlifting has attracted more and more women. How do you think, what the reason is?	Prioritized distribution of responses
The desire to assert oneself	718 (1st place)
Achievement of results	731 (2nd place)
Sport gives confidence	732 (3rd place)
Be tough and strong	849 (4th place)
Own variant	1402 (5th place)

Table 7
DISTRIBUTION OF RESPONSES TO A QUESTION “WHAT DOES A STRENGTH KIND OF SPORT ATTRACT YOU WITH?”

What does a strength kind of sport attract you with?	Prioritized distribution of responses
I am keen on this kind of sport	535 (1st place)
It strengthens my character	602 (2nd place)
It helps me to keep fit	694 (3rd place)
Own variant	1126 (4th place)

The development of true sport qualities of an athlete is possible thanks to professional coaching. Coaching determines a lot in the process of formation of the athlete’s personality as the sportsman. In connection therewith, we raised the issue that determines the interest in the work of the coach (Table 8).

Place	What does attract you in coaching?	Prioritized distribution of responses
1	The ability to prepare a highly-skilled athlete	87
2	The process of knowledge transfer	109
3	Emotionality, creativity	120
4	The opportunity for professional growth	179
5	No regulated working hours	194
6	Good salary	260
7	Long vacation	273
8	Own variant	332

Turning to the question "Give the recommendations to the young athlete who engages in powerlifting" we should note that 248 of 298 people (83.22%) gave advice. Let us discuss some of them: "Never fear anything", "Always move beyond", "Keep a good diet, listen to the coach and not be afraid to compete", "Set high goals and achieve them", "Manage the technique, not to pursue the weights and monitor the health", "Success comes to those who seeks it", "Work out only under the supervision of a qualified coach", "Take seriously and intelligently plan the training sessions, and maintain a healthy lifestyle", "A sound mind in a sound body", "Always go forward and not give up", "Always be persistent", among which the most frequent wishes were "Move only forward" (89 respondents) and "Never give up" (51 respondents).

SUMMARY

The survey data show that powerlifting involves people regardless of their gender and the level of education. The survey materials prioritize coaching, motivational aspects of powerlifting, and a range of personal traits.

Thus, according to the results of the study we can say that the main motivation of powerlifters is a motive to achieve high sport results. This suggests that, by raising the general and professional performance, the person acquires vital skills and abilities that will be essential throughout the entire life.

Any highest achievement of an athlete is not only of private importance, but also becomes national property, as the records and victories gained at major international competitions make an important contribution to the strengthening of the country's prestige on the world stage (Shchegolev V.A., Ph.D., Iatsenko L.G., <http://www.unibassein.ru/trener/kurs/t8.htm>; Bruner Timothy, August 1998; Cuntera Patrick Tom Tinsman, October 1998).

Among the full range of motives, an important place belongs to the promotion of health, which in turn prolongs the professional life of an athlete, and thus helps the body to resist the effects of negative environmental impacts and routine conditions (Daniels Douglas, November 1999; Hoffman Bob, June 1985).

CONCLUSION

Thus, the analysis of the results of the questionnaire survey indicates a significant impact of powerlifting on physical and emotional-volitional qualities, psychological stability of athletes, their self-esteem, which to some extent explains the phenomenon of powerlifting popularity

among young and middle-aged people. Based on the results of the study we can say that the main motivation of powerlifters for doing sport is a motive to achieve high sport results.

ACKNOWLEDGEMENTS

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SEVERITY OF PSYCHOPHYSIOLOGICAL OPTIONS OF SPORTSMEN PRACTICING BADMINTON

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ABSTRACT

Currently, badminton gains more and more popularity among the students, as a mean of neutralizing hypodynamia due to inclusion of a variety of different movements.

This paper contains the conclusions and recommendations resulted from the empirical studies, the research results have been summarized and presented in seven charts. The results were processed on a hardware-software complex “Акмувацумемп АЦ-9К” (Aktivatsiometr АЦ-9К).

Based on the results of the study, the summary presents the conclusions that will allow a badminton trainer to recommend a more efficient gaming to the athletes in order to optimize training and competitive processes.

It will likely be possible that the badminton athletes can use the results obtained in analyzing tactics of upcoming games, and will optimize their sports activities in the future, especially in the competitive period.

Key words: *Badminton game, biometric parameters, eye estimation, psychomotor system.*

INTRODUCTION

Psychomotor system reveals the dependence of the motor manifestations of human on psychic regulation. Arbitrary physical movements are performed under the control of consciousness, however, the manifestation of motor qualities requires conation. Accordingly, the human psychomotor system may include psychological and physiological mechanisms of control over the motor actions, i.e., all that is reflected in the various manifestations of psychomotor characteristics (Iliin E.P., 2009, p.107).

In turn, the psychomotor motor indicators characterizing the performance include movement frequency, time of muscle contraction and relaxation, as well as the time of response to a signal. The above velocity parameters depend on the properties of the nervous system of the athletes, the mobility of the nervous processes and their lability (Iliin E.P., 2009, p. 107). The manifestation of these indicators has its peculiarities, because one can have, for example, high rate of movements and relatively unenviable time of response to the signal. In addition, these figures manifest themselves quite specifically both in the laboratory and in real life situations (Germanov G.N., 2015, p.176).

Activation of the cerebral hemispheres (CHA) results from the degree of excitation and the number of neurons involved. The evidence of the presence of functional asymmetry of the cerebral hemispheres is a predominance of activation of one hemisphere over the other. At the same time, the identity of the activation of both hemispheres indicates a hemispheric balance. In particular, the dominance of abstract-logical component of thinking with respect to the emotionally-imaginative component indicates the predominance of the activation of the left hemisphere in right-handed athletes. Otherwise, the dominance of the activation of the right

hemisphere indicates the predominance of emotionally-imaginative component of thinking over abstractly-logical one. The results of diagnosis are used to determine the type of thinking and the features of situational thinking in athletes upon selection of methods of training, development and improvement of athletic performance.

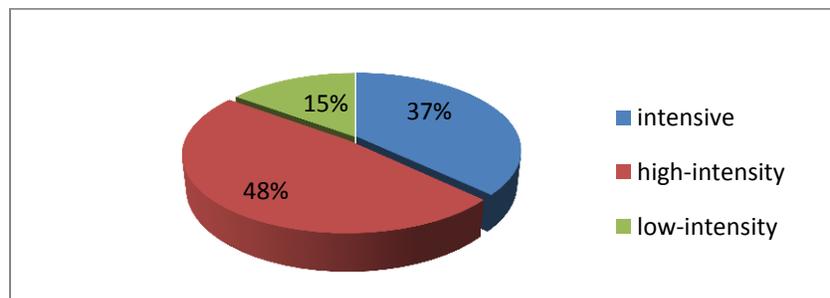
METHODS

The studies were conducted on a hardware-software complex “Активациометр АЦ-9К” (Aktivatsiometr АЦ-9К). The study involved students of different faculties engaged in badminton, with different experience in training (1-2 years). In total, the experiment involved 48 students of Yelabuga Institute of Kazan Federal University.

RESULTS

During the first stage, we conducted diagnosis of the activation of psycho-emotional states and the functional asymmetry of the hemispheres. A situational indicator of functional asymmetry of the cerebral hemispheres (CHFA) is characterized by a strongly predominant activation of the right and left hemispheres. Functional specialization of the left and right cerebral hemispheres in right-handed and left-handed people is opposite in nature. The obtained results are shown in Figure 1.

Figure 1
A SITUATIONAL INDICATOR OF MENTAL STATE



The quantitative characteristic of a high situational indicator (SI) indicates that both a mental tone and a mental stress exceed significantly the average index, i.e. are higher than normal. A significantly increased mental tension can be a cause of emotional and psychomotor constraint, a source of psychological discomfort, which lowers the operating and life performance. We revealed 48% of athletes with such features. An average situational indicator of mental state was detected in 37% of subjects, indicating their normal mental state. If the quantitative characteristic of the situational indicator of mental state of the subject is lower than the average, it means that the athlete's mental tone and energy are lower than the average. We revealed this state in 15% of subjects. A reduced level of mental tone and energy can cause emotional, intellectual, and psychomotor sluggishness (Ornstein, R., 1977, p.39).

Sports, where an indicator such as the time of reaction to a moving object is extremely important for an athlete, can also include all ball games, combat sports, tennis, badminton, clay pigeon shooting, skating, etc. It is common situation for sport games and combat sports when an athlete fails to react in time to the flight of a shuttle, a ball, etc., to strikes in fencing, boxing, etc.

This is because the action runs the signals of the nervous system (which provide hearing, sight, sensation, etc.) ahead of time. For example, at a flight speed of 200 km/h, a shuttle will cross the badminton court of 13.4 meters for 0.24 seconds, at nearly 400 km/h - for 0.12 seconds - which can be reflected only by the strongest badminton players in the world. That is why badminton players have to come in advance to the potential place of the shuttle fall to be able to timely react to it and reflect it with a racket (Pomytkin V.P., p. 101). The athlete controls his/her movements ahead of the event. The specific type of reaction, which is called the anticipation reaction (anticipation, foresight), when the athlete does not respond to the appearance of a stimulus (e.g., flying shuttle) but anticipates in time and in space the signal for his/her actions.

Most of complex motor reactions in sports are reactions of "choice" (when one must immediately choose an action appropriate to the given situation from several possible actions) and the response to a moving object. Complex reactions to a moving object (MOR) in badminton are identified mainly with the speed of response to the strikes and movements of the opponent. The ability to see a shuttle moving at high speed is of main importance for the speed of response to the opponent's actions. The reaction time can be measured in the laboratory. The reaction time includes the sensory and motor components. The duration of the sensory-motor reaction depends on the modality of a signal: reaction to audio signals is a bit shorter than to visual ones (Iliin E.P., 2009, p.109).

The next indicator of our research is a diagnosis of the response to a moving object. The ability to see an object moving at high speed is of main importance for the athlete's reaction to a moving object. As well as the components of a simple sensory-motor reaction, this ability develops during training. That is why the experienced athletes have shorter time of response to signals from the outside than the novices. This is consistent with the fact that an experienced athlete in combat sports and games reacts both to the movement of an object (a shuttle, a ball) and to the preparatory actions of his/her opponent. The indicator such as the motor component of the reaction time depends on the speed of muscle excitation, on the inertia forces of various links in the limbs. The reaction time depends on the signal intensity. Usually, the stronger the signal, the less the reaction time is. But it happens sometimes that the excessively strong signals inhibit the speed of response (Rivett, P., 1972, p.110).

It is advisable to consider the results of MOR diagnosis in professional selection, in sports and production activities. MOR can serve as an indicator of an athlete's ability to compare its actions in time and space (Tsagarelli Iu.A., 2009, p. 231).

MOR may indicate the athlete's readiness to the effective activity. The higher the level of fitness and technical skill of the athlete, the more accurate the MOR indicator is. According to research, women have more preemptive and lag errors, which was revealed during our measurements (Fukin A.I. Fukina L.I., 2000, p. 144).

Each type of sports activity requires manifestations of virtually all psychomotor skills. Certain sports place value on manifestation of co-ordination such as the accuracy of shots and hits, which depend on the accuracy of efforts and eye estimation. Different sports promote the formation of the specific kinds of sensations such as "a sense of a shuttle (a ball)". The whole activity of the badminton players is related to decision-making in alternative situations, the players have a shorter time of a complex visual-motor reaction as a result of specific training. The specific role of training influences the development of a certain psychomotor quality. The specifics of sporting activity leaves traces on the topography of a psychomotor quality. Badminton players have higher reproduction accuracy of force parameter developed in the wrist

joint (badminton players remember well the efforts made with a hand and metacarpophalangeal joints) (Iliin E.P., 2009, p.113).

Individual tendency in reactions to a moving object is a tendency of a dominating preemptive or lagging type of MOR. Conclusion on the individual tendency in the reaction to a moving object is based on comparison of the arithmetic means of the preemptive and lag errors. The MOR variation range s one of the indicators of the amplitude and is expressed as the difference between the maximum value of the preemptive error and the maximum value of the lag error. Let us consider the results of the reaction to a moving object (MOR).

Figure 2
MOR ACCURACY EXPRESSION LEVEL

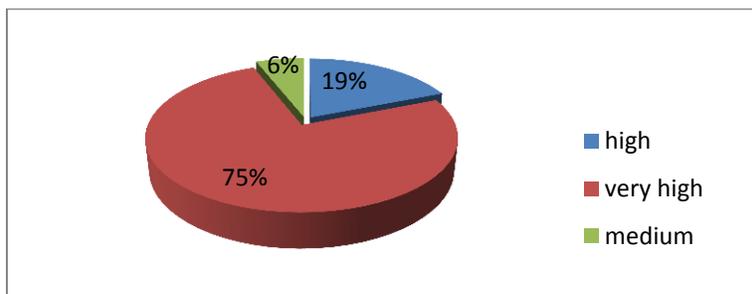
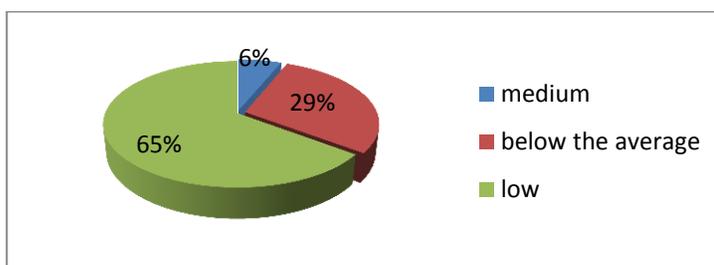


Figure 2 shows that 75% of subjects have very high accuracy of MOR. Very high accuracy of MOR indicates a high level of fitness and technical skill of a professional or an athlete, and at the same time its excellent functional state. 19% of subjects have a high accuracy of MOR, which also evidences good fitness level. 6% of subjects have medium level of MOR accuracy. In practice, a person with a very high accuracy of MOR can easily differentiate his/her motions requiring high concentration of motor functions.

One of the characteristics is a MOR tendency to lag. Figure 3 shows the results of the expression level of a MOR tendency to lag.

Figure 3
EXPRESSION LEVEL OF A MOR TENDENCY TO LAG



6% of athletes have a MOR tendency to lag. 29% of subjects have level below the average, and 65% - low level. None of the subjects has high or very high lag level. This is due to the fact that during the training sessions the students practice the elements of training exercises through juggling with shuttles (using open and closed side of the racket), playing with the ball in pairs, hitting the tennis ball against the wall and catching it, hitting a shuttle with a racket against the wall (Miller, E., 1977, p.300).

We shall consider the next indicator - a MOR tendency to preemptive, which results are shown in Figure 4.

Figure 4
EXPRESSION LEVEL OF A MOR TENDENCY TO PREEMPTIVE

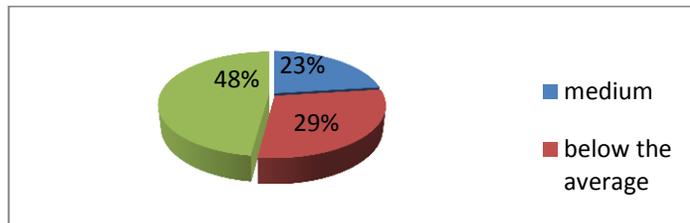
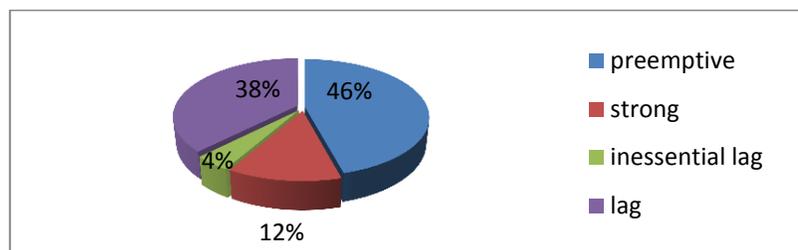


Figure 4 shows no high level of MOR tendency to preemptive in the subjects. 23% of subjects have medium level of MOR tendency to preemptive. 29% of subjects have level below the average. And 48% of athletes have low level.

Next indicator - an individual MOR tendency, which results are shown in Figure 5.

Figure 5
INDIVIDUAL MRO TENDENCY EXPRESSION LEVEL

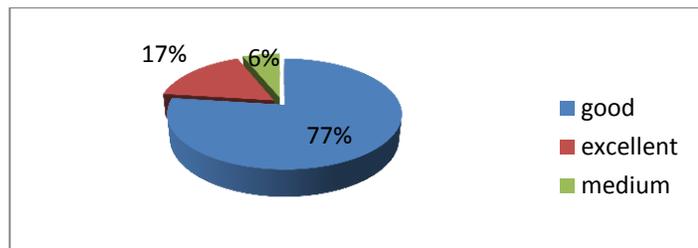


This indicator has confirmed the previously obtained values - tendencies to preemptive and to lag. We obtained the following characteristics of individual MOR tendency: strong individual MOR tendency is expressed in 12% of students, preemptive tendency - in 46% of athletes, two subjects (4%) have a slight tendency to lag, and 38% of athletes show tendency to lag.

Next indicator is a diagnosis of perception of spatial segments - eye estimation (Tzagarelli Iu.A., 2009, p. 224). Eye estimation is the ability to visually estimate the spatial segments. It is the basic ability of many activities that require accurate visual perception, and spatial assessment of segments. Good eye estimation ensures the success in many activities, including sports activities (badminton, tennis, basketball, shooting). It is not the only prerequisite for the success in the activities requiring special knowledge, skills and abilities (Iliin E.P., 2009, p.113).

Figure 6 shows the results of the study of eye estimation level of the subjects.

Figure 6
EYE ESTIMATION LEVEL

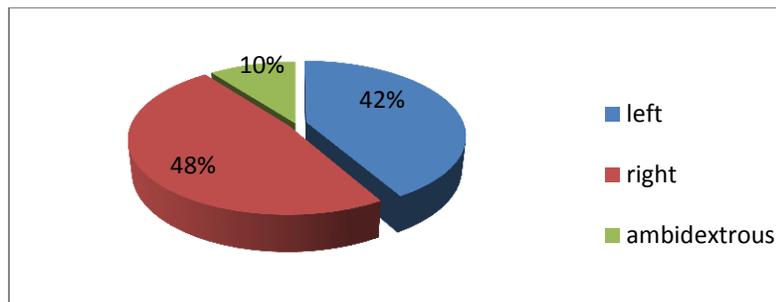


77% of the athletes have a good level of eye estimation, 17% have an excellent result, 6% have a medium level of eye estimation. The mean error ranges from 1.9 (excellent result) to 3.56. Usually, badminton athletes with training experience of a few years have a good level of eye estimation. As a result of experiments, it was found that the level of eye estimation directly depends on the fitness level of athletes. That is why in most cases, eye estimation can be significantly improved to excellent level with the help of training exercises. According to our observation, the accuracy of eye estimation sometimes decreases due to the lack of illumination of the gym hall. In some cases, an athlete can hardly estimate the distance to the flying shuttle because the dark, unlit places of the court "conceal" the location of the shuttle at the time of its visual perception. Along with the instrumental technique, it is possible to exercise the eye in different areas and weather by estimating the distance, comparing the results with the exact (known) distance measures.

We conducted the diagnosis of a dominant arm. By the criterion of a dominant arm, people can be classified as right-handed, left-handed, and ambidexters (i.e., people equally adapted in the use of both the left and the right hand). It is clear that right-handers will more accurate and faster perform the movements with their right hand, and the left-handers - with the left hand (Tsagarelli Iu.A., 2009, p. 293). Leading limb has a high rate of deceleration process and a high mobility of the excitatory process. This means that deceleration enhances excitation, while the excitation disappears immediately (Germanov G.N., 2015, p. 227).

The results of the diagnosis of a dominant arm should be used for the development and formation of sports skill level in sports associated with unilateral motor actions. Various studies have shown that the effectiveness of individual style of activity in sports depends on the dominant arm (leg) and metabolic conditions during muscular activity (Saltin, B., 1995, p.21). Since the retrained left-handers act as right-handed people, their individual style of activity may be less effective, and may be subject to correction. If such retrained lefthander change his/her stand and arm, he/she can reinforce this skill, improve accuracy, agility of movements due to genetic reserves (Tsagarelli Iu.A., 2009, p. 303). Also, equal control over arms and legs in a number of sporting activities gives an advantage to the athlete. Figure 7 shows the results of the expression level of a dominant arm.

Figure 7
DOMINANT ARM EXPRESSION LEVEL



As can be seen from Figure 7, 48% of subjects are right-handed since birth, 42% are left-handed, and 10% are ambidextrous. Mean error of the left hand is dominant in the right-handers, and mean error of the right hand is dominant in the left-handers. Ambidextrous athletes have equal level of expression of a mean error.

DISCUSSION

General sport result depends on many individual factors. The scientific literature sometimes identifies physical performance with the energy potentials of the body (Cappeli, C., 1998, p. 93). Only one of the high-speed manifestations is preferential in some sports. The reaction to a moving object (MOR) is the response actions of an athlete, being considered as an independent indicator of the response time. Information on the shuttle's movement and its touch by a player can be obtained from observing the opponent's posture, facial expressions, preparatory actions, and the general behavior. Based on these calculations, the athlete determines the direction and speed of his/her movement. It is not the absolute speed of response, but its timeliness that plays a leading role in MOR.

SUMMARY

The ability to assess accurately the spatial segments is provided by a good eye estimation. A person with such abilities may easily determine the distance without any optical instruments or devices. Since the eye estimation is based on the ability to correlate the vision of a specific measurement unit (m, cm, etc.) with a value estimated "by eye", a good eye ensures a correct vision of the units of spatial measurement. Both in professional and in everyday life, a good eye ensures not only accurate, but also fast visual assessment of spatial segments. It simultaneously indicates a good visual memory and concentration of human attention and a high level of control over eye estimation.

CONCLUSION

Despite the fact that the same quality can play a leading role in different sports, it rather has its own principle, and the training specifics plays the role in the development of a certain psychomotor quality. The specifics of sporting activity leaves traces on the topography of psychomotor development of athletes (Iliin E.P., 2009, p.116).

ACKNOWLEDGEMENTS

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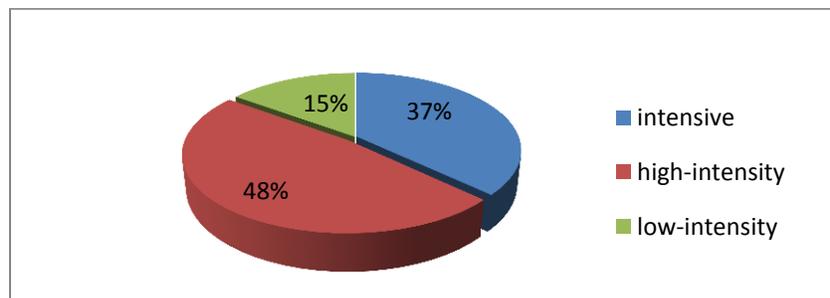
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It is advisable to consider the results of MOR diagnosis in professional selection, in sports and production activities. MOR can serve as an indicator of an athlete's ability to compare its actions in time and space (Tsagarelli Iu.A., 2009, p. 231).

MOR may indicate the athlete's readiness to the effective activity. The higher the level of fitness and technical skill of the athlete, the more accurate the MOR indicator is. According to research, women have more preemptive and lag errors, which was revealed during our measurements (Fukin A.I. Fukina L.I., 2000, p. 144).

Each type of sports activity requires manifestations of virtually all psychomotor skills. Certain sports place value on manifestation of co-ordination such as the accuracy of shots and hits, which depend on the accuracy of efforts and eye estimation. Different sports promote the formation of the specific kinds of sensations such as "a sense of a shuttle (a ball)". The whole activity of the badminton players is related to decision-making in alternative situations, the players have a shorter time of a complex visual-motor reaction as a result of specific training. The specific role of training influences the development of a certain psychomotor quality. The specifics of sporting activity leaves traces on the topography of a psychomotor quality. Badminton players have higher reproduction accuracy of force parameter developed in the wrist

joint (badminton players remember well the efforts made with a hand and metacarpophalangeal joints) (Iliin E.P., 2009, p.113).

Individual tendency in reactions to a moving object is a tendency of a dominating preemptive or lagging type of MOR. Conclusion on the individual tendency in the reaction to a moving object is based on comparison of the arithmetic means of the preemptive and lag errors. The MOR variation range is one of the indicators of the amplitude and is expressed as the difference between the maximum value of the preemptive error and the maximum value of the lag error. Let us consider the results of the reaction to a moving object (MOR).

Figure 2
MOR ACCURACY EXPRESSION LEVEL

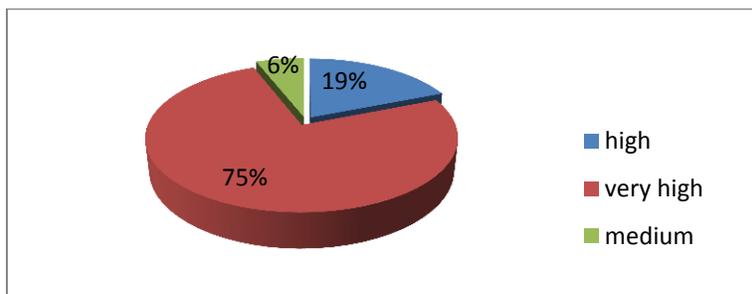
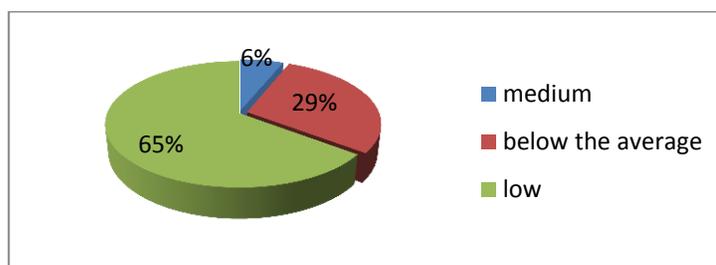


Figure 2 shows that 75% of subjects have very high accuracy of MOR. Very high accuracy of MOR indicates a high level of fitness and technical skill of a professional or an athlete, and at the same time its excellent functional state. 19% of subjects have a high accuracy of MOR, which also evidences good fitness level. 6% of subjects have medium level of MOR accuracy. In practice, a person with a very high accuracy of MOR can easily differentiate his/her motions requiring high concentration of motor functions.

One of the characteristics is a MOR tendency to lag. Figure 3 shows the results of the expression level of a MOR tendency to lag.

Figure 3
EXPRESSION LEVEL OF A MOR TENDENCY TO LAG



6% of athletes have a MOR tendency to lag. 29% of subjects have level below the average, and 65% - low level. None of the subjects has high or very high lag level. This is due to the fact that during the training sessions the students practice the elements of training exercises through juggling with shuttles (using open and closed side of the racket), playing with the ball in pairs, hitting the tennis ball against the wall and catching it, hitting a shuttle with a racket against the wall (Miller, E., 1977, p.300).

We shall consider the next indicator - a MOR tendency to preemptive, which results are shown in Figure 4.

Figure 4
EXPRESSION LEVEL OF A MOR TENDENCY TO PREEMPTIVE

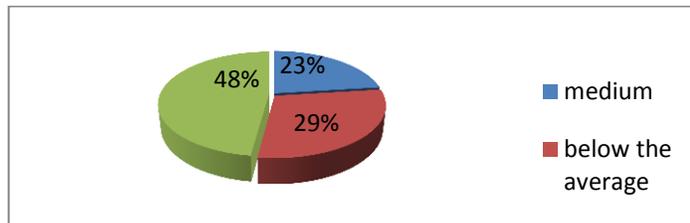
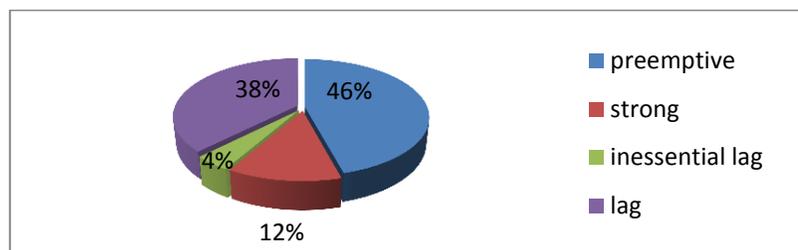


Figure 4 shows no high level of MOR tendency to preemptive in the subjects. 23% of subjects have medium level of MOR tendency to preemptive. 29% of subjects have level below the average. And 48% of athletes have low level.

Next indicator - an individual MOR tendency, which results are shown in Figure 5.

Figure 5
INDIVIDUAL MRO TENDENCY EXPRESSION LEVEL

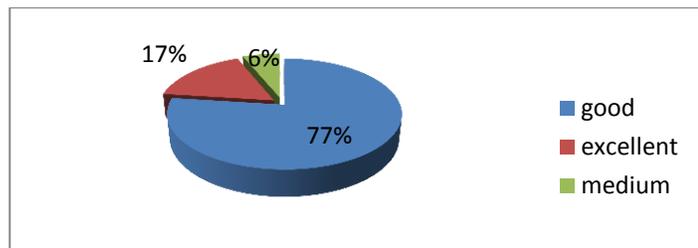


This indicator has confirmed the previously obtained values - tendencies to preemptive and to lag. We obtained the following characteristics of individual MOR tendency: strong individual MOR tendency is expressed in 12% of students, preemptive tendency - in 46% of athletes, two subjects (4%) have a slight tendency to lag, and 38% of athletes show tendency to lag.

Next indicator is a diagnosis of perception of spatial segments - eye estimation (Tzagarelli Iu.A., 2009, p. 224). Eye estimation is the ability to visually estimate the spatial segments. It is the basic ability of many activities that require accurate visual perception, and spatial assessment of segments. Good eye estimation ensures the success in many activities, including sports activities (badminton, tennis, basketball, shooting). It is not the only prerequisite for the success in the activities requiring special knowledge, skills and abilities (Iliin E.P., 2009, p.113).

Figure 6 shows the results of the study of eye estimation level of the subjects.

Figure 6
EYE ESTIMATION LEVEL

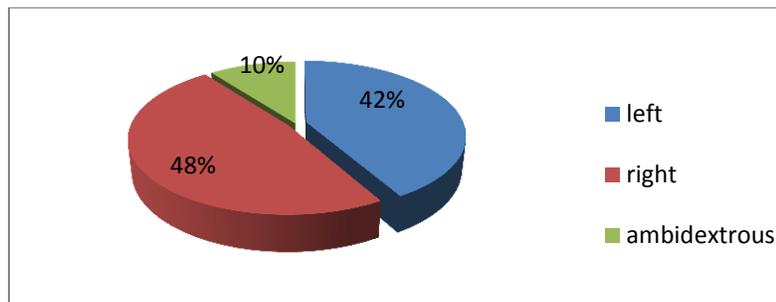


77% of the athletes have a good level of eye estimation, 17% have an excellent result, 6% have a medium level of eye estimation. The mean error ranges from 1.9 (excellent result) to 3.56. Usually, badminton athletes with training experience of a few years have a good level of eye estimation. As a result of experiments, it was found that the level of eye estimation directly depends on the fitness level of athletes. That is why in most cases, eye estimation can be significantly improved to excellent level with the help of training exercises. According to our observation, the accuracy of eye estimation sometimes decreases due to the lack of illumination of the gym hall. In some cases, an athlete can hardly estimate the distance to the flying shuttle because the dark, unlit places of the court "conceal" the location of the shuttle at the time of its visual perception. Along with the instrumental technique, it is possible to exercise the eye in different areas and weather by estimating the distance, comparing the results with the exact (known) distance measures.

We conducted the diagnosis of a dominant arm. By the criterion of a dominant arm, people can be classified as right-handed, left-handed, and ambidexters (i.e., people equally adapted in the use of both the left and the right hand). It is clear that right-handers will more accurate and faster perform the movements with their right hand, and the left-handers - with the left hand (Tsagarelli Iu.A., 2009, p. 293). Leading limb has a high rate of deceleration process and a high mobility of the excitatory process. This means that deceleration enhances excitation, while the excitation disappears immediately (Germanov G.N., 2015, p. 227).

The results of the diagnosis of a dominant arm should be used for the development and formation of sports skill level in sports associated with unilateral motor actions. Various studies have shown that the effectiveness of individual style of activity in sports depends on the dominant arm (leg) and metabolic conditions during muscular activity (Saltin, B., 1995, p.21). Since the retrained left-handers act as right-handed people, their individual style of activity may be less effective, and may be subject to correction. If such retrained lefthander change his/her stand and arm, he/she can reinforce this skill, improve accuracy, agility of movements due to genetic reserves (Tsagarelli Iu.A., 2009, p. 303). Also, equal control over arms and legs in a number of sporting activities gives an advantage to the athlete. Figure 7 shows the results of the expression level of a dominant arm.

Figure 7
DOMINANT ARM EXPRESSION LEVEL



As can be seen from Figure 7, 48% of subjects are right-handed since birth, 42% are left-handed, and 10% are ambidextrous. Mean error of the left hand is dominant in the right-handers, and mean error of the right hand is dominant in the left-handers. Ambidextrous athletes have equal level of expression of a mean error.

DISCUSSION

General sport result depends on many individual factors. The scientific literature sometimes identifies physical performance with the energy potentials of the body (Cappeli, C., 1998, p. 93). Only one of the high-speed manifestations is preferential in some sports. The reaction to a moving object (MOR) is the response actions of an athlete, being considered as an independent indicator of the response time. Information on the shuttle's movement and its touch by a player can be obtained from observing the opponent's posture, facial expressions, preparatory actions, and the general behavior. Based on these calculations, the athlete determines the direction and speed of his/her movement. It is not the absolute speed of response, but its timeliness that plays a leading role in MOR.

SUMMARY

The ability to assess accurately the spatial segments is provided by a good eye estimation. A person with such abilities may easily determine the distance without any optical instruments or devices. Since the eye estimation is based on the ability to correlate the vision of a specific measurement unit (m, cm, etc.) with a value estimated "by eye", a good eye ensures a correct vision of the units of spatial measurement. Both in professional and in everyday life, a good eye ensures not only accurate, but also fast visual assessment of spatial segments. It simultaneously indicates a good visual memory and concentration of human attention and a high level of control over eye estimation.

CONCLUSION

Despite the fact that the same quality can play a leading role in different sports, it rather has its own principle, and the training specifics plays the role in the development of a certain psychomotor quality. The specifics of sporting activity leaves traces on the topography of psychomotor development of athletes (Iliin E.P., 2009, p.116).

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CONFLICT COMMUNICATION: LINGVOECOLOGICAL ASPECT

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ABSTRACT

The article deals with the analysis of speech conflicts in lingvoecological perspective, the description of causes of conflicts outbreak in different discursive practices, the study of style of communicative behavior variants depending on cooperative or conflict potential of communication. The conflict is determined from the position of linguistic conflict management as a confrontation of two or more interactants, determined by psychic, social, ethic factors and realized in different discursive practices. The reasons for outbreak of conflict in communication can be divergence of communicative goals of interlocutors, reluctance of one or both communicative partners to take into account the interests of an interlocutor in the process of communication, egocentric verbalization of their intentions. The ways to solve the conflict may be constructive oriented to the maintenance of communicative image and interests of both communicators and destructive oriented to further escalation of the conflict. In communicative conscious homoloquens the speech conflict exists as a frame structure. The conflict behavior reveals the originality of a communicative personality, peculiarities of the communicative style. Conflict communications are getting involved in the focus of research interest of linguistic ecology that studies the interaction between language, man as a linguistic personality and environment. Based on the fact that for preserving language, ecosystem observation of communicative norms is of special value, the principal parameters of ecological interaction, oriented to cooperative unison, communicative contact may comprise benevolence, desire of communicative partners to avoid negative personality assessments of the interlocutor, creation and maintenance of general positive well-wishing tonality of communication.

Key words: *conflict, communication, lingvoecology, discourse, speech strategy, mitigation.*

INTRODUCTION

The phenomenon of conflict has always occupied a special place in subject sphere of different scientific areas - sociology, psychology, pedagogy, law and linguistics. Currently, axiomatic is the fact that a conflict may arise only in the process of communication. Opposite positions or mental act not being expressed verbally or non-verbally cannot be an indicator of the outbreaked conflict, and there is no conflict if only one participant acts. Proneness to conflict in anthropocentric terms is manifested, first of all, in interaction of the subjects of speech production - the author who seeks to unrestricted self-expression, and the addressee who expects a speech production which would be interesting for him in communication (first of all, easy to understand) and comfortable in moral and psychological aspect (Golev N.D., <http://lingvo.asu.ru/golev/articles/z09.html>, accessed April 2016). Active development of the research concerning the study of personal communicative behavior in the conflict situation has naturally led to the formation of an independent scientific paradigm – linguistic conflictology that considers a conflict as confrontation of two or more communicators involved in a single

communicative event that is determined by various factors: psychic, social and ethic, etc., and realized in different discursive practices (Tretyakova V.S., p.301, Gruber H., 1996, p.354). One of the most important tasks of linguistic conflictology is the formation of a negative denotative space of speech communication and factors determining conception, development and solution of the conflict communication. Such problem solving is impossible without defining the nature of a conflict, reasons for its emerging, conflict types, as well as revelation of means and ways used by communicators for ensuring or breaking harmonious communication. The present paper suggests considering these questions from the positions of linguistic conflictology and lingvoecology.

DISCUSSION

Conflict potential of language, depending first of all on the differences in –“pragmatics of the speaker” and “pragmatics of the listener” underlies the emergence of spontaneous and amotivational proneness to conflict, which should be differentiated from the intentional, planned conflicts, in the course of which one of the sides consciously performs the speech acts to the detriment of the other. Such speech acts of the speaker define the speech behavior of the addressee, who, realizing, that the indicated speech actions are directed against his interests, undertakes back such speech actions, expressing his attitude to the subject of the speech or the interlocutor. According to K.F. Sedov, conflict communication is usually based on the desire of one (or both) participants of communication to ease psychological tension for account of the interlocutor. Such relaxation (letting off steam) is preceded by sense of frustration – psychological discomfort, owing to impossibility of achieving a goal (Sedov K. F., 2002).

Thus, the reason for outbreak of a conflict lies in the differences of communicative goals of interlocutors, in reluctance of one or both communicative partners to take into account the interests of the interlocutor in the process of communication, egocentric verbalization of their intentions. The ways to solve the conflict situation may be constructive oriented to such settlement to conflict when communicative image and interests of both interlocutors will be maintained and taken into account, and destructive oriented to the further conflict escalation. In accordance with macrostrategy of communicative behavior in a situation of conflict each of the interactors chooses certain communicative tactics, for example:

- То, что вы делаете, противоречит всем законам: и божеским, и человеческим. Я не сторонница крайних мер, вы знаете, и если вы дадите мне слово, что остановитесь, я никому ничего не расскажу.

- Да что вы можете рассказать, Нат Пинкертон в юбке! Чем вы мне угрожаете? Думаете, я вас боюсь? [Malinina].

Here are differences in value dominants of the interlocutors, in understanding the acceptable and the non-acceptable in their actions leads to emergence of a conflict in which one of the communicators resorts to the tactics of threat, the other – to offense. Both tactics in this case are destructive, which causes further conflict escalation.

It should be noted that intentional proneness to conflict of discursive behavior of one of the communicators may be explicit and implicit, indirect.

The papers on the analysis of conflict communications point out that a speech conflict exists in consciousness of a native speaker as a certain frame structure that includes obligatory components: the participants of a conflict; communicants' conflicting (views, interests,

standpoints, opinions, evaluations, value systems, goals and so on); cause-reason; harm; time and space protensity. However, as V. S. Tretyakova notes fairly, despite the fixedness and predictability of the development of communicative event given by frame scenario of the conflict, certain speech acts of the speaker are not standard, stereotyped. The conflict behavior is particularly evident in originality of the language person. As is generally known, the social and individual traits of personality form a definite steady style of communicative behavior in situations of conflict, which is characteristic of a type of personality. The formed steady individual style, largely determined by innate personality characteristics and realized by the used verbal and non-verbal means of communication, indicates the level of communicative competence of a speaking subject.

Of special interest for the analysis of style of verbal behavior in interpersonal relations is the work by a German psychologist Karen Horney, which is based on the following thesis: people resort to different defensive strategies in the community in order to achieve a sense of security and reduce anxiety. Each strategy is accompanied by a certain basic orientation in relations with other people: striving toward people, or the compliant type; desire to remove oneself from contact with other people, or solitary type; aggressive intention, or ill-disposed type (Khorni K., 1997, p.240). All strategies of verbal behavior of the speaker are accompanied by specific tactics of interaction with a partner and form specific features of communication style, giving it a personality-valuable sense.

According to I. N. Borisova, the type of communication coordination conditioned by two main factors - the type of interaction of illocutionary intentions of the communicants in the process of communication and the nature of modal responses within the framework of interaction, including tone of communication, evaluation type, etc., determines the modus of integrative text dialogue, namely, its interpersonal communicative modality. The author offers the following types of communication coordination: consensual feature (consent, harmony, illocutionary and modal coordination), conformity (illocutionary consistency in modal-tonal neutrality and disinterest and passivity of one of the partners), polemical (illocutionary consistency and preservation of a neutral modality with difference of opinion) and proneness to conflict (dissonance, inconsistency that can result in the collision of illocutionary intentions and modal responses) (Borisova I.N., 2009, p.320).

Thus, the development of communicative scenarios (even within a given genre) is varied: from a harmonious, cooperative to disharmonious, conflict. The choice of a scenario variant depends on a personal type of the individual participants in the conflict, their communicative experience, communicative competence, communication attitude, communication preferences. Speech behavior in the conflict discourse is characterized by a variety of forms due to the specifics of the rules and regulations of discursive activity of communicants, but the basis of this diversity are, in most cases, two main types of strategies governing speech behavior of communicants - cooperative and confrontational. Confrontational strategies traditionally include invective strategy, the strategy of aggression, violence, discredit, subordination, coercion, exposure and others. To realize them one uses confrontational tactics of threat, intimidation, reproach, accusation, mockery, taunt, insults, provocations and others.

Despite the fact that the cooperativity of communication is undeniable communicative value, many researchers point to the growth of aggression, conflicts in human relations which are closely associated with the violation of language, ethic and communication norms in communication. In this context, increasingly more importance is attached to the studies concerning the normative aspects of communicative behavior to which such relatively new

scientific areas as social ecology, paleoecology, linguistic ecology and others can be attributed with good reason.

The linguistic ecology, or ecolinguistics, as one of the most promising research areas of modern linguistics, combining social (correlation of social and linguistic structures in the process of thinking at different stages of ethnogenesis), psychological (problems of speech influence) and philosophical (manifestation of extremely common properties and laws of development of society and cognition in language) directions in linguistics, studies the interaction between language, man as a language personality and the environment (Kislitsyna N.N., accessed April 2016; C, Angela, M, P. Hornberger, 2010, p.370). Special attention in lingvoecological studies is paid to the influence of the environment through man and society on language and the influence of language on the moral and spiritual level of society. Language is regarded as an essential component of a chain of relationship between man, society and nature, and functioning and development of the language is presented as a special ecosystem (Glausiusz J., 1997; Haritos C., 2005; Bastardas-Boada A., 2002, p. 77).

For preserving and effective functioning of the linguistic ecosystem, of particular importance becomes observance not only of language but also of speech, communication norms in communication. Interaction, built in accordance with the standards of communication adopted in the society, is defined as “ecological”, aimed at the cooperative unison of communicative contact.

The examples of “non-ecological” use of language traditionally include inappropriate and incorrect use of foreign words, the use of foreign words with a wrong referent, stylistic violations, bureaucratization of language and speech (expansion of formal style), the influx of loans (primarily Anglicisms), jargonization and vulgarization of verbal communication, legalization of foul language and others. For example, “non-ecological” is the use of substandard, invective vocabulary in public speeches by the authorities of the state.

However, the spectrum of lingvoecological range of problems is, in our opinion, much more extensive and not limited by the above examples of “non-ecological” usage of language units. Based on the fact that the communicative habitat of the speaker is also influenced by the Other, dialogical in its nature, such facts of violations of communicative world homoloquens as offending, abusing, neglecting, using negative evaluations, disrespectful attitude, rudeness, and other conflict forms of verbal behavior, as well as the ways and means to prevent or mitigate should be included in the scope of research interests of this new scientific paradigm, expanding intra-lingual aspect of lingvoecological research.

The main parameters of ecological communication may include goodwill, desire of communication partners to avoid negative evaluations of the interlocutor, creating and maintaining overall positive friendly tone of communication, to ensure which mitigation or the category of communicative easing along with such communicative categories as courtesy, speech etiquette play a special role (Caffi C., 2007, p.342; Fraser B., 1980, p.341; Takhtarova S.,2014, p.208).

RESULTS

Thus, on the basis of the fact that the communicative habitat of the speaker is also influenced by the Other, dialogical in its nature, such facts of violations of communicative world homoloquens as offending, abusing, neglecting, using negative evaluations, disrespectful attitude, rudeness, and other conflict forms of verbal behavior, as well as the ways and means to

prevent or mitigate should be included in the scope of research interests of this new scientific paradigm, expanding intralingual aspect lingvoecological research.

The main parameters of ecological communication may include goodwill, desire of communication partners to avoid negative evaluations towards the interlocutor, creating and maintaining overall positive and friendly tone of communication.

CONCLUSION

Despite the fact that the conflicts in general and communicative conflicts, in particular, accompany our life and are inevitable in the process of communication, the behavior of the speaking party in conflict situations can clearly demonstrate the level of communicative competence of the latter, his capacity for empathy, and formation of his lingvoecological competence and conflictological culture. All this is generally manifested in the choice of cooperative or confrontational strategies and tactics in ecological compatibility vs non-ecological compatibility of communicative behavior of interactants, their abilities or inabilities to minimize the destructive effects of conflicts, to mitigate their negative sides, using a variety of communication tools of constructive conflict resolution.

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THE PROBLEM OF YOUTH IDENTITY IN THE RUSSIAN MULTI-CULTURAL SOCIETY

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ABSTRACT

Relevance of the studied problem is caused by multicultural character of the Russian society which caused a complex combination of several identities at once: national (state), ethnic, religious, regional and local. The purpose of the article consists in determining specifics of the Russian youth identity.

The representative sociological survey conducted in 2014 in the student's environment in several regions of Russia became the leading research method.

During research we succeeded to establish that the most important for respondents are the national (state) identity. Further, on importance reduction, ethnic, regional, local and religious identities follow. Opinion that "Rossiyanin" is "any citizen of the Russian Federation, irrespective of nationality" and opinions that these are only "the representative of the Russian people" or "the representative of Russian or other indigenous people of Russia" are equally authoritative in public consciousness of youth. The similar tendency was revealed when studying opinion on the Russian statehood essence: the number of respondents who define Russia as "the state of the Russian Federation citizens irrespective of ethnic identity", almost coincides with number of those who consider it "as the state of only Russians" or "the state of only indigenous people, including Russians".

Thus, the identity of Russian population has complex character. The national (state) identity has the largest force, but ethnic and regional identities in some cases are capable to compete with it. At youth community there are two opposite approaches to definition of the Russian statehood essence and a concept "Rossiyane" that constrains processes of society consolidation and development of the general identification bases.

Results to research allowed see the problem of youth identity formation anew and can be in demand when developing actions of identity policy.

Key words: *problem of identity, levels of identity, youth, Russia, multi-cultural society.*

INTRODUCTION

Identity is one of the most effective mechanisms of mobilization inducing people into collective actions. It became the important tool for the analysis of social and political position of individuals, groups and communities in the modern world (Giddens A., 1991, p.256; Taylor C., 1994., p. 25; Burke, P.J., Stryker, Sh., 2000, p. 284; Burke, P.J., Stets, J., 2000, p. 224) and researches of various political subjects' activity (Abdelal, R., Herrera, Y.M., Johnston, A.I., McDermott, R., 2006, p. 695).

Formation of identity of the Post-Soviet Russia is an important scientific problem which is caused by demolition of former construct "the Soviet people" and development of a new concept "Rossiyane". In what measure it became part of consciousness of the country population? How is this concept apprehended by the non-Russian people?

At last, Russia occupies huge space with a big variety of geographical zones that generates strong regional identity even in regions with mainly Russian population, for example

"Siberians" (population of Siberia), "Pomors" (population of North Russia). There is a local identity which is of great importance for inhabitants of historic centers (Kazan or Arkhangelsk).

It is obvious that for the senior generation which is brought up in the Soviet system the concept "Rossiyane" is alien, but the younger generation which was born after collapse of the USSR has to perceive this concept positively. How strongly is it introduced in youth consciousness?

For research of youth identity formation problems sociological survey was conducted in 2014. It captured 4 universities: Kazan Federal University (Kazan and Naberezhnye Chelny cities), Siberian Federal University (Krasnoyarsk), Northern Federal University (Arkhangelsk), Mari State University (Yoshkar-Ola). Thus, students in 4 regions (Tatarstan, Mari El, Krasnoyarsk Krai and Arkhangelsk region) of 3 federal districts participated in the survey (Volga, Siberian and Northwest).

Identity of student's youth acted as research object, and definition of structure and nature of youth identity in the multicultural environment became the purpose. Achievement of the purpose demanded identification of a ratio of religious, ethnic, local, regional and national (state) identity; definitions of the respondents' relation to a concept "Rossiyane"; specifications of youth ideas of character of the Russian Federation as state.

Due to research it was succeeded to establish specifics of youth identity formation and a ratio of different identity levels, knowledge of which can be considered when developing the actions directed to forming the all-Russian identity.

Important question for the subsequent researches is definition of structure and factors of civil identity formation which is capable to provide a democratic vector of development, to increase efficiency of political institutes, to overcome calls of ethnic and religious radicalism, to become the most important factor of the country unity strengthening in the 21st century.

METHOD

Students of several divisions of 4 universities became subjects for research. The volume of a sample made 2048 respondents. Selection type – quote, representative by gender, course, direction of training. Structure of selection by gender: men – 43,5%, women – 56,5%; in the direction of training: in the social science and humanitarian departments – 53,2%, in the technical departments – 46,4%; on territorial placement: Krasnoyarsk Krai – 28,5%, Republic of Tatarstan – 32,1%, Arkhangelsk region – 23,2%, Republic of Mari El – 16,2% of sampling.

Method of empirical data collecting – the sociological poll which was carried out in April – May, 2014. The data analysis was carried out by means of descriptive statistics with use of SPSS package.

RESULTS

The general results of answers to the question "Who do you consider yourself to be first of all?" are presented in table 1 (it was necessary to range in points from 1 to 5). Over 57% of respondents first of all consider themselves as citizens of the Russian Federation. On the second place respondents placed such characteristics as belonging to the ethnic group and the region (21,5% and 21,1%), on the third place – belonging to the region (26,3%) and to the city (23,6%). The least important characteristic for considerable part of respondents is belonging to a certain religion (36,9%).

	1	2	3	4	5
Who do you consider yourself to be first of all?	%	%	%	%	%
1. citizen of the Russian Federation	57,8	14,2	18	24,5	16,5
2. inhabitant (citizen) of the region	13,3	21,1	15,9	21,5	17,5
3. resident of the city	9	26,3	23,6	14,4	14,2
4. representative of the ethnic group	5,6	22,4	19,2	23,6	8,7
5. representative of the religion	9,4	10,4	17,2	10,2	36,9
No answer	4,9	5,6	6,1	5,8	6,2
Total	100	100	100	100	100

The choice of characteristics was practically not influenced by gender of the respondent except that for women local identity is slightly stronger expressed (men have 14.6% and women have 25.4%).

For students of the technical departments the national (state) identity has more expressed character, and for social science and humanitarian departments – that is local identity. Among students of the technical departments there were more of those who defined religious identity as the least important (41,5% and 33,1%).

It is interesting that the national (state) identity has the largest weight among characteristics of identity for non-Russian (65,6%), than for Russians (56,9%). By importance for Russians on the second place there are belonging to the region and the ethnic group (22,3% and 20,1% respectively), and for non-Russian – to religion and the ethnic group (25,1% and 22,5% respectively).

The greater specific weight has the national (state) identity in the ethnic republics (Republic of Tatarstan and Republic of Mari El), than in far-off regions and areas with mainly Russian population. So, in Tatarstan it was placed on the first place by 57,2% of respondents, in Mari El – 65,4%, and in the Arkhangelsk region – 50,5% and in Krasnoyarsk Krai – 47,9%. It is characteristic that the place, the second for the importance, for residents of Arkhangelsk, Krasnoyarsk and Naberezhnye Chelny is occupied by ethnic identity, and in Yoshkar-Ola – regional identity. The greatest share of respondents placed religious identity on the last place by importance in Arkhangelsk, Krasnoyarsk and Naberezhnye Chelny (58,5%, 41,3% and 33,9%).

Results of the index analysis are presented in table 2. According to them the most significant characteristic is definition as "citizens of the Russian Federation". To the second turn there is an identification of representatives as being part of the ethnic group, further – inhabitants of the region, city and by religion. The similar ratio of identity is traced in all sub-selections, but the significance value of all characteristics for women is slightly higher, than for men.

Rank	Characteristics	Index value
1	citizen of the Russian Federation	1,90
2	representative of the ethnic group	2,72
3	inhabitant (citizen) of the region	2,93
4	resident of the city	3,02
5	representative of the religion	3,34

At an equal significance value of the national (state) identity, the significance value of religious, ethnic, regional and local identity is higher among students of social science and humanitarian departments.

It was succeeded to establish that for Russians more important are national (state), ethnic and regional identity, and for representatives of other ethnic groups the value of religious and local identity is slightly higher.

Thus, the most important for all respondents according to an index method is the national (state) identity. Then, by importance reduction, go ethnic, regional, local and religious identity. At the same time importance of the stated characteristics is slightly higher for women and students of social science and humanitarian departments. For Russians the value of the national (state), regional and ethnic identity, and for non-Russian – religious and local identity is higher.

Among answers to the question "Who in Your Opinion Can Call Himself the "Rossiyanin"?" the first rank place is taken by the answer "Any citizen of the Russian Federation, irrespective of ethnic identity" (46,9%). The "representative of Russian or other indigenous people of Russia" option (34,6%), the following – "only the representative of the Russian people" (11,3%) became the second for prevalence. Thus, for the vast majority of respondents "Rossiyane" are either citizens of the Russian Federation, or its indigenous people, but 11,3% of respondents consider concept "Rossiyane" as a synonym of the name "Russians".

Poll showed that women are more conservative in their views of the nature of this concept: among men 4% are of opinion that any citizen of the Russian Federation can call themselves "the Russian, irrespective of ethnic identity", and among women – it is 4,0% more of those who chose who answered "the representative of Russian or other indigenous people of Russia".

It was succeeded to reveal differences of opinion on a concept "Rossiyane" among respondents of the Russian and other ethnic groups: 13,8% of Russians expressed opinion that the "Rossiyane" are "only the representative of the Russian people" and only 7,5% of non-Russians expressed the same opinion. The opinion that the Russian are "the representative of Russian or other indigenous people of Russia" is also to a large extent common to Russians (37% and 28,7% respectively). But, the "Any citizen of the Russian Federation, irrespective of ethnic identity" option received the greatest share (56,6%) among non-Russian respondents. Thus, non-Russian students provide more correlation of civil identity in the country with a concept "Rossiyane" while among the Russian youth there is rather strong aspiration to ethnization of the concept "Rossiyane" (perception as a form of the ethnic identity).

According to research results, opinion that "Rossiyanin" – is "any citizen of the Russian Federation, irrespective of ethnic identity" was more stated by young people in Tatarstan (about 60%) and in the Arkhangelsk region (49,3%) to a lesser extent – in Mari El (39,2%) and Krasnoyarsk Krai (33,7%). The option "only representative of the Russian people" gathered the greatest indicators in Krasnoyarsk Krai (15,8%) and the Arkhangelsk region (12,8%). The answer "representative of Russian and other indigenous people of Russia" more often was chosen in Krasnoyarsk Krai – 41,3% and in Mari El 43,4%.

Thus, respondents in general grant the right to call themselves the "Rossiyanin" to "any citizen of the Russian Federation, irrespective of ethnic identity" (47%) and to "representatives of Russian or other indigenous people of Russia" (34,6%). The first opinion is common for men, for students of social science and humanitarian departments and for non-Russians, the second opinion to a large extent – to women and Russians. Russians and students of the technical

departments most often occur among adherents of opinion "only the representative of the Russian people" (11,3%).

The young people who took part in research characterize Russia, first of all, as "the state of citizens of the Russian Federation, irrespective of ethnic identity" (51,2%), but 31,6% of respondents answered that the Russian Federation – is "the state of Russian and other indigenous people of Russia", and 8,4% – "the ethnic state of the Russian people".

Opinion that Russia – is "the state of citizens of the Russian Federation, irrespective of ethnic identity", is common in a large extent to men whereas women more often chose other options.

Among the respondents who are trained on the technical departments the opinion that the country – is "the ethnic state of the Russian people" is met more often.

Certain differences are observed also among answers of persons of the Russian and other ethnic groups. Among Russians the share of those who characterize the Russian Federation as "the ethnic state of the Russian people" is 6,4% more. Also the opinion is peculiar to them to a large extent that Russia is "the state of Russian and other indigenous people of Russia". Among non-Russian respondents chose the opposite, is 18,3% more of those who consider that Russia – is "the state of citizens of the Russian Federation, irrespective of ethnic identity", in their views it appears as more open society.

Greater share of those who defined the country as "the ethnic state of the Russian people" was in Krasnoyarsk Krai and the Arkhangelsk region. The opinion that Russian Federation is "open society" expressed more inhabitants in Tatarstan.

Thus, the most widespread interpretation of Russia characterizes it as "the state of citizens of the Russian Federation, irrespective of ethnic identity". On the second position there are ideas that it is "the state of Russian and other indigenous people of Russia"; on the third – "the ethnic state of the Russian people". The first position is common to men and non-Russian respondents, the second - to women, students of social science and humanitarian departments and Russians, the third, the most nationalistic opinion, – to the Russians and respondents who are trained in the technical departments.

SUMMARY

During research it was succeeded to establish that the most important for respondents is the national (state) identity. Further, on importance reduction, follow ethnic, regional, local and religious to identity. Opinion that "Rossiyanin" is "any citizen of the Russian Federation, irrespective of ethnic identity" and opinions that it is only "the representative of the Russian people" or "the representative of Russian or other indigenous people of Russia" are equally authoritative in public consciousness of youth. A similar situation we see with representations about essence of the Russian statehood: the number of respondents who define Russia as "the state of citizens of the Russian Federation irrespective of ethnic identity", almost coincides with number of those who consider it to be "the state only of Russians" or "the state only of indigenous people, including Russians". The Russian identity has complex character. The national (state) identity has the largest force, but ethnic and regional identity in some cases are capable, and essence of the Russian statehood and concept "Rossiyane" in consciousness of youth have ambiguous character.

DISCUSSION

Research showed that the most important for respondents is the national (state) identity (57,8% of respondents) that corresponds to results of the previous researches. For example, in 2009 among the Russian youth (14-30 years) 69% considered themselves as citizens of the Russian Federation (F.E. Molodezh's, 2010, p.74). Differences in results can show territorial, time and age frames.

It should be noted that results of polls of the end of the 1990th showed the bigger importance of ethnic identity, than national (state) (52.4% and 35.8% respectively) (F.E. Sotsiology's, 2003, p.242). Our research revealed the big importance of the national (state) identity that emphasizes its strengthening within the last 20 years. With time for 1/3 respondents more important became ethnic, religious or regional identity, that is all of them do not possess deep communication with Russia as with the state that can be characterized as preservation of some "split" in society.

Former researches revealed higher importance of the national (state) identity for Russians (71.9%) in comparison with representatives of other ethnic groups (33-48%) (F.E. Molodezh's, 2010, p.79). We established that the national (state) identity has the greater value for non-Russian, than for Russians (65.6% and 56.9%). Therefore the opinion that for "ethnic minorities the civil identity with the Russian Federation will be difficult" (F.E. Sotsiology's, 2003, p. 241) is not confirmed.

We observe serious polarization of youth opinions on a concept "Rossiyane" as the share of those who consider it as reflection of civil identity (46.9%) practically coincides with a share declaring that only the Russian or indigenous people have the right to be called so (46.3%).

The previous works specified that the state acts as the major uniting factor of the national (state) identity for all population (Consolidating identity and modernization potential in Tatarstan, 2012, p.25; Sociological answer to "ethnic question": example of the Republic of Bashkortostan, 2012, p.43). Our research revealed that more than a half of respondents defined Russia as "the state of citizens of the Russian Federation, irrespective of ethnic identity", but 40% consider that it is "the state only Russians" or "the state only of indigenous people, including Russians". It is very important, considering multicultural character of the country population and value of statehood as the consolidating beginning. Here, we see that opinions of youth on bases of the Russian identity (nationality or origin) were shared almost equally.

In the late 1990s polls recorded 11.7% of residents of Russia who considered that it has to be "the state of the Russian people" (F.E. Sotsiology's, 2003, p.245). Our research revealed a little less supporters of such assessment among youth (8.4%), but if to consider only the Russian respondents, then the share chosen this judgment increases up to 10%. That is, the share of supporters of the Russian Federation transformation into the ethnic state among Russians practically did not change.

Important question is the ratio of the national (state) and regional identity. As A.A. Alaudinov specifies, owing to globalization in the majority of the states there is "washing out" of regional identity, and in a number of the states the conflict national (state) and regional identity takes place (Alaudinov A.A., 2013, p.9-10). Our research established strong positions of regional identity in modern Russia that allows to agree with opinion that the national (state) identity has to represent in a certain measure "synthesis of various regional identities existing within the country" (Alaudinov A.A., 2013, p.9-10).

SUMMARY

As we see, processes of identity of the Russian population in general, and youth in particular, underwent essential transformation during the 1990th – the 2000th. In general, we can state strengthening of the national (state) identity in the country with simultaneous complication of its structure. Formation of a number of factors restrains the all-Russian identity resulting from multi-cultural character of the population, and strengthening of civil identity, overcoming contradictions between ethnic and regional identity on one hand, and national (state) – on the other hand become the major tasks.

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THE HOST POPULATION AND THE MIGRANTS IN MODERN TATARSTAN: SOCIAL ROLES AND INTERGROUP DISTANCE

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ABSTRACT

The relevance of the investigated problem is caused by the need to study the migration processes in the multi-ethnic regions of the Russian Federation, which becomes of particular relevance in terms of intensified migratory flows. Objective of the research lies in a comprehensive analysis of the situation in the interaction between the host population and migrants in the Republic of Tatarstan. The leading approach to the study of this problem is a multiparadigmatic methodology. The main results of the paper include the analysis of the group distance between the host communities and migrants, an assessment of the level of tolerance/intolerance of the host population towards migrants, and the determination of attitude of the representatives of the host population to an increasing number of migrants in their locality. The analysis of changing value of intergroup distance shows that the respondents' attitude towards different groups of migrants is asymmetrical. Data obtained from the study demonstrate a significant impact of the information field on the level of anxiety and increasing intergroup distance from the category of migrants having developed its negative image. Materials of this paper may be useful to ethnologists, social and cultural anthropologists, political scientists, and representatives of bodies and institutions in charge of migration policy and inter-ethnic cooperation.

Key words: migration, adaptation, group distance, tolerance, intolerance, interethnic interaction.

INTRODUCTION

Relevance of a Problem

In early XX cent., migration became an important factor largely determining the economic, social, political and cultural character of modern states. Today, labor migration is one of the main channels of social mobility and a mean of implementation of the right of every person to freedom of movement and change of his/her way of life. Migration processes have an impact on public policy, media, and academic communities. Migration, as part of the everyday and professional life of people, generates at the same time a wide range of problems, study and solution of which seems to be promising.

Status of a Problem

Studies of migration are relevant for different spheres of socio-humanitarian knowledge. For example, the subject of economic analysis is the role of migrants' labor in the economy, and the economic mechanisms of regulation of migration processes (Abashin S., 2007-2008).

Demographers are engaged in statistical analysis of migration flows (Chudinovskikh O., 2004, p. 176). Another aspect of migration is a legal status of migrants and a migration policy of modern states (Female migrants from the CIS countries in Russia, 2011). The difficulties the migrants face with in the host country lead to the strengthening of the role of informal networks - kinship, affinity groups, and stable neighbor communities. Investigation of everyday practices of migrants is primarily a subject of interest to anthropologists and sociologists. The analysis focuses on the internal and external migration factors (the so-called push- and pull- factors). The authors refer to mechanisms of migration such as a selection of strategy to move, a type of stay (short- or long-term), the resources needed to move, communication channels used to maintain contacts with the family and within the community (Titova T.A., Kozlov V.E., Frolova E.V., 2013). A considerable attention is paid to the issues of adaptation and characteristics of the host society - how high is the level of xenophobia in countries where migrants go to work?; are there mechanisms for adaptation and integration of newcomers, etc. (Brednikova O., 2003; Ilimbetova A.A., 2013, p.25; Titova T., Frolova E., Stolyarova G., 2015, p.269). At the same time, the perception of migrants by the local population in the regions of the Russian Federation requires closer examination. In this research, a group of authors has studied features of the interaction between the host population and migrants in the Republic of Tatarstan.

METHODOLOGICAL FRAMEWORK

Study Objective and Tasks

Objective of the research is a comprehensive analysis of the situation in the interaction between the host population and migrants in the Republic of Tatarstan. To achieve the set objective, the following scientific and research tasks had been set:

- analysis of group distance between the host communities and migrants;
- assessment of the level of tolerance / intolerance of the host population towards migrants; and
- determination of attitude of the representatives of the host population to an increasing number of migrants in their locality.

Theoretical and Empirical Research Methods

The study is based on the methodological principles of a multiparadigmatic approach. In the context of our research there are two basic statements of F. Barth's theory: firstly, the conclusion that the determinant for membership in a group is socially-set factors, which are based on the phenomenon of categorical attribution, rather than "objectively" existing cultural differences. Secondly, ethnic categories, during both identification and classification of the others to certain ethnic groups, take into account not just the amount of objective differences, but only those that are perceived by individuals as significant.

The study is based on the analysis of empirical material collected in 2015. Information was collected by means of a mass survey among the representatives of the diaspora, an observation, and semi-structured and biographical interviews. Submission of the collected material is based on the principles of so-called "thick description", i.e., a variant of analysis being conducted in the terms of the informants themselves.

Research Resources

Their study involved 120 people. These are representatives of the following ethnic groups: the Tatars (48.4% of respondents), the Russians (46.6%), and representatives of other ethnic groups (5%).

RESULTS

Test Object Specification

Respondents of the survey reside in urban and rural areas of the Republic of Tatarstan: Kazan, Naberezhnye Chelny, Nizhnekamsk, Almetyevsk, Mendelevsk, Vysokogorsk, Zelenodolsk, Laishevo, and Nizhnekamsk.

More than half of respondents are natives of the locality, where they reside at the moment; another one third has moved to another place more than 10 years ago. About 15% of respondents moved less than 10 years ago, and 3.3% - at least one year ago.

Distribution of respondents by their employment areas shows that the largest number of respondents work in "industry, construction, transport" - 25.8%, and in the service sector - 22.6% (public utilities, trade, public catering, hotel business, mediation). 14% of respondents are students, 7.4% - pensioners.

Group Distance between the Host Communities and Migrants

Results of previous studies show that the values of social distance, demonstrated by the respondents, correlate with the proposed social roles ("city dwellers", "neighbors", "colleagues", "friends", "family members", "marriage partners"). The closer the contact with the representatives of a migrant community is assumed by a certain social role to the respondents, the more pronounced an intergroup social distance becomes. This trend is confirmed by the results of this study.

The respondents are quite loyal to the migrants as "city dwellers". However, nearly a half of the respondents are not ready to accept the migrants even in this capacity.

An interview quote: *"I have a negative attitude to migrants coming to Tatarstan. Firstly, I believe that everyone should live in their homeland; secondly, their untidiness, lack of knowledge of the local language, and lack of cultural behavior irritates; thirdly, I do not like their attitude to our girls, their cavalier "harassment" in public places, because I have three daughters and worry about their safety." (a man, 36 years old, Tatar, city of Almetyevsk)*

An intergroup distance becomes most pronounced in relation to such items as "family" and "marriage partners". Less than 10% of respondents expressed their wish to accept migrants in the above roles. Speaking about international marriages, the respondents emphasized that have a negative attitude to marriages with the "aliens", i.e., the representatives of the peoples "not traditionally living in the Volga region". This category includes primarily the migrants from Caucasian and Middle Asian republics of the former USSR (Kolosov S.A., 2004, p.248).

An interview quote: *"I treat negatively the mixed marriages, whatever they say, that intermarriage ensures healthy and beautiful offspring, I think it's nonsense. Here, for example, not all mixed marriages are equal. I have nothing against marriage between the Tatars and Russians, since we have lived side by side for many years. The same is for the Bashkirs, Tatars,*

Udmurts - our brothers, roughly speaking, but the newcomers are a separate case. This is unacceptable.

I: Who do you relate to newcomers?

R: Those coming from the CIS countries, newcomers, the Caucasians, despite that they are citizens of Russia, I also refer them to newcomers, the same is for Roma, who are a separate case..." (a man, y.o.b. 1987, Russian, city of Kazan)

An interview quote: I: How do you feel about the mixed marriages, between migrants and the local population? Explain your position.

R: Negatively. Many of them have families in their homeland, and just use our girls. And I'm ranged against their "breeding" here." (A man, 36 years old, Tatar, city of Almetyevsk).

A more detailed examination of changing value of intergroup distance shows that the respondents' attitude towards different groups of migrants is asymmetrical (Titarenko L., 2013). The respondents are most loyal to the Ukrainians: 67.9% of the respondents are ready to accept them as residents of the city, 58.7% - as neighbors, 55.3% - as co-workers, 53.7% - as friends, 35.2% - as relatives, and 27.9% - as a marriage partner. These results are similar to those obtained in December 2014, which allows us to conclude that the attitude to the Ukrainians in this period did not change (Titova T., Frolova E., Stolyarova G., 2015, p.269). The Russian respondents show more willingness to cooperate with the Ukrainians, than the Tatar respondents. 68.9% of the Tatar respondents and 75.8% of the Russian respondents are ready to accept the Ukrainians as the residents of the city (Tiuriukanova E., 2004, p.53).

16.8% of respondents admit increase in the number of immigrants from Ukraine in their locality (in December 2014, there were 6.4% of such respondents) (Titova T., Frolova E., Stolyarova G., 2015, p.269). An in-depth interview revealed negative attitude of the respondents associated with the Ukrainian refugees coming to the Republic:

An interview quote: "As for Ukraine, it is generally a separate topic. These [migrants from Middle Asia - auth.] at least work, while the refugees claim nothing but the best. I do believe it was humiliating for the local population to provide the refugees from Ukraine with such benefits. People slave away for 15 thousand rubles per month and do not know how to provide for their families, while the refugees receive monthly payments, benefits at admission, etc. They jump the queue everywhere, and even elective surgeries have been postponed in order to provide care to the refugees. And in spite of this attitude towards them, they show discontent (I've heard the conversation once)." (A man, 36 years old, Tatar, city of Almetyevsk)

Attitude of the Representatives of the Host Population to an Increasing Number of Migrants in their Locality

A quarter of respondents noted an increased number of representatives of the peoples of Central Asia in their locality. This figure is significantly lower than in December 2014 - at that time almost 60% noted the increase in the number of migrants from Central Asia (Titova T., Frolova E., Stolyarova G., 2015, p.269).

An interview quote: "There is less number of Azerbaijanis and Uzbeks now. First, their appearance could be explained by their desire to earn money as much as possible, but in recent years, due to jump in dollar, they have now rough time here. More than half have shoot off to Kazakhstan, in all directions, and the influx is less now, because of the jump in it just does not pay to work here. Whereas they earned 30 thousand rubles a month, and, let's say, could send \$ 1,000 to their families, now it's 2 times less. (a woman, 37 years old, city of Kazan, Tatar).

Nearly 20% of respondents note an increased number of Caucasians.

About 65% of respondents are ready to accept Caucasians and representatives of Middle Asians as their city dwellers, nearly 50% - as their neighbors and colleagues, a little more than 40% - as their friends, a fifth of the respondents will accept them as their relatives, and one in ten - as his/her marriage partner.

In general, the Tatar respondents demonstrate a more loyal attitude to the "Caucasians" and representatives of the peoples of Central Asia than Russian respondents do. 70.6% of the Tatar respondents and 66.7% of the Russian respondents are ready to accept the Caucasians as the residents of the city, and 72.1% of the Tatars and 66.7% of the Russians will accept representatives of the peoples of Central Asia.

46.8% of the respondents are ready to accept Africans as the residents of their city, and 40.4% are friendly towards Syrians. Such items as "neighbors", "colleagues", "friends" show a marked increase in indicators of intergroup distance: about a quarter of the respondents would accept Africans as such, and a fifth of respondents would accept Syrians. The respondents show the greatest distancing in respect to roles such as "family" and "marriage partners" - less than 10% of respondents are ready to accept the above representatives in this capacity.

The respondents are wary of Syrians, because fear of the supporters of radical Islam gaining entrance into the Republic:

An interview quote: "I: How would you react to the fact that Tatarstan has received refugees from Syria?"

R: Normally, if it goes about their moderate number. Migrants from Central Asia are our former neighbors in the USSR. We have more in common with them, than with the Syrians. In addition, it carries a terror threat, like Wahhabis, suicide bombers. I think, we must watch out for this. And I have no quarrel with the innocent Syrians. But again, only if it goes about their moderate number. Otherwise, there may be a serious problem." (A man, Tatar, 47 years old, city of Kazan).

The respondents are more loyal to the Turks than to Africans and Syrians, but less loyal than to Caucasians and Middle Asians. Every second respondent is ready to accept them as city dwellers (in December 2014, there were 60% of such respondents), and 35% - as their neighbors and colleagues (in 2014 - more than 40%) (Titova T., Frolova E., Stolyarova G., 2015, p.269). One third of respondents are ready to accept the representatives of this group as friends, 16% - as family members, and 11.7% - as "marriage partners". Therefore, the survey has found an increase in inter-group distance in respect to the Turks in comparison with the data of December 2014. However, in-depth interviews have revealed a positive attitude of respondents towards the Turks:

An interview quote: "I have always treated the Turks with respect. I personally knew some representatives of this nation. We used to be close friends. My nephew used to study at the Tatar-Turkish lyceum. We always were in a close relationship with the lyceum staff, almost like family. I can say they provided an excellent education, instilled respect for the older and younger generations. They taught to live in friendship and in mutual understanding. We were very disappointed when Turkish teachers were dismissed from the schools." (A man, 36 years old, Tatar, city of Almetyevsk).

The least readiness to cooperation, as in previous surveys, was demonstrated in respect of Roma.

An interview quote: "...they do not have their own territory, where they could come from, they are constantly over the whole territory of Russia, this is one of the most, you know, useless

nations, they do not work, do not create anything, they distribute drugs, beg ..." (A man, y.o.b. 1987, Russian, city of Kazan).

Assessment of the Level of Tolerance / Intolerance of the Host Population Towards Migrants

In general, the study found no decrease in the number of respondents loyal towards migrants in comparison with the data of December 2014 (Titova T., Frolova E., Stolyarova G., 2015, p.269). At the same time, we may note an increase in the proportion of respondents tolerant towards migrants from Central Asia ("We used to live in one state"). The quantitative methods of research have recorded an increase in inter-group distance in relation to the Turks. However, at the level of personal contacts, an attitude to the Turks remains positive. Syrians are treated as potentially dangerous group, which may spread the ideas of Islamic extremism.

There is a contradictory situation with regard to Ukrainians. The quantitative methods of research have recorded no changes in relations between the Ukrainian migrants and the host population: the willingness to cooperate is still high enough. At the same time, the respondents express in interview a wariness and hostile attitude to Ukrainian refugees, which therefore requires further monitoring of the situation.

DISCUSSIONS

The process of the growing migration flows can be considered as a challenge to the host side, since migration is accompanied by a number of factors (e.g., a higher proportion of illegal employment, new ethno-cultural practices), which may affect the structure of the host society. An increasing number of migrants raises concerns among the representatives of the host population. Problems in perceiving the migrants by the local population are still poor knowledge of the Russian language by migrants; a situation of women in the migrants' communities; and difficulties with adaptation of migrant children, caused by a lower level of knowledge.

CONCLUSION

A more detailed examination of changing value of intergroup distance shows that the respondents' attitude towards different groups of migrants is asymmetrical. The survey data demonstrate a significant impact of the information field on the level of anxiety and increasing intergroup distance from the category of migrants having developed its negative image.

RECOMMENDATIONS

The materials of this paper may be of scientific, humanitarian and practical importance. Materials of this paper may be useful to the experts in social sciences such as ethnologists, social and cultural anthropologists, political scientists, and representatives of bodies and institutions in charge of migration policy and inter-ethnic cooperation.

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FORMATION MODEL OF INFORMATION COMPETENCE OF BACHELORS SPECIALIZING IN MATHEMATICS & COMPUTER SCIENCES

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ABSTRACT

This paper considers the problem organizing the formation of information competence. It's the basis of professional competence of bachelors specializing in "Mathematics and Computer Science", who is the future of the industry of information technology. An educational model based on the use of aggregate pedagogical approaches: integrative, differential and personality-centered, profession-oriented and competency is proposed. The mechanisms contributing to the realization of each of the pedagogical approaches applied have been pointed out. The model is based on the use of active and interactive forms and methods of training, e-learning tools. Great importance is given to the development in students of all components of information competence: knowledge, operational-activity and personality. The educational experiment conducted by the authors jointly with the students of the Institute of Mathematics and Mechanics named after N. I. Lobachevsky of Kazan Federal University, studying computer disciplines, has shown the growth in number of students with a high level of development of each of the components of information competence on the average from 3.6% to 32% and reduction in number of students with low and very low levels of development of information competence from 70.1% to 16.2%. The obtained results confirmed by the statistical criteria of hypothesis testing prove the effectiveness of the proposed pedagogical model of forming information competence of bachelors who are preparing to work in the field of information technology, by e-learning tools.

Key words: information competence, e-learning, integrative approach, differential approach, computer self-efficacy.

INTRODUCTION

In order the students who are going to work in the field of information technology and, in particular, specializing in "Mathematics and Computer Science" become highly qualified workers, they must not only master a certain set of knowledge and skills, but also get sufficient experience with modern information technologies, and, above all, acquire the ability to self-development. All this, combined with a certain lack of classroom time and the constant increasing amount of information intended for assimilation, makes it necessary to use electronic educational technologies in the learning process as its integral components.

We believe that for the effective formation of information competence (IC) of bachelors specializing in "Mathematics and Computer Science" one should apply in the process of learning a set of integrative, differentiated, as well as personality-centered, competence-based and profession-oriented approaches, realized by means of electronic educational technologies. Note that the last, we believe the latter to be appropriate to use not as the only possible means of training but in combination with traditional means, forms and methods, i.e. within the framework of the so-

called blended learning. Thus, under the informational competence of bachelors specializing in “Mathematics and Computer Science” we mean an integrative professional-significant quality of personality, which is the ability to use all sorts of information with the application of modern IT tools in the process of professional activity, as well as readiness for continuous improvement of the methods of realization of professional activity in accordance with changes in the field of information technology. We have also revealed the structure of information competence of bachelors of Mathematics and Computer Science. On the one hand, in accordance with the federal state educational standards, it is represented by two components: general and professional. And last one, in turn, is divided into four components: research, production and technological, organizational-administrative and pedagogic. On the other hand, in the structure of IC of bachelors specializing in “Mathematics and Computer Science” we have differentiated three components: knowledge, operational and personality. Knowledge component characterizes bachelors’ proficiency in professional thesaurus, working knowledge of modern information technology (IT) and the possibilities of its using in professional work, modern IT development trends. Operational component determines: the skills and abilities of bachelors in the application of IT in professional activities, the ability to create new software IT tools with consideration for the general trends of their development, bachelors’ experience of project work in computer technology, the ability to work in a team. The personality component of information competence involves an adequate level of computer self-efficacy (Polanyi M., 1958, p.466; Nesdale D., Pinter K., 2000, pp. 608; Makletsov S.V., Starshinova T.A., Volovich L.A., 2013, p.311) of bachelors, constant development of certain areas of cognitive sphere of graduates, being the most important in effective handling information technology, the ability to reflect on and analyze the current level of development of personal information competence, the existence of intrinsic motivation to the professional activity and, ultimately, professional self-development ability.

PEDAGOGICAL MODEL

An appropriate pedagogical model has been developed for the formation and development of information competence in future bachelors specializing in “Mathematics and Computer Science”. It comprises 5 related units: target, methodological, content, organizational-procedural and evaluative.

The target unit includes a goal and the tasks that are to be solved to achieve it. To solve them, it is needed to apply a set of pedagogical approaches and realize a number of principles presented in the *methodological* unit. There the mechanisms and means of realization of the main approaches used are specified. In accordance with the target and methodological units, *content* part of the model describes the conditions for the selection of the content of e-learning and its component-specific structure, presented in electronic educational resources. *Organizational and procedural* unit contains the traditional and innovative forms of holding classes, active and interactive methods and means of organizing classes with students. This unit describes the process of implementation in the educational process of the e-learning system. *The evaluative* unit determines the means of assessing and monitoring the formation of the components of information competence of bachelors specializing in “Mathematics and Computer Science”. As a result of this evaluation, the preceding units of pedagogical model are corrected.

EDUCATIONAL EXPERIMENT

To verify the effectiveness of realization of e-learning models for future bachelors specializing in “Mathematics and Computer Science” into the learning process, we have conducted an educational experiment with the students of 1-3 courses of the Institute of Mathematics and Mechanics named after N.I. Lobachevsky of Kazan Federal University.

At the stage of ascertaining experiment the classes had been held by two different teachers for two years in one stream consisting of two groups. Classes in the two groups were held at the same time with the use of traditional forms, methods and aids of training. As a result of the data analysis of ascertaining stage of the experiment, it has been found that, first, the results of training students by two different teachers is statistically indistinguishable; second, the level of development of personality component of information competence of bachelors specializing in “Mathematics and Computer Science” correlates well with knowledge and operational components; and third, the increase in number of students with high and medium level of development of the components of information competence during training is clearly insufficient, which leads to developing a model for the formation of information competence of bachelors specializing in “Mathematics and Computer Science” by means of e-learning tools.

At forming stage of the experiment the classes were held in two streams, in the experimental and control groups. In the control group the classes were standard, and in experimental the classes were held applying the model developed by us.

Since realization of the model implies the use of e-learning tools, we have developed and made it available in the system of distance learning of Kazan Federal University a series of electronic educational resources in computer disciplines, studied by the future bachelors who specialize in “Mathematics and Computer Science”. It contains all necessary theoretical material, tests for self-control of the future bachelors, as well as for evaluation of the level of knowledge component of their information competence. To realize the mechanisms of differential and profession-oriented approaches in e-learning courses, there was a variative level set of practical tasks, approximate to the problems of professional activity. These tasks tend to contain several parts, of which only one, relatively simple, is obligatory to fulfill, and the rest are optional. In fact, the students independently determined the scope and complexity of each task, which ultimately influenced the scores and marks they received. The variability of the presented tasks, providing an alternative choice of a case study, permitted within the general curriculum to form an individual trajectory for learning for each student, and, thereby, increase the interest in the subject studied, and hence intrinsic motivation to learn.

In addition, besides the fulfillment of assignments proper, the students were to defend them. This method of task control not only enabled the teacher to be positive about the students’ self-dependence, but also promoted the development of the professional thesaurus of the future bachelors, as they had to operate with professional terminology and correlate it with their practical actions.

Note that the enhancement of efficiency of mastering professional thesaurus, general problem field of professional activity and education formed by the theoretical material and tasks presented in the course, as well as the organization of a unified e-learning environment is a set of mechanisms of realizing the integrative approach (Makletsov S.V., 2013, p.135).

According to personality-centered approach, considerable attention in our learning model was given to the individual characteristics of the students (Makletsov S.V., Starshinova T.A., Volovich L.A., 2013, p.311; Makletsov S.V., 2013, p.347; Makletsov S.V., 2015, p.109): the development of their cognitive processes and computer self-efficacy. The positive influence of the lat-

ter on employability, activity and flexibility in the course of professional activity was, in particular, proved in (Hsu, W. K., 2006, p.245; Venkatesh V., 2000, p. 342). For this purpose, the classes with the students from the experimental groups were held using a variety of active and interactive forms (multimedia lectures, online forums, webinars, web quests) and methods (case studies, discussions, laboratory experiment, design, expert assessments, business games).

For example, in the course of business games the groups of students were divided into teams, each of which they were offered one of the “roles” of the future professional activity, for example, the head of software development, a programmer, a software tester, a web designer, and so on. Team supervision and work co-ordination, thus, is carried out thanks to the support systems of interactivity of electronic educational environment (Makletsov S.V., Starshinova T.A., 2014, p. 315). All this combined with the element of competition introduced and a large share of self-tuition in the use of information technology allowed to activate almost all the mechanisms for realization of the applicable set of pedagogical approaches, as well as to form necessary experience of work in team and projecting in the future bachelors in the course of their quiprofessional activity.

At the start point of the forming experiment, as well as at the end of each academic year (after each training course), the levels of development of components of information competence in the future bachelors were measured in both the control and experimental groups. To determine the level of development of knowledge component various training computer-aided tests (during the tests and examinations) on the studied topics of computer disciplines were used. Development of operational-activity of the component of information competence of bachelors specializing in “Mathematics and Computer Science” was determined by assessing the results of fulfillment by the students of laboratory tasks, control, credit, examination tasks. To determine the level of development of the personality component of information competence, we used (Karelin A.A., 2007, p.416): a modified form of Madduks and Scheer questionnaire (to determine the level of computer self-efficacy), a questionnaire to assess the ability to analyze the level of development of their own information competence, the tests to determine the level of development of verbal memory (the method of “reproduction of the text”), attention (Münsterberg technique), logical thinking (“quantitative relationships” techniques and “the laws of numerical series”), creativity (the “meaning of words” technique); the questionnaires to determine the motivation for professional activity (K. Zamfir technique modified by A. A. Rean).

RESULTS

The results of forming experiment showed a significant increase in number of students with a high level of development of all components of information competence, as well as reduction in number of students with low and very low level of development of information competence in the experimental groups compared with the control groups.

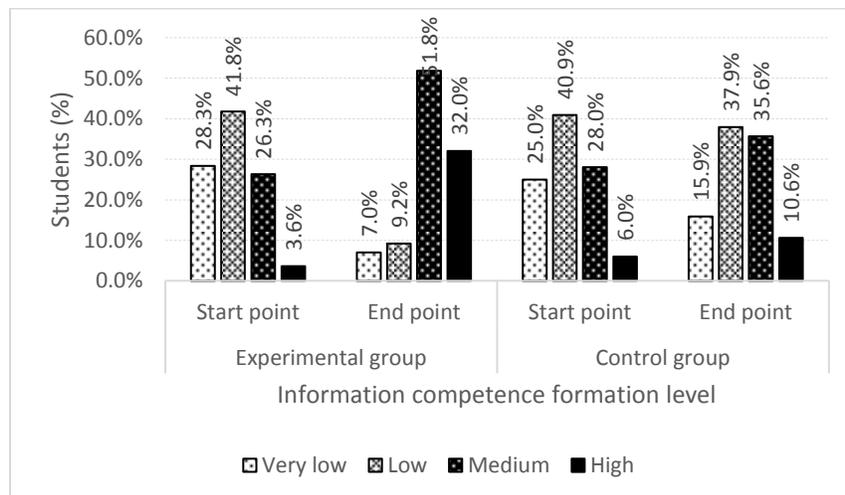
Table 1 presents quantitative indicators that demonstrate the dynamics of changes in number of students (percentage of total number) for each of the components of information competence of bachelors in the course of the experiment of both the control and experimental groups.

Table 1
THE DYNAMICS OF DEVELOPMENT OF THE COMPONENTS OF INFORMATION COMPETENCE

			Very low	Low	Medium	High
Experimental group	Start point	Knowledge component	27,7%	42,5%	25,6%	4,3%
		Operational component	29,7%	38,3%	27,7%	4,4%
		Personality component	27,7%	44,6%	25,6%	2,2%
	End point	Knowledge component	8,4%	8,5%	53,3%	29,9%
		Operational component	4,2%	8,5%	53,2%	34,2%
		Personality component	8,4%	10,6%	48,9%	32,1%
Control group	Start point	Knowledge component	27,3%	43,2%	25,0%	4,5%
		Operational component	25,0%	38,7%	29,6%	6,8%
		Personality component	22,7%	41,0%	29,6%	6,8%
	End point	Knowledge component	15,9%	38,7%	36,4%	9,1%
		Operational component	15,9%	34,1%	38,7%	11,4%
		Personality component	15,9%	41,0%	31,9%	11,4%

The diagram (Fig. 1) shows the component averaged dynamics of change of information competence of students from the start point to the end point of forming stage of the experiment.

Figure 1
THE DYNAMICS OF DEVELOPMENT OF STUDENTS' INFORMATION COMPETENCE



The statistical analysis based on testing criterion of hypothesis χ^2 has shown that the use of models for the formation of information competence of bachelors specializing in “Mathematics and Computer Science” via e-learning tools on the basis of a set of integrative, differentiated, as well as personality-centered, competence-based and profession-oriented approaches, increases the level of formation of the components of information competence in the future bachelors and thus proves its effectiveness.

SUMMARY

Thus, for the effective preparation of the future bachelors specializing in “Mathematics and Computer Science”, implying development of their information competence as a basis of professional competence, it is essential to build the educational process on the basis of the aggregate of pedagogical approaches: integrative, differentiated, personality-centered, as well as competence and profession-oriented. An adequate means for realization of this combined approach is e-learning. The technology used at the same time can be considered as an important part of the content of vocational training.

CONCLUSION

The experimental results suggest that the formation of information competence effectively takes place within the framework of the proposed model of e-learning of bachelors specializing in “Mathematics and Computer Science”. The content and structure of information preparation of the future bachelors in “Mathematics and Computer Science” by means of electronic learning implies defining goals and objectives; selecting theoretical material and forming a set of practical level tasks in accordance with the applicable set of pedagogical approaches and principles; forming the system of evaluation of variant tasks; using a single e-learning environment in the educational process; assessing the results and correcting educational models according to its results.

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THE INCLUSIVE COMPETENCE OF FUTURE TEACHERS

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ABSTRACT

Inclusive education is the process assuming improvement of the educational organizations, change of public consciousness, transformation of the pedagogical theory and practice. For development of this direction all new tasks are set. So, for successful realization of ideas and principles of inclusiveness in educational institutions, universal teachers – professionals are necessary, therefore, requirements to teacher training, their professional and inclusive competence increase rather strongly.

Inclusive competence of teachers is a special professional competence. It is ability of teachers to carry out professional functions in the conditions of inclusive education, considering different educational needs of pupils with the limited health abilities (LHA).

Article is devoted to a problem of future teacher's readiness for activity in the conditions of inclusive education, their professional and inclusive competence. For the purpose of studying inclusive competence among students of last years of pedagogical specialties the statements relating to a certain component of inclusive competence are developed: cognitive, reflexive and personal, research of these components is conducted. The obtained data allowed revealing the most created component of inclusive competence. Results of research showed that for most of students the reflexive component of inclusive competence is rather highly created, personal and cognitive are created insufficiently. It is caused by lack of practical experience of activity with the persons having LHA, low motivation to work in the conditions of inclusive education, indifferent or negative attitude to disabled people, and dissatisfaction with chosen profession.

The obtained data can be used when training students of pedagogical higher education institutions, and also for improvement of the main educational programs of higher education.

Key words: *inclusive education, inclusive competence, future teachers, components, persons with limited health abilities, students.*

INTRODUCTION

The problem of professional competence was always one of the central in pedagogical science and practice. With change of children training conditions, with the advent of new technologies, with development of society requirements to the modern teacher who has to possess fully the new knowledge, skills, to increase the skill constantly grow (Krayevsky, 2003).

Nowadays in connection with emergence and distribution of inclusive education the requirements to future teachers, to their inclusive competence especially increase. They have to not only have a certain volume of knowledge, be able to improve teaching and educational process, to direct it to the solution of the problems of personal formation and development of all pupils, but also to find approach to children with limited health abilities, to possess modern technologies and methods of training, to be psychologically ready for this activity.

Inclusive competence is one of the main components of professional competence of the teacher who is carrying out activity in the conditions of inclusive education which consists in

ability to consider specific features and different educational needs of pupils with LHA in the course of training and education.

After graduating from a higher educational institution the teachers are not always ready to work in the conditions of inclusive education. It can be connected with several reasons: first, psychological unavailability to independent activity with disabled children, secondly, lack of experience, thirdly, the personal relation to inclusive education and many others. All this shows insufficient inclusive, and, therefore, professional competence of future teachers in the sphere of pedagogical activity with LHA people.

METHODS

Professional competence is the teacher possessing the necessary sum of knowledge, the skills defining formation of his pedagogical activity, pedagogical communication and the identity of the teacher as the carrier of certain values, ideals and pedagogical consciousness; set of knowledge, experience, abilities of flexible possession of pedagogical technology, findings of optimum levers on the pupil taking into account his requirements and interests, the rights and the free choice of the activity and behavior ways (Kozhdaspirov & Kozhdaspirova, 2005).

According to V. A. Slastenin, the concept of professional competence of the teacher expresses unity of his theoretical and practical readiness for implementation of pedagogical activity. The structure of professional competence of the teacher the author suggested to be considered through pedagogical abilities - set of various actions of the teacher corresponding to functions of pedagogical activity, revealing individual and psychological features of the teacher (tutor) and testifying to his subject and professional competence (Slastenin and others, 2002).

As inclusive competence is one of the professional competence components, its structure can also be considered through similar pedagogical abilities, but from a position of the general and inclusive education.

Leaning on nine groups of pedagogical abilities developed by A. K. Markova (Markova, 1993), it is possible to present structure of inclusive competence as follows:

The first group — abilities to be guided by the pupil with LHA; it is flexible to reconstruct the pedagogical purposes and tasks according to needs of trained – disabled people.

The second group - abilities to work with the maintenance of training material, to adapt and interpret training material according to the needs of pupils with LHA; abilities to study personal qualities, specific features of school students with LHA, to build individual educational routes for them, to expect possible difficulties; abilities to select and apply combinations of receptions and forms of education and training of healthy children and children with LHA; to apply the differentiated and individual approaches.

The third group - abilities to make use of inclusive pedagogical experience of colleagues; to correlate difficulties of pupils to defects in the work; to analyze and generalize the experience of pedagogical activity in the conditions of inclusive education.

The fourth group - ability to create conditions of psychological safety, a favorable micro-climate in an inclusive class.

The fifth group – ability to interact with the pupils having LHA and also their parents; ability to understand, interpret internal state of the child with LHA; to create a situation of credibility, tolerance to dissimilarity of other person in an inclusive class; ability to humanely treat the needs of all pupils, to show tolerance and empathy, to maintain the equal relation to all children.

The sixth group - abilities to understand the importance of the profession; need of the people with LHA training; to develop the pedagogical abilities; to operate the emotional states.

The seventh group - abilities to realize prospect of the professional development, to strengthen the strong sides, to eliminate weak, to pass from skill level to actually creative level.

The eighth group - abilities to carry out diagnostics; to analyze results, to define a condition of activity, skills, types of self-checking and self-assessment in educational activity; to define the lag reasons.

The ninth group – ability to form inclusive culture at all participants of educational process; to see the identity of the pupil in general; to create conditions for stimulation of underdeveloped lines of the identity of certain pupils.

The marked-out inclusive pedagogical abilities make three main components of inclusive competence:

- 1) reflexive (3,6,7 groups of abilities) – traditional in pedagogic, introspection, self-development, self-improvement of the teacher in the course of inclusive pedagogical activity assumes.
- 2) cognitive (1,2,8 groups of abilities) - unites in itself the general and special knowledge, abilities, skills of pedagogical activity in the conditions of inclusive education.
- 3) personal (4,5,9 groups of abilities) - it is connected first of all with psychological readiness, motivation and the personal attitude towards pupils. The personal component is subdivided on motivational, emotional and activity.

The special statements concerning various parties of professional activity were developed for studying inclusive competence of future teachers. Each statement corresponds to a certain component of inclusive competence: reflexive, cognitive and personal.

Research of inclusive competence was conducted on the basis of FGBOOU WAUGH "The Kazan (Volga) Federal University", Institute of Psychology and Education. Students of older years of pedagogical specialties of 20-22 years in number of 50 people who were offered to estimate the following statements on a five-point scale took part in research:

- 1) I own sufficient knowledge, abilities, skills for work in the conditions of inclusive education;
- 2) I do not feel fear and uncertainty at thought of working in an inclusive class;
- 3) I have practical experience of work with children with LHA;
- 4) I treat persons with LHA as ordinary people;
- 5) I want to work in a class where there are pupils with LHA;
- 6) I am ready to learn from mistakes and to self-improve, working in inclusive class;
- 7) I will be able to carry out the pedagogical activity in the conditions of inclusive education
- 8) I am capable to reconstruct educational process according to needs of pupils with LHA
- 9) I analyze the behavior and actions in the course of pedagogical activity

Where 5 points – full consent with the statement, 4 points – partial consent with the statement, 3 points – doubt, 2 points – partial disagreement with the statement, 1 point – complete negation of the statement.

The cognitive component unites 1,3,8 statements; reflexive – 6,7,9 statements; personal – 2,4,5 statements.

Further for each component of inclusive competence and each statement the quantity of affirmative answers was counted (five and four points), the obtained data are transferred to percent.

RESULTS

Results of the conducted research were the following: the most chosen was a reflexive component of inclusive competence. The percent of the choice of 6,7,9 statements made 46%. Students understand the importance of the profession, need of disabled children training, analyzing the actions, mistakes; are ready to work one eliminating weaknesses, to borrow positive experience of colleagues.

The personal component connected with psychological readiness for pedagogical activity in the conditions of inclusive education with the attitude of young teachers towards people with LHA, and also motivation and desire to work in this sphere appeared the second for the importance. The percent of the choice of a personal component made 29,5%.

The smallest quantity of affirmative answers was noted in the analysis of a cognitive component. The percent of its choice made 24,5%. Students estimated the level of theoretical preparation as rather high, but at the same time their practical experience of work with disabled children was reduced to zero. They were not capable to reconstruct educational process according to needs of pupils with LHA, at the same time possessing the theory fully.

Analyzing the obtained data on each statement, we received the following results: 98% of future teachers are inclined to analyze the behavior and actions in the course of pedagogical activity, 2% doubt to answer this statement.

88% of students are ready to learn from mistakes and to self-improve, working in inclusive class / group, 12% - drop a hint of doubt.

86% of respondents treat persons with LHA as ordinary people, 8% - doubt the attitude, 6% are negative.

70% of students will be able to carry out the pedagogical activity in the conditions of inclusive education, 22% - have doubt, 8% - are not ready for this activity.

62% own sufficient knowledge, abilities, skills for work in the conditions of inclusive education, 24% - doubt the knowledge, 14% - determine the level of knowledge as low.

42% of future teachers do not feel fear and uncertainty at thought of working in an inclusive class / group, 38% - doubt it, 20% - are psychologically not ready to activity in the conditions of inclusiveness.

38% of respondents want to work in class/group where there are pupils with LHA, 40% - have doubts, 22% - do not want to carry out the activity in the conditions of inclusive education.

38% of students are capable to reconstruct educational process according to needs of pupils with LHA, 48% - doubt the abilities, 8% - are not ready for this activity.

36% of the poll participants have practical experience of working with children with LHA, 64% - have none.

Thus, the conducted research showed that students of last years of pedagogical specialties are not ready to the activity in the conditions of inclusive education. For the majority of them inclusive competence is not created yet. The prevailing component of inclusive competence is the reflexive component which is responsible for the analysis, generalization, assessment of own pedagogical activity. Personal and cognitive components are defined as insufficient.

SUMMARY

Inclusive competence is a rather new concept which emergence is caused by development of inclusive education in the world, and also distribution of competence-based approach in education. The number of works devoted to inclusive competence is currently small.

Professional readiness of teachers and training of pedagogical staff for work in the conditions of inclusive education was considered in works of S. V. Alekhina (Alekhina, 2013), N. N. Malofeyev (Malofeyev, 1996).

Professional competence of teachers is disclosed in works of K. Tammets and K. Pata (K. Tammets & K. Pata, 2014), F. Caena (F. Caena, 2014), M. Liakopoulou (M. Liakopoulou, 2011), G. I. Ibragimov (Ibragimov, 2011), Yu. L. Kamasheva (Ibragimov & Kamasheva, 2007).

Metters of inclusive education are taken up in works of R. Rieser (Rieser, 2013); T. Loreman (Loreman et al., 2010); U. Sharma, S. Shaukat, B. Furlonger (Sharma, Shaukat & Furlonger, 2015); E. A. Kirillova (Kirillova, 2015); T. Brandon, J. Charlton (Brandon & Charlton, 2011); A. I. Akhmetzyanova (Akhmetzyanova, 2015).

Formation of inclusive competence is considered in works of Romanovska I.A., Hafizullina I.N. (Romanovska & Hafizullina, 2014); Borodina O. S. (Borodina, 2014).

CONCLUSION

Studying and formation of inclusive competence is one of the major tasks in training the future teachers for activity in the conditions of inclusive education. In many respects the success of inclusive education depends on the level of theoretical, practical and psychological training of students.

The conducted research showed that students of last years of pedagogical specialties are insufficiently ready for this activity. On one hand, they realize the importance of the profession, but, on the other hand, feel fear at thought of working in an inclusive class or group. Most of students are positive to inclusive education and persons with LHA, but there are also those who are unaffected or are negative which is inadmissible for teachers. Besides, not all students are enough motivated and have practical experience of working with disabled children, many are psychologically not ready for this activity. About a third of students owns a high standard of knowledge, skills that allows them to reconstruct educational process in an inclusive class according to the needs of pupils with limited health abilities.

Thus, for students of last years the components of inclusive competence of the following sequence are created: reflexive, personal, cognitive, which demonstrates insufficient formation of the last.

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THE INSTITUTIONALIZATION OF SOCIAL EXCLUSION IN THE STRUCTURATION OF MODERN SOCIETY (ON EXAMPLE OF DRUG ADDICTS)

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ABSTRACT

Social exclusion is rather new research frame opening problems of poverty, discrimination, intolerance, stigmatization and infringement of human rights. In article studying social exclusion of drug addicts is based on the analysis of the complex questions following from distribution and the use of psychoactive agents. Absence of sociological knowledge system processes of social exclusion / inclusion institutionalization in a structure of modern society is contrary to requirement of society for the solution of theoretical and practical problems of the social inclusion of the deprived and deviant groups. The combination of quantitative and high-quality strategy of collecting and data analysis represented dynamic process of information accumulation on different level of the studied object - social exclusion of drug addicts: methods of the documents analysis – the normative legal acts, interview with drug addicts and experts in the field of drug consumption and questionnaire, as well as the secondary analysis of these all-Russian social researches are applied. The wide range of sources and own empirical researches provided reliability and validity of the received results.

Social exclusion of the deprived groups and ways of its overcoming are in direct dependence on character of the institutionalized scenarios of social exclusion, stigmatization of the deprived groups and deformation of reaction strategy of the social institutes and organizations directed to inclusion of the groups expelled from society is a consequence.

Key words: *Social exclusion; social inclusion; drug addiction; social deprivation; institutionalization of social exclusion; barrier-free environment; anti-narcotic policy.*

INTRODUCTION

In the theory of structuration by E.Giddens continuous interaction of social actors and institutes which form social structure is indicated. Rutinization of individual activity plays a key role in formation of social structure steady elements. Sharing opinion of the American sociologists S. Barli and P. Tolbert (Stephen R. Barley, 1997, p.93), we will note that in the theory of structuration processes of institutionalization are substantially ignored that complicates interpretation of a number of processes. However studying institutionalization processes allows to disclose complexity of social structure and social system mechanisms formation.

Sharing belief of scientists about possibility of studying the discriminated social groups separated from the general social stream through a prism of the social exclusion concept and the theory of structuration, the author in this work realizes own approach, synthesizing concepts of social exclusion (Lenoir R., 1989; Rodgers G., 1995.; de Haan A., 1997), theories of structuration of E. Giddens (Giddens, A., 1984) and concept of institutionalization (6. Stephen R. Barley, Pamela S., 1997, p. 93; Burns T., Flam H., 1987). The Poliparadigm context of

social exclusion allowed to expand gnoseological opportunities of the social exclusion theory and to detail mechanisms and procedures of social exclusion / inclusion.

By means of the institutional analysis complexity of social structure formation mechanisms reveals. Analyzing this phenomenon in the context of the institutionalization theory, the social exclusion can be considered as process of which multilevel social exclusion is result. There are various levels of exclusion, and the social actor can "move" from one level to another during various periods of time. Process of social exclusion, being private process of institutionalization, logically speaks from a position of the institutional theory. Social actions and institutes communicate by means of scenarios realized in acts, program documents, documentary sources of public organizations (for example, programs of re-socialization and so forth) and "are played" in the field of social action.

The model of social exclusion institutionalization can be built in two-dimensional system of coordinates: time and space, and it also have multilevel character. The process of social exclusion institutionalization proceeding from macro-level, fixed at the level of the organizations and in the form of scenarios, the majority of which are stated in regulations, and "falling" by micro-level. "Authors" of scenarios (the schematical action plans for certain temporary conditions) are: legislators (scenarios register in regulations), performers in the organizations (scenarios can be formed both oral, and written, in the form of the defined, fixed behavioral schemes concerning socially excluded individuals and groups). However in the Russian reality, the institutionalization of social inclusion is initiated at the micro-level, according to requirements of the deprived groups and public organizations. Human rights organizations, groups and individuals, not indifferent to problems of socially excluded groups, direct the activity to changing scenarios, for example, by giving legislative, social and social-and-political initiatives. Change of scenarios brings in result to change of key strategy.

There are several approaches which explain process of various levels interrelation. L. Tsuker empirically proves that institutional changes first of all happen at the level of the organizations (Zucker L.G., 1991); S. Barli and P. Tolbert combine neo-institutionalism and the theory of structuration and consider features of institutionalization in the organizations (Tolbert P. S., 1988. p. 101), linguistic aspects of institutionalization are in detail considered by P. Berger and T. Lukman (Berger P., Lukman T., 1995). However an important role in understanding of institutionalization process is played by standard and regulatory and cultural approaches. In the course of the deviant groups analysis an important aspect is studying institutionalization of social exclusion at the standard and legal level (Zucker L. G., 1983, p. 22).

The institutionalization is a continuous process in time: on one hand, the institutionalization of social exclusion is realized, on the other hand, process of social inclusion is asynchronously and asymmetrically realized. The space or the territory play key role in formation of social-and-economic and political-and-legal context of social exclusion. The design of regulations which is a basis of institutionalization of a social exclusion depends on cultural and historical and political conditions of the territory. The analysis of social exclusion indicators show that this phenomenon differs in different states.

Important value for the deprived of communities has a self-exclusion factor. Existence of scenarios of exclusion in society not always brings individuals into a zone of deep exclusion if there is a potential to reforming scenarios expressed in resources and vigorous activity. The self-exclusion based on deprivation has social and psychological indicators and is a state which generates at the social actor feeling of haplessness and vulnerability in comparison with other individuals, the individual deprivation is supplemented with social deprivation in which

formation the key role is played by society. Society by means of labels and stigmata, underestimating abilities and possibilities of individuals and communities, distributes resources and social remunerations unevenly – prestige, power, statuses and possibilities of participation in social life corresponding to them.

METHODS

The design of empirical research was based on "the reasonable theory" (B. Glezer, A. Strauss, J. Corbin) (Ostrich I., Corbin J., 2001) which assumes "ascension" from practice to the theory, the constant appeal to practice, a combination of induction and deduction methods, the continuous analysis, synthesis and comparison of information and the results obtained as a result of collecting empirical data. The logic of empirical research was built from particular to general, from systematic empirical researches to creation of the theory. Results of empirical research formed a basis to emergence of conceptual categories. In research, following "the reasonable theory" are realized separate a case-study with drug addicts, included in programs of long maintenance on the basis of Public organization on RT "Cover — Support of Female Initiatives" (N=5) (terms of research 2006-2014); deep interviews with drug addicts (N=24) (terms of research 2013-2014); deep interviews with experts in the field of narcotization counteraction, prevention and treatment of drug addiction (N=33) (terms of research 2013); questionnaire of the population of the Republic of Tatarstan (Russia) aged from 14 years and senior (N=3105 respondents), the statistical deviation at 2% - a double standard deviation made 2,1%. Also for understanding of institutionalization mechanisms of legal documents – regulations concerning drug addicts were analyzed.

RESULTS

The sociological analysis of regulations allowed finding features of institutionalization of drug addicts exclusion in certain legal conditions and time frames. In the basis of the approach to drugs dominating in the world three conventions of the UN lie: The uniform convention on drugs of 1961, the Convention of 1971 on psychotropic substances and the Convention on fight against illicit trafficking in drugs and psychotropic substances of 1988. Conventions impose on the participating state of the UN the obligation to make all possible efforts for the purpose of eradicating consumption and traffic in drugs, however the direction of drug policy the state defines independently. In Russia the principles of prohibitive policy and decriminalization are more realized.

In the Russian legislation devoted to problems of drug addict's two concepts are used: "drug addicts" and "patients with drug addiction". Definition of "drug addicts" in the legislation is not given. The concept "sick with drug addiction" is given in Art. 1 of the Federal law of 8.01.1998 No. 3-FZ "About drugs and psychotropic substances", institutionally fixing strategy of "medical" approach. Now in the Russian Federation administrative responsibility for consumption of narcotic substances is established.

In general it is possible to note that public policy of the Russian Federation concerning drug addicts is conducted in three directions: first, identification and accounting of the persons using drugs; secondly, treatment of drug addicts; thirdly, punishment. The difficult situation developed with an assessment of number of drug addicts. Manipulations of government employees, physicians, scientists, representatives of law enforcement agencies with statistical data as a result lead to opposite conclusions about sharpness of a drug addiction problem,

efficiency of treatment and prevention measures. By research results of the author in 2012-2013, the general level of the population narcotization in Tatarstan starting 14 year olds and senior made 8,6%.

SUMMARY

Processes of social exclusion are put at a stage of definition, calculation, and at a stage of identification and the accounting of the persons using drugs. In the Russian legislation this procedure is currently not accurately defined. Identification of the persons using drugs has selective character. However introduction of compulsory testing of school students causes bewilderment in questions of observance of the citizen rights, unjustified financial costs of identification of the drug's use facts at insufficient financing of the medical centers which are engaged in treatment and rehabilitation of already revealed drug addicts.

The sociological analysis of a number of regulations and interview with drug addicts allowed drawing the following conclusions. The state for two last decades did not take active, productive steps in solution of the problem of decrease in number of drug addicts, being limited to administrative responsibility for consumption and the declared opportunity to undergo treatment and rehabilitation. At the same time the system of treatment and rehabilitation did not develop. Unfortunately, scientific achievements in the field of treatment and prevention did not reach the mass consumer. Certainly, there are successful models of treatment and rehabilitation of drug addiction, but they are represented in the separate centers. Against this depressing picture in 2010 "Strategy of the public anti-narcotic policy of the Russian Federation till 2020" in which not only the contradictory condition of treatment and rehabilitation system for patients with drug addiction is shown was approved, but the main steps which need to be undertaken in the state for the purpose of the real help to drug addicts are registered. On the basis of questionnaire data, interview with experts and drug addicts it is possible to claim that the problem of drug consumption is present in society, patients with drug addiction need help as the parties of health care bodies and from civil society.

At the present stage contradictory scenarios in the field of drug policy and social policy concerning drug addicts are realized: if the state recognizes drug addicts as the sick people needing treatment and rehabilitation than the Ministry of health and social development with assistance of the public and religious organizations has to be engaged. If the state recognizes drug addicts as criminals who need to be revealed by universal testing of school students (ways of drug consumer's identification do not mention all segments of the population) and be brought to trial, or be directed to compulsory treatment, then thereof the Ministry of Internal Affairs and Federal Penitentiary Service has to be engaged. On one hand, the use of drugs – is an administrative offense, on the other, – the drug addiction sick have the right for free and high-quality medical care. The first part of public policy in relation to drug addicts is carried out rather qualitatively. The main problems lie in the area of the help to patients with drug addiction, first of all it concerns medical support, and also the help in rehabilitation and the subsequent social adaptation of this category of citizens.

Thus, direct dependence of social exclusion processes of the deprived groups from legal institutionalization is noted: discrimination models are put both in contents of regulations, and in the course of their realization. The mechanism of social exclusion institutionalization is formed in a legal framework and enshrined in regulations which are the basis for designing barriers, discrimination of the deprived groups and human rights violation. Influence of the legal specifics fixing discrimination noticeably is shown at various stages and in various forms of an exclusion

of drug addicts. Strategy of drug addict's social exclusion is defined by the intrinsic institutionalized scenarios of drug policy and features of its reproduction in Russia. Contradictions in institutionalization of drug policy strategy elements which consequence processes of a social exclusion of the drug addicts and people living with HIV are caused by: inconsistency of legal content formation; heterogeneity of subjects, contrast of their interests; discrepancy of sociocultural values of the actors participating in processes of production, distribution, use of psychoactive agents and counteraction to these processes.

CONCLUSION

Empirical research revealed position of drug addicts in the exclusive field: they are in "full exclusion". Along with the institutionalized discrimination scenarios practices of a self-exclusion are formed that is the basis of deprivation scenarios formation.

In turn, the social inclusion includes realization practices for the purpose of restoration of all the rights and opportunities range, the tolerant attitude to these groups from society and de-institutionalization of discrimination scenarios from the state. Active actors and institutes of inclusion process are: activity of the representative of the social excluded group whose activity is shown in social adaptation; activity of medical institutions consists in treatment and rendering recovery services, the institutes of civil society which are taking part in social adaptation and initiating formation of the barrier-free environment; the society in general integrating these groups and public authorities, de-institutionalization of discriminatory legislative and executive practices. A framework of social inclusion includes processes of social adaptation, re-socialization, integration, formation of the barrier-free environment. In the course of inclusion the important place is allocated to restoration of positive self-identification of the excluded and to tolerant society attitude towards them. The social inclusion is at a loss at groups and the individuals having experience of stay in places of detention owing to additional stigmatization of this group. Especially value of institute of a family and inner circle and institutes of civil society in implementation of inclusive scenarios should be noted.

Generalizing the main results of theoretical and empirical parts of research, it is possible to draw the following conclusions. Considering time and historical continuum — social and economic space of Russia, it is possible to note that terminology of social exclusion / inclusion did not gain distribution in the Russian society unlike western where there was a cardinal change of a social and political discourse and turn from poverty problems to questions of social exclusion. In the Russian legislation social exclusion is considered as the difficult life situation breaking activity of the individual. In the law groups which need care and the help because of especially difficult life situations are defined, however deviant deprivation groups are not designated in it. Lack of adequate rhetoric considerably complicates inclusive processes on the Russian space.

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WAYS OF DEVELOPMENT OF MAGAZINE PERIODICALS (ON EXAMPLE OF THE REPUBLIC OF TATARSTAN PRESS)

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ABSTRACT

This paper deals with the development of the journal area of the Republic of Tatarstan. The main objective is to identify the typological features of Tatar-language magazines: this is typology that is of paramount importance for the media, allowing publishers to focus on specific topics and provide a quality product in a form of a printed publication. The paper also discusses the stages of development of Tatar journalism in accordance with the objectives of the periodical press in each stage, ensuring a deeper understanding of trends in the development of journal publications.

The modern concept of magazines together with their almost century-old experience, developed in view of today's trends of media development in Russia. A work aimed at increasing the circulation at the present stage of the development of journalism is important both for the media, which are self-sustainable, and for the state. For this purpose, Tatar-language newspapers and magazines undergo modifications.

Tatar magazines are legitimate. They can be included in a number of high-quality publications, because the Tatar journals reflect national traditions, which, in turn, ensure quality of publications.

Analyzing the current state of the journal periodicals, the authors made conclusions on the trends and prospects of further development.

Key Words: *Magazine, Media Development, Typology of Press, Periods of Tatar Journalism Development*

INTRODUCTION

Magazines occupy a special position in the media system. They are a factor influencing the development of society, an instrument affecting the consciousness of the people. "A newspaper influences public opinion every day, informs and convinces its readers; while a magazine, based on the social opinion generated by the newspaper, determines the life orientation, a certain world view (Deriagina S.I., 2012, p. 82)."

At the same time, this process has an opposite side: changes in society to the same extent affect magazines, transform their content, design, and authors' composition.

To date, a pressing issue for the media is one of increasing the circulation. "Carefully designed typological parameters ensure the survival of the media market (Ia.N. Zasurskii, 2001, p. 259)."

MATERIALS AND METHODS

Magazine is a periodic publication in a book format, which publishes articles and works of authorship. The history of magazines dates back to 1665 with the publication “Journal des scavants”, while the first attempt of publishing the journal in Russia was made in 1728 (Esin B.I., 2012, p. 10).

When determining the typology, the audience of the media is primarily taken into account. On this basis, we may distinguish the nationwide, all-Russian, regional (republican), and local (district) journals. The second criterion is a founder: magazines can be both state and non-state. Based on the audience, the characteristics such as age, gender, profession, and religion are taken into account. Periodicity, circulation, format, and volume of publication is especially important in determining the nature of publishing features. Publications are also divided into legitimate and illegitimate. Finally, in terms of content, we distinguish the quality and mass types. Classification by the remit includes numerous groups of magazines of universal, political, economic and social orientation (Korkonosenko S.G., 2001, p.75-90).

Study of the typology regulates relations between publications, creates a healthy competition, determines their place in the geographical, economic and social plane, also determines the characteristics of activities with political structures, economic institutions, and consumers of information, points to the best methods of conducting information policy, and communicating with the audience (Ia.N. Zasurskii, 2001., p. 34).

Formation of a new typology of magazine periodicals is today one of the topical problems of the modern theory of journalism. "...Modern journalism uses classification of magazines that was developed yet in the Soviet period, that is, in the present situation of a fundamental change in the specificity of journal activity and magazines themselves, this classification requires additions and changes (Kufanova D.I., 2010, p. 85-88)."

Depending on the kind of progressive forces the Tatar journalism has served to, its activity has been focused on particular targets. The development of the Tatar journalism from 1905 to 2016 can be divided into three periods.

I period, of course, includes the time from 1905 to the October Revolution of 1917, i.e., period of emergence and formation of the Tatar press (Vasil Z. Garifullin and Ruzil G. Mingalimov, 2015, 1379-1382). The main criteria characterizing a given period is the goal of the Tatar press, which was in serving to the nation and in developing the national identity.

But the October Revolution with the following political regime and the one-party system made forget it: national issues were not raised in the Soviet era.

Therefore, since 1917 (in particular, since 1918) to 1980s it was the second period of the development of the Tatar journalism, which can be divided into two stages - prewar and postwar. Before the Great Patriotic War there appeared and developed the Soviet Tatar-printing system, which was obliged to prove the advantages of the Soviet way of life, while after the war, the printing media received a clearly formulated objective to create a new life in the country that defeated fascism. At any rate, the objectives of both stages were to praise the Soviet state and the propaganda of the Soviet way of life (Garifullin, V.Z., Sabirova, L.R., 2015, p.132-135).

The third period started in the early 1990s. The RF Law "On mass media" adopted in those years has created the opportunity for the establishment of newspapers and magazines by public organizations, groups and specific individuals, and triggered the freedom of speech. At first, many Tatar-language editions reflected their national culture, but the general commercialization has forced to forget about such ambitions in the quickest possible time. It was clear that it is impossible to materially ensure preparation and publication of media only by

means of national ideas. The main objective of current Tatar printing media is to increase the number of readers and, accordingly, the circulation, because the wider the circulation - the more expensive the advertising on the pages of a publication is.

A work aimed at increasing the circulation is important both for the media, which are self-sustainable, and for the publications of JSC "Tatmedia". (JSC "Tatmedia" - the company, incorporating dozens of media, created in 2007 by a decree of the President of RT after the adoption and entry into force of the federal laws that limited the rights of municipalities to act as media founders. Today, JSC "Tatmedia" includes 85 branches represented by 99 newspapers and 16 magazines. It operates 21 television companies and 13 radio stations. Magazines and newspapers are published in Russian, Tatar, Udmurt, and Chuvash languages.) "In Russia, with some 40.000 registered media outlets, and most other former Soviet Union countries, much of the print media, especially in outlying regions, still depends heavily on state subsidies - that is, if it is not owned outright by the state (Reljić D., 2004, p.17)."

First, rebranding affected newspaper "Мәғрифәт" (Enlightenment) - a black and white newspaper turned into a full-color illustrated magazine "Ғаиләһәммәктәп" (Family and School), having ensured thereby an almost one and a half times increase in circulation. Second example: since the beginning of January 2014, the newspaper "Sabantui" (Tatar national holiday) turned into a magazine of the same name, which circulation also started growing.

RESULTS

Currently, there are 52 Tatar-magazines magazines. 12 of them are a part of "Tatmedia" holding (Taisheva S.N., 2016, p. 12). Tatarstan has many private, non-state publications, the main part of which belongs to the newspapers. The reason, in our opinion, depends on the purpose, for which private publishers start their business: the first is the creation of a free press, and the second - realization of profit. The most interesting field of activity for both the first and second group is still a newspaper format.

Tatar magazines are legitimate; all they can be included, with some reservations, in a number of high-quality publications, because the Tatar journals reflect, for any of reasons, national traditions, which, in turn, ensure quality of publications. The analysis of individual journals helped us assure ourselves thereof.

Magazines are published with due regard to demographic characteristics. There is no special edition for men, but the women's magazine "Сөембикә" (Siuiumbike - the name of the legendary Queen of the Kazan Khanate) started its activity in 1926 with the Soviet magazine "Азатхатын" ("AzatKhatyn" - a liberated woman). The magazine has been considering the topics of the future of the people, expressing the opinion that the future is in the hands of young mothers, then it depends on their moral education; and that women have the right to participate in publicly important affairs at the state level.

If to pay attention to the age characteristics, the youngest readers start with the magazine "Салаваткүперә" ("SalavatKupere" - Rainbow). This magazine presents itself as the only Tatar literary-and-art magazine for children of preschool and primary school age (3 to 12 years). The magazine is published with the aim of personal enrichment and meeting of the needs of young readers. The magazine's materials help parents and educators in organizing a cognitive activity of their kids, promote their physical, intellectual and emotional development, help to establish harmony between the family and the outside world.

For children of secondary school age there is a magazine "Sabantui" having been published for more than 90 years. Its history goes back to 1924, when the newspaper

“Яшьленинчы” (“Iashleninchy” - Young Leninist) was established. Since 1991, the newspaper has been issued under the name of “Sabantui”, and since the beginning of 2014 - in the form of a magazine. The readership has remained the same - 8 to 15 years old. Infotainment and spiritual and moral focus of the publication has not changed too.

Despite the fact that the rebranding of publication resulted in positive increase in the circulation, this has impoverished the Tatar-language media system because of lack of a children's newspaper.

The magazine “Ялкын” (“Yalkyn” - Flame) is published for children of secondary and high school age. This magazine is notable for the fact that, along with an adult editorial board it has a children's one, which consists of young authors from rural and urban areas of the Republic of Tatarstan.

For the youth and young at heart the magazine “Idel” is published, which first publication was issued in 1989. The issue was preceded by a major promotional activities of a subscription to the magazine, which resulted in a good circulation of the magazine in the first year. A cover page of the first issue presented four major topics such as literature, culture, youth, and modernity. Until now, they remained unchanged.

According to the subject, Tatarstan has not many professional publications being published. Among them is the socio-pedagogical and scientific-methodical journal “Мәгариф” (“Magarif” - Education). It focuses on the spread of new techniques and technologies, cultural and literary achievements, the informatization of the education systems, the use of advanced technology, the introduction of new standards of education, the questions of moral and labor education, work with talented children, and other problems.

Based on the nature of establishing the publishing corporations, we may note that the central publication is usually circled with new applications, and sometimes new newspapers and magazines, that allows solving new problems. For this reason, the editors of “Мәгариф” include also online magazine “Мәгариф. РФ”, “Магариф. Татартеле” and the Tatar-language magazine “Гайләһәммәктәп” in addition to the traditional variant.

The main audience of the magazine “Гайләһәммәктәп” is also presented by school teachers, however, it cannot be recognized a professional publication. Its mission is to become a socially oriented, applied publication, useful and interesting for both parents and professional educators. The magazine is published since 2013, the publication was organized on the basis of the newspaper “Мәғрифәт” (Enlightenment). That is, the magazine is a rebranded publication of JSC “Tatmedia”, which underwent changes in order to increase its popularity and circulation.

A large number of publications works towards the popularization of a culture. Undoubtedly, the journals of a political or economic nature would not go amiss in the entire development of the nation. Problem-analytical journalism on their pages would contribute to the practical development of the Tatar journalism, and breathe a new life in language styles. But because of the small audience of such types of magazines, the implementation of these idea remains a matter for the future. Of course, we can call to memory the publication of the magazine “Tatarstan”, but regret to note that the pages of its Tatar version contain only a small percentage of original articles, and mainly publish the texts translated from Russian.

We also qualify the magazine “Казанутлары” (“Kazan Utlary” - Kazan lights), the magazine “Мәйдан” (“Maidan” - Square) published in the city of NaberezhnyeChelny, and “Сәхнә” (“Sehne” - Scene) as national-cultural magazines. A humor and satire magazine “Чаян” (“Chayan” - Scorpio) has gained more and more popularity, and has been distributed as a

magazine for joyful people, and still remains committed to its traditions based on humor, national spirit, and ridiculing of life problems.

In addition to the above, journals of social and political orientation, such as "Tatarstan", dedicated to the national history, and the updated edition of "Безнеңмирас" ("BeznenMiras" - Our Heritage), "Афәрин" ("Aferin" - Bravo), "Гәиләучагы" (Gaileuchagy" - Family hearth), historical magazine "Гасырларавазы" ("GasyrlarAvazy" - Echo of centuries), a scientific journal "Фәнһәмтел" ("Fen hemtel" - Science and language), and literary journal "Аргамак" ("Argamak" - Race horse) etc., have been close to the Tatar-language audience.

These magazines, as regional editions, mostly cover local affairs. But when considering that currently the public role of the regional press is higher than of the central, the local magazines, emphasizing primarily the country's problems, should at the same time try to cover the "participation of their territorial units in addressing nationwide problems, to promote in attraction of the regional audience to the all-Russian and international events and processes" (Soldatova J.G., 2011, p. 55).

Almost all Tatar newspapers and magazines except for paper version have their electronic version. "Many legacy media companies are also looking for ways to leverage their existing audience and brand recognition to create communities around the online versions of their product" (Miel P., Faris R., 2008, p.11). These sites are designed in order to enrich and promote the paper version. Because attraction of young readers to the Tatar magazines is an action caused by the call of the times. There is an opinion among the representatives of Tatar-language magazines that people under 30 do not read print media. For this reason, magazine staff usually refer to people older than 40 years when determine the age of their audience. Along with the development of websites, the magazines continue to form and improve their paper versions, increase the level of the printing industry, and use high-quality photos and illustrations.

SUMMARY

Tatar-language magazines are mainly published in the Republic of Tatarstan, where the Tatars make up a large part of the population. The main territory of distribution is Tatarstan too. Thus, being regional publications, these magazines mostly cover local problems.

Despite the fact that the rebranding of publication resulted in positive increase in the circulation, this has impoverished the Tatar-language media system.

CONCLUSION

Thus, we can state the fact that the Republic of Tatarstan has developed a peculiar structure of the magazine press in the Tatar language: it includes the social, literary and other magazines, which solve social and creative tasks, and raise important modern issues to the best of their ability. We should note that the modern concept of magazines together with their almost century-old experience, developed in view of today's trends of media development in Russia. In the long term, it is important to examine the work of journalist and editors of these media, because the focus of a publication depends often on their opinion.

We hope that the market of Tatarstan publications will continue their development in the future. However, it should be expected that one of the growth factors will be a state support for the industry. The market has not been yet completed, so the society is waiting for new and interesting publishing projects.

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AFFILIATIVE AND COMMUNICATIVE PERSONAL QUALITIES AND LONELINESS OF UNIVERSITY STUDENTS

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ABSTRACT

Introduction

This article is dedicated to the study of affiliative and communicative personal qualities and experience of loneliness in of university students. The loneliness experience nature is associated with a variety of psychological characteristics of an individual. The affiliative and motivational phenomena that are often repeated over time also become stable psychological personal qualities. The study results are given in the text of this work.

Methods

Special psychological methods of information collection were used: questionnaire, H.Eysenck Personality Questionnaire, A.Mehrabian Affiliation Tendency Questionnaire (Rogov E.I., 1996, 529 p).

Results

Results of the study according to A.Mehrabian procedure found associations between the intensity of motives "desire for acceptance" (DA) and "fear of rejection" (FR), on the one hand, and the presence of both objective and subjective loneliness in students – on the other hand. Thus, in combination with data on extraversion and introversion, it can be concluded that the probability of being in a situation of loneliness or consider him/herself lonely exists for introverted types and students with a developed "fear of rejection" in interpersonal relations. Presence of correlation connections between indicators of extraversion and introversion and both affiliative motives is also a corresponding proof. Across the sample, the correlation coefficient r between individual indices DA and FR is 0.474, between extraversion and DA – 0.267, between extraversion and FR – 0.172. Existence of connections is expressed most clearly in the groups of students avoiding loneliness: 0.555, 0.298 and 0.242, respectively (all coefficients are statistically significant at the level of 0.01).

Discussion

These results indicate that the negative and positive experience of loneliness, which is expressed in the presence or absence of desire for its avoidance, as well as subjective definition of him/herself as a lonely or not lonely person, are associated with expression of a number of psychological characteristics of students' personality.

Final report

Loneliness is a phenomenon that is associated with human relationships and interaction resulting in some experience. The close communication relationship is one of the important criteria to prevent loneliness, but it does not play a decisive role in defining him/herself as a lonely person. The results of empirical study are of practical importance.

Key words: *affiliative and communicative qualities, introversion, loneliness, interpersonal relationships, experience, self-esteem, anxiety, extraversion.*

INTRODUCTION

The aim of the provided work is to study affiliative and communicative personal qualities and loneliness among students. Loneliness of the first-year students is a serious problem. After acquiring the secondary general education, objective social situation of young men and women changes. The students will only be able to solve the problem of loneliness as well, if they can successfully complete a period of adaptation and survive the life situation.

People may also have a definite need to be alone. Certain time in the development of personality comes when a person needs to be alone with his/her experiences and thoughts. Studies show that if a person is not able to meet the loneliness demand, then this may lead to negative consequences in the future.

In this connection, the problem of experiencing loneliness in adolescence is far controversial. The studies of M.E. Seligman, F.Fromm-Reichman, J.I. Young (Seligman M.E.P., Abramson L.Y.& Semmel A., 1979, p. 242; Fromm-Reihmann F., 1959, p. 1; Young J.I., 1989, p. 552) demonstrate complex content of the loneliness phenomenon, where the focus is on its causes, associated with both typical situations of life and character of the personality. The H. Jones study results show that lonely people exhibit little interest to their partners, they more likely to change the subject of conversation, and they tend to a stronger sense of self-esteem (Jones H. Loneliness and social behavior , 1982, p. 238). In his works, D.P. Flanders argues that loneliness may be a feedback mechanism that exists in the society and allows it or a single individual to maintain a certain (optimal) level of social contacts (Flanders J.P., 1982, p. 166).

D.Perlman and L.A. Peplau distinguish, in their works, eight approaches to the problem of loneliness: systematic, interactional, cognitive, sociological, intimate, phenomenological, psychoanalytic and existential (Perlman D., Peplau L.A., 1981, p. 228). P.Leiderman made the most comprehensive review of the problem investigation from the psychodynamic and psychoanalytic standpoint (Leiderman P.H., 1980, p. 377).

As noted by S.G. Korchagina, the loneliness phenomenon stands out in its ambiguity in terms of scientific determination and personal reflection (Korchagina S.G., 2008, 228 p). This is a complex phenomenon, which leads to various experiences associated with relationship of a person with the reality located around him/her. T.R. Rashidova believes in her study that loneliness does not bear only a negative charge, which leads to destruction of the internal consensus (Rashidova T.R., 2012, 155 p). So, loneliness can not be reduced to the mental condition only with the negative modality of experiences.

Scientists analyzed it just in relation to the youthful age and paid, in this analysis, much attention to its results in the process of formation of a personality, as well as psychological and social reasons, which cause a feeling of loneliness.

When diagnosing personal characteristics, experts and teachers can identify an individual predisposition to loneliness, which allows working on its prevention. The main part of the work

program of teachers and specialists with the students are special exercises aimed at establishing mutual understanding and constructive interpersonal relationships necessary to overcome loneliness (Bildanova V.R., Shagivaleeva G.R., 2014, p.19).

METHODS

The questionnaire consisted of two blocks. In order to identify the levels of loneliness, three questions were included in the first block. Questions were formulated as follows: 1) "Do you usually spend a lot of time among people?"; 2) "Do you have people in your environment, with whom you feel relaxed, and with whom you want to be together as much as possible?"; 3) "Do you have close friends who always understand you and to whom you can always come and share your experiences?" (Shagivaleeva G.R., 2003, 169 p.).

Three positive responses were considered as the minimum level of loneliness, and three negative – the maximum one. So, an opportunity appeared to highlight four groups of respondents with a total index of 3, 2, 1 and 0, where 0 corresponded to negative responses to all three questions. Each of these questions related to different levels of loneliness: communicative, emotional and spiritual. Physical loneliness was not considered.

No matter feels a respondent loneliness or not, the second questionnaire's block measured the respondent's attitude to loneliness. Below are the questions included in the second block of the questionnaire: 1) "Do you feel lonely?"; 2) "Are you anxious to avoid loneliness?"; 3) "How often do you have a desire to be left alone?". The first two questions proposed responses "yes", "no". The last question, "How often do you have a desire to be left alone" contained four possible responses: a) constantly; b) at least once a day; c) several times a week; d) there is no such desire.

Responses to the first of these questions were analyzed separately. Comparing them with the responses to the first block of tasks, we found out how much subjective determination of the situation corresponds to its objective parameters.

The responses to the last two questions allowed to judge on the level of voluntary or enforced loneliness. At first, responses to the first of them were considered, and two groups of subjects were formed: the ones who are seeking to avoid loneliness, and the others who are not making any respective efforts. Then, responses to the second question were analyzed in each group. And in each case, three groups were found: a) those who constantly feel like to be left alone; b) those who periodically experience such a desire; c) those who never had such a desire.

The study also used an A.Mehrabian Affiliation Tendency Questionnaire and H.Eysenck Personality Questionnaire.

RESULTS

The questionnaire survey results relating to the first block of tasks have shown that almost 15% of the students have a strongly expressed loneliness (all three types listed above are available). That is, such category of students is not well socialized, and they do not have any friends. 33% of respondents have two expressed types of loneliness (combination of emotional and spiritual loneliness is often observed). The obtained data of study results allow to divide the data sampling for further analysis into four groups. The first group with a total index of 3 (three positive responses) includes 57 people, and it is characterized by a high level of objective loneliness; the second group with a total index of 2 includes 126 people, and it is characterized by an average level of loneliness; the third group with a total index of 1, which includes 105

people, features a low level of loneliness, the fourth group with a total index of 0 contains 96 people, and it is characterized by the absence of loneliness.

Thus, speaking about the specific types of loneliness, the communicative loneliness is the least frequently observed, and the spiritual loneliness is the most frequently observed, that is, purely communicative relations of the students are expressed more strongly than spiritual and affiliative ones. In this way, it demonstrates "loneliness in a crowd".

We also divided the sampling of students into two groups: those who feel lonely and those who do not feel lonely – for the subsequent comparative analysis. By responses to the questions from the second block of the questionnaire "Do you feel lonely?" for the subsequent comparative analysis, we also divided the sampling of students into two groups: those who feel lonely and those who do not feel lonely. The first group proved to include 152 (39.3%) persons and the second – 232 (60.7%) persons. Four selected groups of students had the following distribution. In the first group, 52 persons or 91.2% consider themselves lonely. In the second group, 66 persons or 52.4% feel lonely, in such a way, the students with moderate level of objective loneliness have almost an equal number of those who recognize and do not recognize themselves lonely. In the third group, 24 persons or 22.9% indicate that they are lonely, all the others deny their loneliness. Finally, in the fourth group 10 of 96 persons (10.4%), who are objectively not lonely at all, still consider themselves lonely.

We reviewed the responses of students, which are referred to four different groups depending on the level of objective loneliness, as well as to two groups according to the presence or absence of subjective loneliness, to the question: "Are you anxious to avoid loneliness?". Four selected groups of students had the following distribution of responses.

The first group of such (anxious) persons included 61.4% in total, the second one – 75.4%, the third one – 83.8%, and the fourth – 89.6%. This may indicate that: 1) active avoidance of loneliness really reduces probability of its occurrence; 2) those who are not lonely do not want to be lonely to a greater extent.

A total of 80 students (20.8% of respondents), including 53 persons with a high and moderate level of the objective loneliness (29% representatives of these groups) do not seek to avoid it. Among those who are objectively lonely (the first group), there are quite a lot of students – 38.6% that are satisfied with their condition.

Among the students who consider themselves lonely, 42 persons do not tend to change their life situation; that accounts for 27.6% of the total number of this group. There are 38 persons (16.2% of their total number) among the students who do not consider themselves lonely. Only the first ones can be regarded as persons inclined to loneliness, since many students are found among the latter who has never experienced loneliness. Their quantity is approximately the same in the first and second reckoning method.

Awareness or unawareness of being him/herself lonely depends largely on the stable psychological personal qualities. Using the H.Eysenck Personality Questionnaire, we defined intensity of these personal qualities in students and compared the indicators between the categories of subjectively lonely (both those who avoid and do not avoid loneliness) and not lonely students. The study results obtained by the H.Eysenck method show these are students more inclined to introversion that are more likely to be lonely.

The subjectively lonely students' introversion is expressed higher than among non-lonely students. Extraversion is expressed in non-lonely students. Such qualities as sociability and proactivity are typical for extroverted students.

The study also used the A.Mehrabian Affiliation Tendency Questionnaire that measured the intensity of two affiliative motives: "desire for acceptance" (DA) and "fear of rejection" (FR).

The study results showed that the overall index of DA motive for the whole data sampling is 134.03 and that of FR motive – 131.83. 87% of students who feel lonely demonstrate the result below the median on the "desire for acceptance" motive for the whole data sampling, and 92.5% of these students show the results above the median on the "fear of rejection" motive. There is an opposite picture in another group: 64.2% have a result above the median on the first motive, and 85.8.2% below the median on the second motive. A total of 173 students have a high FR motive indicator, and almost 81% of them feel lonely. And, in contrast, 169 students have a high indicator on the other motive, and only 11.8% of them consider themselves lonely.

Thus, comparing the mean values of the "desire for acceptance" (DA) and "fear of rejection" (FR) motives among "lonely" and "non-lonely" students, it can be concluded that a high FR motive indicator is characteristic for the first group of students, and a high DA motive indicator is typical for the second group. The "fear of rejection" (FR) motive reflects the tendency to an inability to cope with some interpersonal relationships. The state of loneliness presupposes that a person has some interpersonal problems. Accordingly, the self-determination of "lonely" is associated with certain interpersonal problems related to the personal socialization. According to four groups selected by us depending on the objective loneliness level, the students, which are characterized by the affiliative FR motive, were distributed as follows: the first group (availability of all types of loneliness) – 50 persons (87.7% of the total group size), the second group (availability of two types of loneliness) - 61 persons (48.4%), the third group (availability of one type of loneliness) – 38 persons (36.2%), the fourth group (complete absence of loneliness) – 24 persons (12.2%). Similar distribution on the opposite motive looks different: relevant indicators are 8.8%, 40.5%, 51.4% and 61.5%.

The "desire for acceptance" (DA) motive predominates in case of subjectively lonely students. This category of students does not have any problems in establishing some interpersonal relationships. People who do not consider themselves lonely are more creative and original in the search for ways to solve any problems that arise in situations of interpersonal communication. They also demonstrate low indicators on the "fear of rejection" (FR) motive. Thus, if these students show the communicative initiative, they are much less afraid of being rejected. A completely different affiliation motivation structure is characteristic for the students who feel lonely. They are more afraid of being rejected than they hope to be "accepted". Accordingly, it can be concluded that this part of the data sampling is characterized by the communicative uncertainty. At the same time, it is impossible not to draw attention to the fact that the "fear of rejection" is more and the "desire for acceptance" is less expressed in those subjectively lonely students who wish to avoid their loneliness. Those who do not seek it have somewhat more uniform indicators on two affiliative motives. This fact indicates that among the subjectively lonely students not avoiding their loneliness there are those for whom loneliness is a result of their choice, and conscious choice, rather than a consequence of their communication problems. They may have friends, but they do not any significant need in them. Those students who demonstrate a more expressed "fear of rejection" and a less expressed "desire for acceptance" consider themselves lonely and try to avoid their loneliness.

SUMMARY

Thus, self-determination as a lonely or non-lonely person, as well as negative and positive experience of loneliness, which is expressed in the presence or absence of desire for its avoidance, are associated with the expression of a number of psychological personal qualities of students.

The study results have practical significance are of practical importance. Firstly, they are of interest to the professionals involved in counseling students. Secondly, they are important in for developing methods of learning and educational work with students based on their individual personal qualities.

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FORMING STUDENT DESIGN CULTURE AS THE ART AND PEDAGOGICAL TRAINING GOAL

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ABSTRACT

Article is devoted to a relevant problem of forming project student culture – for future bachelors of professional training – as the purposes of art and pedagogical training. For the solution of this problem authors analyze the concepts "project culture" and designate it as the professional and personal quality including set of professional knowledge corresponding to a modern level of development for art culture, science and society functional designing skills, corresponding psychological readiness to show innovative approaches in practical designing, to find non-standard and creative solutions for art and design tasks, moral and personal qualities. In article activities on forming project student culture are designated: subject, meta-subject and situational. Components of project culture are provided: cognitive skills, attitude, skill, behavior, psychological readiness. Authors give the basic forms of the educational activities organization directed to forming project student culture as educational activities of the academic type; quasi-project activities; educational and project activities also note that within forming project culture pedagogical process shall be directed more to the organization of educational cognitive activity for project and transformational type, not excepting the first two types as they are base for implementation of the subsequent activities types. It is noted in conclusion that professional skill of high level students, the interrelation of the technical-and-design and esthetic decision allows to receive project activities result with considerable art and practical properties which constitutes the productive level of forming future teacher's project culture of professional training in the profile "arts, crafts and design".

Key words: *design culture, professional culture, design activity, bachelor of professional training, design.*

INTRODUCTION

The state and society determines shape of future teacher professional training through the higher education federal state educational standard (FSES) of the third generation, setting the new purposes and tasks to educational process. On the basis of FSES competence-based approach which as the purposes and results of developing the main educational program by students names set of common cultural, professional and all-professional competences lies. These competences form basis of personality characteristic – professional student culture (Vasilyeva D.V., Petrunev R. M., 2010, p. 105). High level of professional culture – is the integral condition of modern society for bachelors of professional training (Mirzagitova A.L., 2016, p. 12). It is based on the regulations and values created in the course of the art culture historical development.

The student who is trained on the "arts and crafts and design" profile of the training direction "Professional training" prepares for types of professional activity, traditional for the bachelor of professional training. It is possible to carry educational and professional to those: research; educational and design; system and administrative; organizational and technological;

organizational and managerial; production and technological; service activities, as well as training in a working profession (Main educational program of higher education, 2011). Along with these types of activity students – future bachelors – prepare for specific types of activity: production, technological and design which within our research – forming project student culture – have the special importance. Each of these activity types opens a big complex of tasks – constituent elements of the personality project culture. So, production and technological activities are based on the following tasks: developments of design estimates; analysis and assessment of constructive and technological decisions alternative versions in production; uses of modern integrated environments for designing product life cycle. Whereas design activities are based on the tasks solution for implementing design activities and for complex, art and pro rata and large-scale solutions for designing products; on product development taking into account design-technology, esthetic, operational and managerial and economic parameters; on the choice of an optimum form and configuration of details and assembly units of projectible products; on determination of various product indicators taking into account the issued criteria, criterion functions, restrictions, structure and interrelations.

The designated types of activity for bachelors of professional training staticize a problem of “arming” the students who are trained on the DPI and Design profile with the whole arsenal of project regulations and rules, technologies and methods of designing, as well as ability of conscious use of the received knowledge complex in real and future project activities, considering priorities and sociocultural requirements of modern society. That is, need of forming new project-oriented culture has ripened.

PROBLEM SOLUTION

For the solution of this problem we will address, first of all, the “designing” concept which is connected with a number of related definitions as “project”, “project activities”, “project situation”, “project thinking”, “project culture”, etc. which, on one hand, are relevant project activities however at the same time these concepts reveal project activities from the different points of view.

“Project”, “creativity”, “designing”, “project activities” – are the concepts having a set of values in various branches of science as it is noted in researches I.S. Islambekova which are devoted to technological approach to forming project culture of the teacher on professional training. In them it is noted that designing is a specific form of consciousness which is based on productive imagination capability. It cannot be carried only to logical or emotional forms of consciousness, as well as subjective or objective forms. I.e. designing unites in itself all above-named forms (Islambekova I.S., 2009, p.12).

Analyzing the concept “project culture” definitions set relating to various fields of activity we have determined that project culture – this is professional and personal quality including set of professional knowledge corresponding to a modern development level of art culture, science and society functional skills of designing, corresponding psychological readiness to show innovative approaches in practical designing, to find non-standard and creative solutions of art and design tasks, moral and personal qualities (Fayzrakhmanova A.L., 2016, p.197).

METHODS

Area of Activity

Forming project student culture is performed in three directions: subject, meta-subject and situational.

1. The subject direction is the main direction of forming project student culture realized in educational process on all disciplines of the curriculum. This direction allows students to master fundamentals of sciences that forms base for their professional knowledge and designing abilities. Lectures, seminars, practical and laboratory researches, as well as various project exercises and tasks of various complexity and content level, academic year projects on disciplines can become a form of implementation of forming project student culture in the subject direction.

2. The meta-subject direction of forming project culture is directed to generalizing separate ideas of different sciences (subject matters) of art project activities. It is known that designing in various spheres of DPI and design is very different on technologies, methods, form and results. "The theory of design" and "Designing bases" have tasks of disciplines generalization of these representations in a whole, thereby determining an essence, design stages in general.

The meta-subject direction is implemented as well in the course of student participation in various tenders and design projects exhibitions under the leadership of teachers.

3. The situational direction is oriented to forming project culture during the project situations requiring the fast creative and original solution from students and arising every day as accidental, i.e. not planned during school and off-class hours. The solving situational tasks promotes student acquiring independent personal experience of designing and updating of their project potential (Ivanenko N.A., Khairova I.V., Fajzrakhmanova A.L., Khalilova T.V., Kharisova, G.M. Lisitzina T.B., Shaimukhametova S.F., 2014, p.366).

From the listed directions of forming project student culture the object direction makes a special contribution. We will consider the main lines of its formation on discipline of "Technology of fabric art painting". It implies accounting specifics of project activities in relation to technologies of fabric painting and design which nature is dual as the design provides itself both art and technical, project and art activities. The student in case of designing the objects executed in different technologies of fabric painting faces the task to combine pragmatic and utilitarian and high, common and fine.

Defining project culture offered above allows to set its structure: attitude, cognitive skills, skill, behavior, psychological readiness.

1. The component of project culture "attitude" – is the views of the personality on design process steady in time, moral and personal qualities. This component includes, first of all, views and judgment of the personality on project activities, process evaluation of design and its results, as well as interest of the personality in creative experimenting, simulation and design of arts and crafts products. Secondly, include abilities of the personality which activate those natural talents which are necessary in the course of project activities in this component.

2. The cognitive skills component – is a complex of various student knowledge. First, knowledge that project activities. their stages and means to perform them. Secondly, knowledge of arts and crafts types, in our case – the entity of fabric painting technologies, as well as technique of technologies use of cold, nodular, hot batic in home decoration and clothes. Thirdly, knowledge of conditions and complex of requirements imposed to DPI products and to educational projects.

3. The skill component is characterized by students mastering technologies and technicians, methods and means of project activities. Skill represents a complex of analytical, prognostic, heuristic, technological, projective, realizable, control, correctional and communicative abilities (Ahmetov L.G., 2014, p. 107) which represent the basic directions of bachelors professional training. Availability for the student of this abilities complex serves as the evidence on functional readiness for project activities.

4. The behavior component representing a complex of technical, esthetic, environmental, economic and ethnic standards and traditions of designing objects of the environment. It can be positive, reformative, co-present and adjusting.

5. "Psychological readiness" – is a component of project culture which characterizes mobilization of the personality resources on accomplishing any activities (Akhmetov L.G., 2013, p.569). Psychological readiness for project activities means student readiness to use non-standard technologies and methods in real educational designing, to find innovative creative solutions for designing tasks.

Activity Organization Forms

Such basic forms of the educational activities organization as educational activities of the academic type, quasi-project activities, educational and project activities, are directed to forming project student culture. Educational activities of students are directed to repeating and reproducing the acquired information. During educational activities set of professional knowledge – the cognitive skills component of project student culture is created. Here elements of project activities are planned: actions are modeled, theoretical, contradictory questions and problems are discussed (Gadzhiyev G. M., 2003).

Essence of quasi-project activities is accomplishinf mini-projects and the solution of the creative and design tasks on pre-project objects or their redesigning as well as recreating project activities business mini-games. All this reflects conditions and dynamism of project activities. Here subject and social content of designing process on the basis of application of the gained knowledge is fully modeled by students.

Essence of educational project and transformational activities of students is their inclusion in full designing process. At the same time all stages observance of this process is important.

In the context of forming project culture pedagogical process shall be directed more to the educational cognitive activity organization of project and transformational type, not excepting the first two types as they are base for implementing the subsequent types of activities. Successful forming of project culture is promoted by use of project and heuristic methods (methods of trial and error, combination theory, transformation, brainstorming, projects, morphological analysis, etc.) (Akhmetov L.G., 2015).

Student course designing is directed to systematization, expansion and fixing the theoretical knowledge and practical skills received on discipline of "Technology of fabric painting".

Accomplishing academic year project allows students to analyze basic data independently, to collect necessary information from literature sources, to conduct necessary pre-project researches (the analysis of fashionable tendencies, creating psychosocial portrait of the consumer, etc.), art and analytical researches (search of an artistic image, form, style and color decisions, etc.), design-technology (the choice of materials, defining the volumes of designed project, development of design and technological production sequence) and economic researches (cost value calculation).

Educational designing on technologies of fabric painting allows to solve not only esthetic, but also technological tasks in art and design fields of activity.

RESULTS

Obtaining the result designing product with high esthetic and utilitarian properties is impossible without the high level of professional skill, unity of esthetic and design-technology

decisions that is criteria of forming high (productive) level of project culture during professional training on discipline "Technology of fabric painting". Educational designing consists not only in outline searches of a form, ornamental and color decisions, but also in creating real object or a prototype on its basis. Each student shall pass all stages of educational designing, starting from receiving the detailed design, finishing with implementation on material.

CONCLUSIONS

Research results allow to draw the following conclusions:

- 1) the high level of project culture – is an essential condition of the modern society for bachelors of vocational education on the "Arts and Crafts and Design" profile which consists of the following elements: attitude, cognitive skills, skill, behavior, psychological readiness;
- 2) the project and transformational type of educational cognitive activity shall become basic in the conditions of forming project student culture.

SUMMARY

Forming project culture of the personality – it is necessary to achieve main goal of training of future teachers professional training of the "Arts and Crafts and Design" profile that educational process in the highest professional educational institution had project-oriented aspect. Teachers need to develop purposefully project student culture which is important quality of the bachelor's professional training and raises the competitiveness in the conditions of modern market economy. It is required transformations to areas of the organization and content of all educational process in general and each subject matter in a vector of forming project culture.

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THE ACTUAL STATUS OF THE MUNICIPAL EDUCATIONAL ENVIRONMENT

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ABSTRACT

The condition of the educational environment is not only a condition and result of positive socialization of youth, but also the most important factor of complete and rational use of human potential as strategic task for human resources management. In the course of interaction with the educational environment the new generation of Russian citizens get those personal qualities which are necessary for functioning in society taking into account its condition, as well as tendencies of social and economic, political and sociocultural development.

Impact per capita of the educational environment various components in the course of its social formation is determined by that part of the environment (which is characterized by heterogeneity) into which the person is integrated. By it, it is determined as a result and objective tendency of the young man to a certain type of professional activity, has huge value in case of social designing of the educational environment structure which, ideally, shall be identical to society status and role structure.

In work the following research methods are used: sociological supervision, sociological poll, content analysis, system analysis.

As result of work it is necessary to consider the provisions received in logic of generalizing a number of author's researches on problems of social designing of the educational environment, as well as integration and education quality.

In article the main characteristics of the operating municipal educational environment are provided, the assessment of its condition is offered.

The valid condition of the municipal educational environment both in statics, and in dynamics, on many points contradicts general tendencies that causes emergence of a complex of the objective contradictions complicating transition to qualitatively new condition. Elimination of these contradictions acts as the most important factor of municipal level social system development efficiency in the conditions of social and economic transit, and need of their solution determines the main contents of the education social order.

Key words: *educational environment, social formation of youth.*

INTRODUCTION

The purpose of this article was to open the main characteristics of the municipal educational environment as object of social designing.

The educational environment is understood as some complete complex of conditions, external in relation to personality, providing its social formation according to public expectations as well as the opportunities for its development containing in social and spatial – a subject environment, structured on the basis of the operating education institute, but not reduced to specially organized pedagogical content. In addition to specially organized, the purposeful training and educational impact, the educational environment causes social development of youth. It is possible to agree with K. Mankheym claiming that education creates not the person in general, but the person in this society and for this society (Mankheym K., 1994, p.479).

Everything, as for training, fully meets the institutional requirements: there is a curriculum divided for several years and determining what knowledge level the trainee shall show after each grade; the corresponding rates of subject teachers are determined; the management training system process acts on the basis of the approved indicators control, etc. It is possible to analyze efficiency

of curricula and programs, to argue on teachers load and their low earnings, inadequacy of education criteria (read - training) as all this is also empirically fixed. If from these to analyze an education processes condition, then it is difficult to keep from a conclusion that education in our society as specially organized activities possesses a considerably smaller role.

At the same time, the imbalance between opinion that educational institutions shall be engaged in educational work and the real situation is the reason of serious dysfunctions. The Ministries of Education and Science, regional and municipal authorities of education, educational institutions are under fixed pressure from various state bodies concerning the inadequate organization of educational work.

Considering a condition of educational activity in general, we can note the serious weakening (adjoining on absence) of backbone function of the actual educational activity in development and formation of personal qualities of younger generation. Also dysfunctional value has contradiction between the existing ideas of educational activity need and its representation in educational process.

METHODS

As data processing methods, as well as theoretical methods, traditional for sociological research, mainly statistical (quantitative and qualitative) methods are used.

RESULTS

Owing to human resources management objectivity problems, inability of the entities to undertake the solution of a number of problems, the problems connecting (sometimes – identifying) human resources development with a condition of the educational environment (K.Barham, L.Handy, S.Panter, A.Winhavd (Handy L., Barham K., Panter S.,1989), etc.) appears the most attractive.

"Rapid transition of Russian society to new forms of economic activity has led to an increase in the need of active, adventurous, competent and responsible professionals. In the training of such specialists not only professional education plays an important role, but also secondary school as a social institution, lays the groundwork for future career choices and further professional education" (Sedov, S.A., 2015, p.71). The similar result is unattainable without specially organized educational activities based on clear split of functions, supported with material resources and the corresponding standard rates. Need of such activities organization also determines functions of the institutional sphere of the educational environment (Valiyev, I.N., 2015, p.133).

Impact of the educational environment on social formation of the personality is triple by nature and is performed, respectively, in three directions. One of them is set by the institutionalized purpose of training and education, the second is caused by specific features of the person and his social environment, the third is determined by specifics of the most educational environment, a set of the elements present in its structure (Valiyev, I.N., 2015, p.127).

"In this research we understand set of the external conditions providing the purposeful and socially expected development, formation and education at representatives of the younger generation of certain types of the relation to world around" as the educational environment (Valiyev, I.N., 2015, p. 490). The educational environment has structure which central element is presented actually by institute of education and is urged not only to carry out backbone function concerning all other components of the environment, but also to provide preparation of youth for independent functioning in society according to society interests.

Social conscience is extremely complicated palette of opinions, values and views that is related to controversial ambiguous processes going on in society. The process of mass conscience dramatic changes develops inconsistently, and this inconsistency and ambiguity often make a great impact on the place of a person in the life of the country in the characteristics of political, social and economic behavior. (Sedov, S.A. Valiev, I.N., 2013, p.325). Owing to the natural reasons each

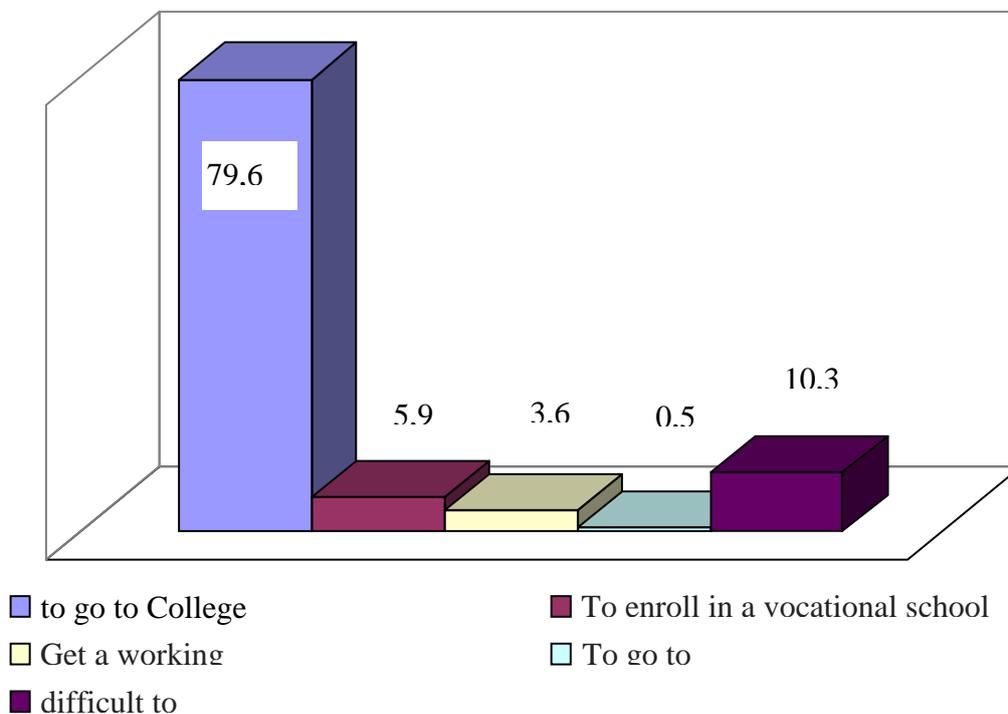
person aims to receive as much as possible with the minimum costs of time and energy from system. The social system is interested in opposite – to maximize efficiency of professional activity of the person, having minimized expenses on maintaining the person.

Educational environment, understood as some coherent set of external conditions to the individual providing social formation in accordance with public expectations, as well as opportunities for development, contained in a social and spatially-object environment, determines the socialization as the process and the result of human assimilation and appropriation of social life experience. Socialization, in its turn, helps a young person to enter the system of social interaction as its full participant. (Ildar N. Valiev, 2015, P.101).

Still, we considered a situation in the field of training in more or less adequate qualifying standards. Especially as data of sociological polls in general confirm satisfaction of educational activity subjects with results of general education training of children (at least, in the field of giving the school students general knowledge). However, as the analysis of documents shows, in the field of training serious violations are observed. Crisis in home education of post-soviet period has been stated in the researches by Shadrikov (1997), Moiseyev (1998), Novikov (2000), Krayevsky (2005), Zagvyazinsky (2011) and many others whose authoritative opinion in total gives the reason for regarding the state of Russian education in the period from the end of XX till the present days as crisis a priori (Sergey A. Sedov and Larisa K. Obukhova, 2015, p. 946). In particular, improvement of educational condition does not determine quality of the most educational activities by quantitative indices.

On the example of Yelabuga we will carry out the analysis of municipal educational environment according to the methodology offered by the author. Degree of professional plans coordination of the senior school age youth and the municipal labor market acts as one of the most important integrated indicators of the municipal educational environment compliance to requirements of social and economic functioning. By results of sociological polls of the Yelabuga school students and their parents carried out in 2016 in professional plans of school graduates the aspiration (Figure 1) to continue training in a higher educational institution (79.6%) prevails.

Figure 1
PROFESSIONAL PLANS OF SCHOOL GRADUATES



The situation does not differ essentially from that which has been fixed as a result of sociological polls in 2009, 2014 and 2015. General distribution of personnel requirement of production - no more than 25% of heads and specialists, at least 75% of workers – specifies that about 50% of the youth which has graduated from higher education institution will not be able to find themselves occupational work. Plan to continue training in technical school 5.9%, to receive working specialty in school 3.6%, to go to work right after school 0.5% of graduates.

Results of the correlation analysis allow to assume that the professional choice of seniors not always corresponds not only to requirements of the labor market, but also to their values. So, for example, the choice as professional activity area of medicine, education, trade, law-enforcement activities is not connected with values of communication and life; the desire to work in the field of oil and gas production, power, communication, construction does not correlate with love for equipment or the solution of logical tasks. All these are subjective features and opportunities discrepancy for professional plans of youth.

The conducted researches have revealed serious distinctions in understanding of the educational activity purposes by its main subjects. The opinion of teachers positively correlates with opinion of school heads ($p < 0,01$), opinion of students with opinion of parents ($p < 0,01$). At the same time the problems of one group (the teacher heads of schools) with a problems of other group (children parents) does not correlate, that specifies inconsistency of the school purpose with expectations of the educational services main customers. The opinion of Department of Education employees does not correlate with opinion of teachers and heads of educational institutions, with opinion of students and their parents that confirms dysfunctional manifestations in the educational activities management system urged to play the integrating role in the municipal educational environment.

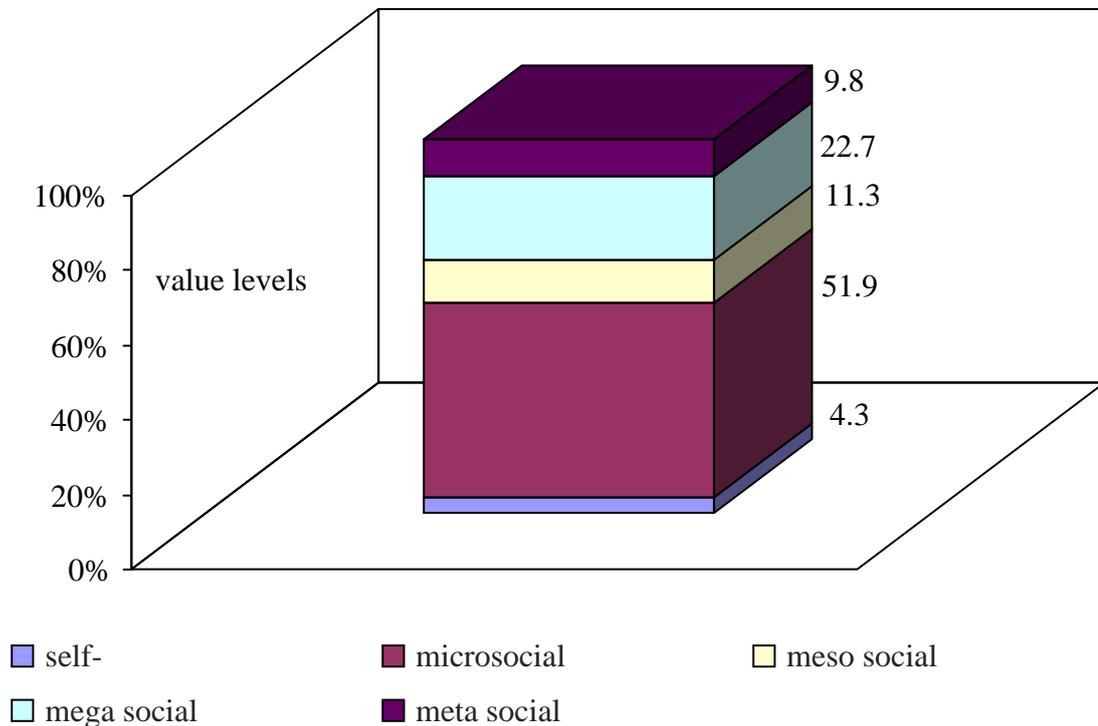
Table 1
EXPECTATIONS OF STUDENTS AND PARENTS CONCERNING SECONDARY EDUCATION AND ASSESSMENT OF SCHOOL TRAINING REALITIES

Purposes and tasks of school	Expectations (%)		Assessment of a state (%)	
	Students	Parents	Students	Parents
General knowledge	48,9	48,9	68,2	74,1
Preparation for enrolling in educational institution (HIGHER EDUCATION INSTITUTION, technical school, school)	39,6	36,8	14,6	19,0
Forming outlook, vital values	13,6	23,6	10,4	11,5
Help in choice of profession	7,7	8,3	4,8	8,3
Preparation for independent life	8,9	5,7	6,1	2,9

The analysis of the documents normalizing activities of school, supported with results of questionnaires shows focus of an education system on training process (forming of knowledge) to the detriment of education process (forming of outlook and a value system). The analysis of survey results of the students and parents brought in Table 1 confirms that in the relations of family and school the academic values dominate.

Most creating functions are historically carried out by institute of a family. We will note that in the problem resolution of social and economic interaction system reproduction it is important not only to solve the problem of forming youth, but also such "registration" of various factor influence of the educational environment which would lead to the result corresponding to social requirements.

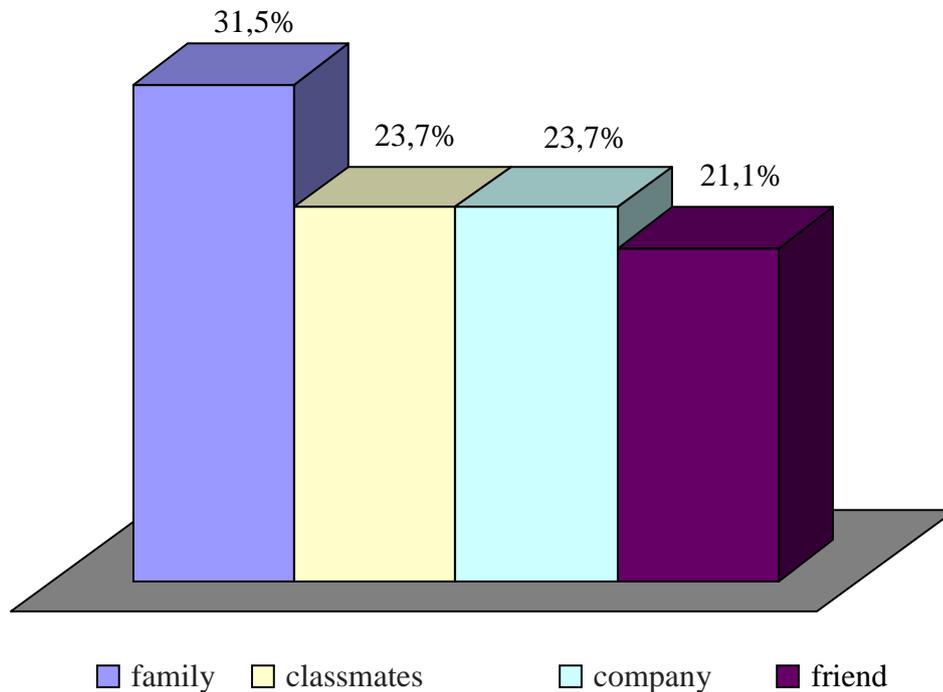
Figure 2
RATIO OF THE YOUTH GROUPS DIFFERING IN LEVEL THE VALUABLE MAKING PERSONALITY



Survey results of parents have shown that only 8.3% of respondents would like that children inherited their profession; most likely 8.3% would also like it. Strictly against such prospect are 50.0% of parents; most likely they would not like it – 33.3%. Absence found it difficult to answer specifies pronounced definiteness of a parents problems on the matter. Even more serious results are received concerning desire/unwillingness of parents to see children working in the same organization. Strictly against are 83.3%, most likely against – 16.7% of parents. The pronounced deviation of answers from normal distribution (to the negative area) specifies serious problems in the field of creating family impact. The outlined situation is supported by the revealed "failure" in the field of the mesosocial level values (Figure 2), connected, including, with the small homeland that determines aspiration of youth to change the place of residence: only 32.2% of graduates want to remain in the hometown; 35.1% plan to move to other city; 23.6% - to other city of the Russian Federation; 9.6% of seniors wish to go abroad.

The statistical analysis of the results received during school students poll allows to speak about various extent of some groups influence on forming valuable component of the seniors identity (Figure 3).

Figure 3
VALUE OF VARIOUS GROUPS IN FORMING THE VALUABLE SENIORS IDENTITY



The family possesses the greatest value in forming values (about a third of all cumulative influence). At the same time, the remained two thirds of influence are divided between schoolmates, social environment and friends. It is common that correlation between the relations with teachers and value of any values is not noted. Thus it is possible to state serious influence of schoolmates, social environment and companionship on process of the young people social formation. And its influence on the cumulative value more than competes with influence of a family and, especially, schools.

Against it strengthening of the street influence on general process of forming the personality at teenage and early youthful age is shown. In particular, in settling of the conflicts arising among young people there are no authorities, neither teachers, nor parents. Specifies domination of the company also the analysis of seniors satisfaction degree with the relations in various contact groups. If as an indicator of satisfaction with the relations we choose total value of youth completely and in general satisfied with the relations, then first place will be won the company (90%), by schoolmates (87%) and the friends (83%). The relations in family (78%) and with teachers (70%) will take respectively penultimate and last places.

Employees poll of services personnel of the entities and the organizations with use of the focused interview method has shown indifference of their relation to problems of youth social formation. The vast majority of the entities prefers to deal with already accomplished people, considering work with children and youth as an advertizing campaign or a social duty. The exception is constituted by scarce beginners of the entity working with high technologies.

Local mass media also do not exert serious developing impact on youth. On a question of their role in the choice of social future and further educational way only 5.4% of seniors have estimated this role as significant. At the same time the role of the Internet was emphasized by 31.2%.

CONCLUSIONS

The central, institutionalized component of the educational environment is characterized by training priorities in relation to education that is reflected in mutual expectations of educational process participants and is shown in excessive conscious component of the considered sphere.

Educational activities are reduced to different set of actions in which, according to V. M. Lizinsky, the same persons participate more often. "The school is so arranged that some get the role of active builders their lives and space around themselves, while others become consumers and witnesses of other people's success and merits" (Lizinsky V. M., 2002, p.51). It is unlikely the outlined situation can be referred to as successful result of the purposeful, planned and pedagogically reasonable educational activities.

Training in the existing educational environment is characterized by commonality, use in the organization of quantitative training criteria, but not high-quality nature that determines a contradiction between improvement of education condition quantitative indices and unsatisfactory training results.

As one of the most important indicators of an unsatisfactory condition of the municipal educational environment discrepancy of professional senior youth plans to needs of social and economic infrastructure for professional change and to their own personal features and qualities acts, which specifies that the institute of education does not carry out backbone function in structure of the municipal educational environment.

The condition of the educational environment mesosphere is characterized by weakening of the creating impact of family and professional groups on youth. At the same time replacement of the creating influence is performed from spontaneous social groups (the companies at the place of residence, circles of friendly communication, etc.). In settling of the conflicts arising among students there are no authorities, neither teachers, nor parents. Specifies domination of the company also the analysis of seniors satisfaction degree with the relations in various contact groups. If as an indicator of satisfaction with the relations we choose total value of complete and in general satisfaction with the relations, then first place will be won by the company (90%), by schoolmates (87%) and by friends (83%). The relations in a family (78%) and with teachers (70%) will take respectively penultimate and last places.

Municipal mass media do not make serious educational impact on youth, yielding in competitive struggle to the central mass media and the Internet.

SUMMARY

In total results of the conducted researches have fixed the serious deformation of the municipal educational environment which is characterized by inconsistency of municipal authority bodies problems, education system, parents and students in the field of the education purposes; data of a family role in developing (instead of creating) transfer of the creating influence accents to the area of the company and companionship, distancing of production and mass media from problems of social youth formation is shown.

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ON THE CONFLICT OF PUBLIC OPINION: INTERPRETATION OF LITERARY CLASSICS

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ABSTRACT

Work is devoted to a question of reading literary classics and forms of its actual assessment in the modern public environment – both scientific and specialized, and connected with wide reader's audience. The Russian classical literature became object of consideration. Authors of article believe that in the Russian Post-Soviet society two tendencies determining nature of the attitude towards verbal art heritage of the past were shown. On one hand, inertia of former achievements has left, and the Russian public in general has stopped reading actively. On the other – in case of some improvement of living conditions the obvious social trend to being interested in book and journal products was found. The classics on this background takes very modest place. However a noticeable factor of strengthening attention to it is attempt of its poly-variable interpretation today (scientific and creative, figurative). Exactly here the conflict gaining lines of public and ideological opposition between "conservatives" and "liberals" lies. The first take a guarding cultural position. Classics for them – is a form of preserving national memory, the life-meaning reference points, mental code, expression of world outlook and style harmony. The second perceive the classical text as the field for semantic experiments, bright innovations, verification of the next methodological programs. "Conservatives" reproach "liberals" with a "deconstructive" partition of classical, with withdrawal from its live, organic element, with substituting it by dead, mechanical beginning. "Liberals", in turn, blame "conservatives" of stagnancy, desire to refuse poly-cultural approach and establish the only correct, monistic view. It is clear, that the opposite interpretation of classics is only part of the general ideological conflict, even more precisely – that dialectic fight which can be designated as collision "old" vs. "new" (we use these terms without any estimation, in neutral sense). The truth, most likely, lies in the middle, as in the antique tragedy, each of the parties conducting dispute of right and wrong at the same time. From this it follows that the method of overcoming difficult situation is in that clashing friend's friend gossip, having shown the best psychological properties. Otherwise the classics will be replaced by one-sided ideological interpretation (irrespective of origin sources), and instead of authentic interest in the past in society there will be a feeling of discharge and fatigue.

Key words: *art, literary classics, interpretation, social environment, conflict of opinions, perception psychology.*

INTRODUCTION

Art classics at all times – was a subject of infinite and heated debates. There are all bases to consider that dispute on classical heritage of the past to be an integral part of the heritage. Fully it belongs to the Russian culture and art.

Russian culture, as we know, is logo-centric. It means that its main core is the word which owing to the historical reasons is closely connected with Christian religious tradition. In Russia we always treated the word faithfully and therefore there is nothing surprising that from all arts literature became the expressor of the deep parties of the Russian national consciousness. We will consider also the fact that the Russian literature, at least since the 18th century, combined multiple diverse functions, subordinating actual tasks of the current public life to artistry. In this respect it was a loud-hailer not only of esthetic, but also social and philosophical, political and economic, ethic and legal ideas. It showed a rare example of genre and style versatility. In it interest in an eternal and passing, high ideal and terrestrial forms of its implementation is united.

Today the Russian classical literature endures the difficult period of social reception. Until recently, during the Soviet era, it was object of general reader's attention with all possible expenses among which – quite ideologized, tendentious interpretation of its central plots and pictures took place. On the practical level it led to hidden (latent proceeding) to the conflict when, for example, at literature lessons the capable school student could not express alternative opinion and if he had it and, moreover, articulated it in the creative composition (a popular genre of school literary criticism of those years), it influenced what grade the teacher could give. During a Post-Soviet era locks of political and civil liberty have opened, and have resolutely refused treatments of this sort. In exchange to a single view of literary works there was a poly-variable approach which included some extremes when the text of subjective interpretation was so free in estimates that it obviously distorted classics. Interpretation became prior to required work. From the methodological point of view it was proved by the concept of "death of the author" which was offered by Roland Barthes, the French researcher structuralist. He claimed that the idea of the writer as "sacred carrier of the supreme values" is the myth. The text is created by language as sign system, the author acts as its tool. From here – the significant role in forming meanings of a verbal art ensemble is played by the reader as an element of social environment. Interpretations are as many as there are readers (Barthes, 1989).

The problem, thus, consists in somehow to correlate two reader's strategies, having overcome pernicious extremes and having found optimum model. The situation is complicated by the fact that the Russian literary classics does not exist as a Kant transcendental object. It is indirectly involved in opposition of ideological systems and is used by them as required. One of them, traditionalist, conservative, professes a view according to which the Russian literature – is the keeper of "ground", basic foundations oriented to official orthodox belief. In such respect A.S. Pushkin, despite the freethinking (see the poem "Gavriliada", 1821), – is the religious prophet, the speaker of sacral truth, and it alone. Another, liberal, not traditionalist, approves a priority of free circulation with the past, and A.S. Pushkin for him – is the poet versatile, not becoming isolated in one prepotent line, many-sided.

There are justified questions: how to read classics? whether it is necessary to consider the public and ideological moments in the course of reading? in what degree they are of interpretative value? whether new terms are important for understanding classical literature and art? whether the conflict of ideologies is surmountable in principle?

We will try to answer these with understanding that the questions formulated above cannot be carried to the category of simple.

METHODS

Corner research method is the system integrated approach connecting separate scientific acceptances. The greatest value in a specific case two methods have: 1) historical and cultural and 2) descriptive and sociological.

The essence of the first method is reduced to accounting of historical and cultural context as any public phenomenon does not exist without communication with the past (diachronic vertical) and present (synchronic horizontal). Use of this method allows to see this or that phenomenon in internal evolution and – the most important – in dynamics of external contacts. We will emphasize also that literature is organic part of culture, and the identity of the interpreter of the verbal and art text matures under the influence of the cultural environment factors (education, intellectual development, emotional preferences, religious belief) too.

As for the second method, it is based on the analysis of social objects in their current chronological cut. Many practices of this method are taken by us from works of A.A. Zinovyev, the Russian sociologist of the 20th century (see: (Zinovyev A.A., 2008; Zinovyev A.A., 2014)). From his point of view, describing social object ("difficult, multilateral, differentiated, changeable" (Zinovyev A.A., 2008, page 56)), it is not always possible to consider all its properties: something should be disregarded. Besides, some object properties have no basic value, they can be neglected. It is important to cover a social phenomenon in its complete measurement to find an essence,

something invariable, stiffened, invariant. Literature and art in this foreshortening – are subject sometimes to the sharp ideological conflict, it is also necessary to understand what program lies in the base of warring parties that forces them to express such, but not different views on discussed.

If the art psychology already exists (see: (Vygotsky L.S., 1998)), the sociology of the Russian literature still develops. In the 1920th years in Russia contours of this discipline were planned, however they developed in line with vulgar-sociological consideration of the literary facts and have not found continuation. Now the cultural situation forces researchers to fill the formed lacuna with more or less new knowledge. On this subject there is not enough works; what there is, as a rule, is limited to traditional analysis of an inner world of an art work or its communicative aspect. See: (Amineva V. R. et al., 2014; Amineva V. R. et al., 2015; Amineva V. R., 2015; Bekmetov R. F., 2015; Gilazetdinova G. X. et al., 2014; Ibragimov M. I. et al., 2015; Khabibulina L.F., 2014).

RESULTS

It is considered that Russia of the Soviet period was the most reading country in the world. There are no exact social researches confirming this fact, however it logically follows from those cultural transformations which accelerated the new power, and among them – the policy of illiteracy liquidation performed (free compulsory school training became nearly the business card of this process). There was a cult of book, literary and art heritage, not only Russian, but also the world's. A.A. Zinovyev had all reasons to write about himself and the generation: "All apartment is filled with books. Books everywhere, even in corridor and toilet. It was typical for the average Russian intellectual... Admittedly, Russians spent for books a greater percentage of income, than other people of the world. The book was a deity for us" (Zinovyev A.A., 2014, page 13). At the same time huge interest in the book was followed by an interpretative monism when only one obligatory interpretation of work corresponding to Marxist understanding of public reality was allowed. So, the unique direction and creative method of literature and art - the socialist realism - oriented to the settled forms of the 19th century was recognized.

During the Post-Soviet period there was a reevaluation of former masterpieces. Recent heroes "have been dumped from the present steamship", but in intellectual community it has caused contradictory reaction. On one hand, some consensus concerning those writers to whom the power patronized was formed; they either completely, or partially, have left school programs and anthologies. On the other hand, there were writers whose creativity was interpreted ambiguously. Among them – N. G. Chernyshevsky, the author of the novel "What to Do?". Long time it was estimated positively as V. I. Lenin was one of his main admirers, and then have considered that N. G. Chernyshevsky's text representing the allegorical image of socialist utopia does not correspond to spirit of liberal time. Nevertheless, after several years the author and his novel have returned to a book shelf: critics of liberal sense have seen in the novel something timeless, and in its context – the idea close to own representations. Really, N. G. Chernyshevsky believed that environment creates the person, therefore, to change the person for the best, it is necessary to change conditions of existence, to make them "convenient" for manifestation of the good features of personality. F.M. Dostoyevsky and L.N. Tolstoy, his contemporaries, as we know, stood up for moral self-improvement contrary to external circumstances.

We will note in this regard the following. In one of student's groups of the Kazan Federal University we have carried out mini-poll. It is, of course, is not representative in sociological sense of the word, but nevertheless gives the overview of a local situation from the point of the general tendencies view. In the course of heuristic conversations we have asked a question what Russian writers of the 19th century are preferred by the second-year students of Institute of Philology and Cross-Cultural Communication of Lev Tolstoy learning Spanish and why. The group, in general, was divided into two parts. One part claimed that F.M. Dostoyevsky as the person who has reflected "basic" sides of the Russian national thinking is the closest to them. F.M. Dostoyevsky is mysterious, strange, paradoxical, and he is capable to interest the thinking reader. Other part has paid attention to N. G. Chernyshevsky, having explained the choice with the fact that this writer

seems to be much more modern, than it is usually thought. (It is curious that during lifetime they were ardent antagonists, and the watershed of their views lay in a question of reality change methods. It is enough to tell that four dreams of Raskolnikov from the "Crime and punishment" of F.M. Dostoyevsky in other ideological and esthetic lighting correspond to four dreams of Vera Pavlovna from "What to do?" by N. G. Chernyshevsky). As we see, especially mechanical extraction of N. G. Chernyshevsky from the school program implemented no social and psychological reasons. It was a fashion tribute more likely, but also, the law of satiation worked: it was told about the writer very much and often, to the detriment of other subjects that of him as from sour grapes, have set the teeth on edge and as soon as possible have tried to get rid. N. G. Chernyshevsky does not leave indifferent both the reader of the "conservative" direction, and the reader of a "liberal" wave. To the first he is important as the creator of a grandiose utopia of which we dream at all times even if the utopia is wrapped in catastrophic crash. To the second he is important as the creator of the new hero, the revolutionary Rakhmetov subordinating life to conscious impulses, reasonable and strong-willed tension. (In the Russian literature the similar hero – is unusual occurrence, remarkable).

Post-Soviet era as the cultural text in the of development relies on philosophy of the western postmodern according to which reality is not monolith, and is as if weaved from various rags. Implementation of this philosophy is found in numerous attempts of free reading the Russian classics. From the elementary scientific examples – deconstructive analysis of the story of I.S. Turgenev's "Mumu" with implementation of the Freudian interpretation method (Kolotayev V.A., 2001). From creative and figurative, according to V. E. Halizev (Halizev V. E., 2001, page 194), examples – staging the play of the 19th century in present surroundings, in modern suits, without respect for elementary historicism. Naturally, in circles of traditionally conceiving readers it causes a certain and steady scepticism. Briefly it can be defined so: do we have the right to transfer modern conceptual terms framework to texts of the past? whether there are, in general, borders to such transitions? How far are they justified? The reader's public which is not encumbered with strict academism explains need of the addressing the new theory with spirits of the times; any researcher, in their opinion, is not able to overcome the borders set by social and psychological environment andera (the last determines a lot of things also in the behavior of people). However this answer clears up little; on the contrary – only strengthens the conflict which with special presentation is shown in the sphere of actual painting when instead of Christ's image on a sacred icon the animation hero as author's interpretation of the events in the field of social and religious the relations is shown. The conflict in art turns into an antagonism of outlooks.

We think that though the conflict of art (literature) and society is eternal, an interpreter task – is to look for points of potential contact. So, it is possible to explain that the classical literary text is not limited by historical era. It inevitably goes beyond its framework; otherwise it is not classics, but regular artifact. This means, we have the right to treat the classical text in a new terminological key, observing a measure, dynamic balance, golden mean, without breaking off at all with what is already reached. And the basic moment distinguishing liberal game from serious consideration of classics, the internal possibility of the interpreter will bear moral responsibility for the pronounced word. Under such condition, we are convinced, a complementarity, let of insignificant degree, is achievable. Its approachability, in turn, – is a guarantee of quiet conversation on difficult matters.

DISCUSSION

The subject touched by us demands factual lighting. We have given a small amount of illustrations. They prove existence in the characterized problem of methodological sharpness. The classics (not only literary) as it becomes clear, doesn't belong only to category of esthetic. It is an ideology, being the pulsing life of the public environment connected by a set of visible and invisible threads. It is not the silent museum rarity which is stored in dust rooms, but the carrier of the conflict beginning. Correctly, to overcome it without ruptures of times – is the purpose of the interpreting person.

CONCLUSIONS

The offered subject, thus, has the research prospect. We think that it would be useful to correlate public perception of the Russian literature to the Russian perception of classical literature of the Western world. What psychological trends work here, what names among readers dominate, whether there are obvious and hidden conflicts – here is only a small circle of questions which could become a subject of future consideration. The overall picture consists of private supervision and analysis.

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THE ROLE OF MINDFULNESS IN CONFLICT COMMUNICATION STYLES ACCORDING TO INDIVIDUAL LOCUS OF CONTROL ORIENTATIONS

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ABSTRACT

This study aims to understand the role of mindfulness according to locus of control orientations in conflict communication styles. As there is no single study that tried to look at the possible relationship between all of the listed variables, the authors proposed that increasing mindfulness may lead to healthier conflict communication styles with the moderating effect of external or internal locus of control.

We used survey methodology with a two-week time interval for collecting the data. The participants were 651 university students. To test the hypothesized relations structural equation modeling was employed and moderating effects were analyzed with t test.

The results revealed significant positive relationships between increased mindfulness and healthy conflict communication styles as confrontation, public behavior, self-disclosure and emotional expression. Meanwhile, locus of control played as a significant moderator role in the relationship between mindfulness and confrontation, private/public behavior and self-disclosure. The current study might help to further understand the role of individual variables in the better management of interpersonal conflict which is very important when we consider personal, social and political arenas.

Keywords: Mindfulness, Locus of control, Conflict communication styles

INTRODUCTION

As a term, conflict has been discussed to be both an intra and interpersonal phenomenon, mainly having a perceptive base (Godse and Thingujam, 2010). Conflict is said to result from misunderstandings, conflicted interests, beliefs, values, and especially needs which are unmet and that conflict can be both destructive and constructive (Besic & Stanisavljevic, 2014) depending on how the parties handle it. If they are able to take it functional and use it to their best interests, the conflict process might in fact result in very creative types of solutions.

Interpersonal exchanges, be it a communication, a negotiation, a trade or any other form of interaction, require responsibility of both parties for attaining meaningful and fruitful results. Although individual responsibility in interactions might seem like a straightforward concept, its expression stems from many individual factors, including personality, attitudes and behaviors. Exchange in general, communication in particular consists of many verbal and non-verbal messages all very much related to individual's cognitive make-up therefore state of mind (Burgoon, Berger, Waldron, 2000). In terms of the relationship between mind and social interaction, Burgoon et al. (2000) proposed that a person's communication pattern might reflect how mindful he or she is at a given point in time. In terms of conflict management, the authors mention previous literature demonstrating mindlessness to be a possible cause of dysfunctional conflict.

Another individual factor, locus of control (Rotter, 1966) has also been listed as an influential variable in understanding conflict strategies (Taylor, 2010). Being internally

oriented was reported to be important in communicating competently (Taylor, 2010), also in using solution oriented conflict management strategies (Dijkstra, Beersma and Evers, 2011).

In short, by its very nature, conflict is both inter and intra-individual process as the person is said to interact also with his or her own self (Rahim, 2002). In terms of both communication and conflict management strategies, the role of individual factors has been widely discussed, albeit their theoretical base is often being questioned especially regarding trait-like dimensions (Taylor, 2010). In fact, a very early study by Bloomfield and Blick (1975) had failed to find any influence of personality on verbal conflict resolution while the role of situational factors was more favorably argued by the authors.

Up to date, there is no single study that tried to explore combined roles of mindfulness and locus of control in understanding conflict management and related outcomes. The current study aims to explore the roles of each in conflict communication styles.

CONFLICT COMMUNICATION STYLES

The importance of conflict management has been stressed many times in terms of both healthy individual as well as organizational outcomes (Yürür, 2009; Ann & Yang, 2012; Besic & Stanisavljevic, 2014). Rahim's (1992) classification on organizational conflict management has been widely used especially by the researchers working in the organizational conflict domain. Mainly, he classified and defined an individual's approach to conflict in two dimensions: Concern for one's own self, and concern for the others (Antonioni, 1998). As a result of the combination of these two dimensions, five individual approaches to conflict emerged: Obliging, avoiding, integrating, dominating and compromising. Individuals who use an integrating or collaborating style in conflict resolution try to approach the issue so that both sides of the conflict gain something from it. The important thing in terms of communication is that there is an assertiveness dimension to it. Those who hold obliging or accounting approach ignore their own needs and instead focus on the needs of the corresponding party. The dominating or competing style held by one party aims toward winning the argument so there is one winner and one loser. Avoiding persons in conflict withdraw from the conflict situation completely where no one is able to satisfy his or her needs. And compromising style prevents the satisfaction of all needs in concern and both parties need to give something up (Antonioni, 1998).

In parallel, Goldstein (1999) later on argued strongly that conflict as a process is in fact a communicative one and that if we'd like to manage conflict effectively, we actually need to focus on the communication process itself (Basım, Çetin, & Meydan, 2009).

Based on Goldstein (1999)'s classification, there are five dimensions that reflect a person's style in communicating conflict. *Confrontation*: Usually referring to a constructive side of conflict management style, confrontation requires face to face interaction to resolve the issue (Şahin, Basım, and Çetin, 2008). *Public/Private Behavior*: Persons behaving public are comfortable in expressing themselves as they are, whereas those behaving private can only do so in certain circumstances or might not express themselves at all if the situation is not right for them (Goldstein, 1999). *Emotional Expression*: Feeling comfortable to express emotions for the purpose of effective conflict management (Goldstein, 1999; Şahin et al., 2008). *Conflict Approach/Avoidance*: Individual's tendency to avoid or approach conflict during interpersonal conflict situations. *Self-Disclosure*: Individual's degree of self-disclosure regarding the nature of conflict, one's role in it, and one's needs and desires.

Goldstein (1999) devised a scale based on these five dimensions. One of the major aims for the scale was using it on an individual level. Especially for individuals to better understand their own styles of conflict communication and how these influence the way they are relating to others.

Another scale that was devised to measure conflict related factors in communication is by Christensen and Sullaway (1984) and is called The Communication Patterns Questionnaire (CPQ: as cited in Heene, Buysse, and Van Oost, 2005). That measure is comprised of items that reflect patterns in communication such as mutual constructive communication, mutual avoidance, and demand-withdraw. However, this scale was devised solely targeting couple samples concerning experienced conflict in their relationships.

Individual Factors in Conflict and the Lens of Consciousness

Kaushal and Kwantes (2006) stressed that individual difference variables are important in how we all respond to conflict. It makes a difference whether we are assertive, self-conscious, and empathetic or not. In their study that looked at the roles of emotion management and perspective taking in individual's conflict management styles, Rizkalla, Wertheim, and Hodgson (2008) found that individual's disposition to forgive is influential in active conflict management. In addition, general ability to repair one's emotions helped the individual to see the other's perspective and greater perspective taking predicted more yielding style and a lower fighting style. The authors concluded that different conflict approaches might be associated with different individual abilities and motivations. As an example, more fruitful conflict management style such as problem solving involved combined effects of empathizing and positive emotion management. The results of this study led the authors to suggest that therapeutic and educational interventions should aim not only the individual abilities in interpersonal communication, but also using of the methods for transforming negative emotions to positive ones (as an example, through mindfulness practices).

In terms of the role of emotions, Bodtker and Jameson (2001) offered that being in conflict results in being emotionally loaded, and that is where the individual restlessness lies. According to authors, the behavioral element of emotion is emotional expression which might occur nonverbally or verbally through conversations. In addition, physiological component of emotion might follow as bodily experiences and cognitive components as thoughts, attitudes...etc.

In another study, emotional intelligence as a predictive variable (Godse & Thingujam, 2010) was found to have a significant correlation with especially the integrating style of conflict resolution. In other words, employees who were emotionally intelligent were found to use integrating style more. In addition, there was no significant relationship found between the dominating style and emotional intelligence. The same held true for both obliging and compromising styles. Finally, avoiding style was found to correlate negatively with emotional intelligence.

The role of personality variables on conflict resolution has been studied extensively and there is research evidence concerning different cultures. An earlier study by Jones (1982) demonstrated the influence of nine personality variables (achievement, dominance, aggression, affiliation, deference, succorance, nurturance, dogmatism, and Machiavellianism) on smoothing, forcing and confronting. There was a positive correlation found between certain variables except for achievement-confronting, dominance-forcing and aggression-forcing. Similar results were replicated (Jones & White, 1985) this time for MBA students.

In a study carried out with police officers in Norway (Abrahamsen & Strype, 2010), personality was found to have a weak relationship with conflict resolution tactics. However, two studies both involving Turkish manager samples have found significant relationships between the five-factor personality traits and conflict management styles (Yürür, 2009; Tozkoporan, 2013). Similarly, a positive relationship between integrating style and

interaction involvement (a communication competence factor) was found among a Serbian combined sample of students and managers (Besic and Stanisavljevic, 2014).

In Yürür (2009) study, there was a significant positive relationship found between the integrating style and extraversion, openness, and conscientiousness. There was a positive relationship between emotional instability, agreeableness and avoiding style. Those who were found as open and agreeable did not adopt a dominating style. Finally, compromising style was not in significant relationship with any of the personality factors. The results are discussed by especially stressing the important role that personality plays on conflict management styles over situational factors.

The most recent study concerning non-Western working population sample is by Canaan Messarra, Karkouljian, and El-Kassar (2016). The researchers wanted to explore the role of personality traits on conflict handling styles moderated by generations X and Y. It was significantly found that the generations had moderating impact on the relationships between specific personality traits and especially the integrating, avoiding, and compromising styles.

Regarding American samples, Wood and Bell (2008) have examined the role of big five personality factors in understanding conflict resolution styles. Among the personality factors, agreeableness and extraversion were significant predictors of all four styles. Similarly, Forrester and Tashchian (2013) found that, except neuroticism, all big five personality dimensions had significant relations with conflict resolution styles. As an example, agreeableness was related to all conflict resolution types except dominating style. Openness was positively related with compromising style. And extroverted individuals were more inclined to choose dominating style in conflict resolution. Similar results had also been obtained by Antonioni (1998) in a combined sample of students and managers.

Usually, general conflict management styles were put into investigation concerning the role of individual variables having a predictive power. One study which tried to shed light on conflict especially as a communication process was by Heene, Buysse, and Van Oost (2005). In a sample of Belgian couples, the researchers investigated the role of conflict communication styles on certain individual outcomes such as depressive symptoms. Self-reported demand-withdrawal and avoidance were found to mediate depressive symptoms and marital adjustment especially for women. And self-reported constructive communication was a significant mediator of both especially for men.

Apart from personality influences, the influential role of other individual variables such as that of consciousness was also considered albeit in a more theoretical way. In terms of the role of consciousness in conflict resolution, Nan (2011) provides an extensive theoretical overview by focusing on five dimensions that involve awareness, consciousness shifts, transitional space, embodied engagement and improvement of the conflict resolution practice. According to Nan (2011), at the core of conflict resolution lies the process of increased awareness where both parties heighten awareness of their own and others' needs and ways of meeting everybody's needs. In addition, when they act on this type of awareness, they come to develop consciousness of needs being met. In contrast, conflict decreases awareness through increased strain, and conflict resolution practice acts to increase awareness of all. Here mindfulness practices are offered to increase awareness by decreasing emotional strain and increasing the ability to empathize with the other. Thus, mindfulness provides a non-judgmental approach to one's inner states and enables accepting of emotions which leads to emotional awareness and effective emotion management therefore management of the conflict. With increasing awareness, not only our emotions but also our thoughts, sensations, and memories can become objects not functions that rule our whole selves. In a similar vein, awareness also helps to look at discourse objectively and therefore allows us to be able to restructure it. In conclusion, Nan (2011) offers that conflict resolution practice can serve as a tool to increase awareness through practices like mindfulness learned or directly applied.

Understanding the Role of Mindfulness in Conflict Related Processes

For a long time, research in mindfulness was mostly concentrated on mindfulness training and less on the meaning and expression of mindfulness (Brown, Ryan, and Creswell, 2007). According to Brown and Ryan (2003), mindfulness has generally been discussed as an attribute of consciousness and has been defined as being aware and attentive to whatever it is in the present moment. Defined as a state of consciousness, the nature of that state is usually non-judgmental (Khong and Mruk, 2009) and its functioning is perceptual, and operates on the thoughts and feelings rather than operating within them (Brown and Ryan, 2003). Related to its pre-reflexive definition, awareness and attention both serve as observers which facilitate a self-regulatory mechanism that derives conscious actions (Brown, et al., 2007). Related to difficulties in its formal definition and conceptualization (Baer, Walsh, and Lykins, 2009), mindfulness being a state or a trait alternated related to the different measures being used.

Regarding social interactions, mindfulness has been listed as the newest areas of exploration (Brown, et al., 2007). In general, mindfulness represents a positive attribute that leads an individual to respond more effectively to demands of the environment (Valentine, Godkin, and Varca, 2010). Presenting a picture of mindfulness in a social context, Langer and Moldoveanu (2000) state that mindfulness can be defined as a process of drawing novel distinctions which is said to lead to: 1. Increased sensitivity to one's environment, 2. Openness to new information, 3. Creation of new perceptual structures, 4. Increased awareness of multiple perspectives. The authors strongly assert that mindfulness is not solely a cognitive phenomenon; it is a process in which the whole individual is involved. In other words, while mindfulness might lead an individual to be more connected with his or her environment, mindlessness can be a possible cause of prejudice and stereotyping (Langer and Moldoveanu, 2000). Cavill (2010) names it the focus of Interbeing which means that if we are peaceful through mindfulness, then we can create peace around us. Similarly, especially concerning organizational contexts, employees who are mindful are better able to manage stress because they are good at self-regulation, self-control, and self-awareness (Valentine et al., 2010) which all said to result in organizational interconnectedness.

In a study examining the role of mindfulness on certain positive organizational outcomes such as conflict management, customer orientation and satisfaction in a Malaysian healthcare sector, Ndubisi (2012) found significant effects concerning conflict handling, and customer orientation with customer loyalty.

Accordingly, Ghorbani, Watson and Weathington (2009) conducted a cross-cultural study to compare mindfulness construct between Iranian and American university students. As a result of their comparative study, they have come to a conclusion that mindfulness has the potential to serve as a resource for creating common grounds. This meant that mindfulness can be important in resolving intercultural conflicts.

In terms of understanding the direct relationships between mindfulness and conflict, Horton-Deutsch and Horton (2003), in their study conducted with grounded theory methods, have found several positive outcomes. As an example, developing mindfulness enabled individuals to deal with strong emotions and to resolve interpersonal conflicts. They started to be aware of themselves and their roles in a conflict situation. They also were able to be more present with others, and be more objective. The authors contended that as conflict leads to an incredible loss of time and energy, it is important to find alternative ideas and solutions for effective conflict resolution techniques. Otherwise, unless new ways of handling conflict are found, conflict will escalate and can create dire consequences such as all sorts of aggression, violence and even loss of lives.

In a study that examined the role of mindfulness and self-control in a familial context, Tarantino, Lamis, Ballard, Masuda, and Dvorak (2015) have demonstrated that parent-child

conflict was related to low mindfulness especially when the self-control was low, and low mindfulness was related to high drug-related problems. In another study that tried to look at links between attachment and relationship quality, Saavedra, Chapman and Rogge (2010) came up with the findings that hostile conflict might lead to relationship deterioration by attachment system activation which might worsen the effects of attachment insecurity. And although partially influential, mindfulness was found to help relationships by preventing the activation of the attachment system. Similarly, in a sample of adult heterosexual couples, mindfulness during conflict predicted well-being of partners through increased positive affect (Laurent, Laurent, Lightcap, and Nelson, 2016). In relation, mindfulness has also been negatively associated with inner conflict issues especially when combined with self-control (Grund, Grunschel, Bruhn, and Fries, 2015).

One extensive review of mindfulness in the context of interpersonal relationships was by Burgoon et al. in 2000. Especially related to social interactions which are purposeful and goal-related, Burgoon et al. (2000) argued that the whole process becomes complicated especially during conflict related sessions. As an example, there are primary and secondary goals which need to be accomplished such as understanding and reflecting on feedback, listening actively, attending to one's own emotional states, at the same time trying to maintain a flowing conversation between the two parties. For a clear definition of communication which is mindful, they have listed certain characteristics such as being playful, creative, flexible, based on rationality not emotions; as opposed to mindless communication which is rigid, reactive, and routine. Especially in terms of dysfunctional conflict, they summarized previous research that talked about mindless cycles of blaming, parties only focusing on the faults of the other, listening ineffectively, and not being able to see their own contributions to the issue that created conflict at the first place. In contrast, tactics that were full of mindful behaviors of conflict which involved clear articulation of positions, arguments which were adapted to the partner, and certain assumptions disclosed were said to create the competency in conflict management. After making clear distinctions between mindful and mindless communication styles, Burgoon et al. (2000) have concluded that both message creators and message recipients need to apply mindfulness strategies correctly. As easy as it may sound, the application part would not be that easy while it was stressed firmly that without flexible and novel thought processes that lead to creative action, and without certain communication skills, mindfulness may not always result in successful communication processes. So, within this theoretical perspective, it can be hypothesized that when individuals are high in mindfulness they show healthier conflict communication styles.

Hypothesis *Increased mindfulness will predict healthy conflict communication styles such as increased confrontation, public behavior, emotional expression, conflict approach and self-disclosure.*

As for the previous research findings and related discussions, one might infer that the relationship between mindfulness and conflict related communications may not be a straight road. Here it seems that certain individual processes like emotions, thoughts, and also personality in general might also be having influential roles although their degrees might vary. As for the current research focus, we have tried to understand whether an individual variable such as locus of control might be playing some role in terms of mindfulness and its consequences in communication. There is some research that looked at the relationship between locus of control and conflict related issues. We will start by summarizing those and then continue with our research focus.

THE ROLE OF LOCUS OF CONTROL

Usually categorized as a dispositional variable (Dijkstra, Beersma, and Evers, 2011), locus of control refers to an individual belief about controlling rewards and outcomes (Rotter, 1966) in life and in one's surroundings. Rooted in social learning perspective, locus of control reflects a long term approach towards life and what it brings. Although how and exactly when it becomes established in one's personality is not yet clear, locus of control is said to be a consequence of one's previous experiences in different life domains which might have been positive or negative. Generally, when somebody's efforts are rewarded consistently, this leads to a development of internal locus of control, in contrast, individuals who cannot reach success despite their efforts become oriented externally (Twenge, Zhang, and Im, 2004). While internally oriented individuals believe that they have their lives under their personal control, externally oriented individuals do believe the opposite (Taylor, 2010).

There were some related studies carried out regarding locus of control and problem or conflict related outcomes. As an example, in one study carried out by Miller, Lefcourt, Holmes, Ware, and Saleh (1986), it was found that internally oriented individuals were more effective communicators and were more actively engaged in discussions in marital conflicts. The more they perceived themselves responsible for marriage related outcomes, the more likely they were to confront issues directly and openly and to state their own views more clearly. Also, they were more effective in problem solving. Compared to externally oriented individuals, they were happier and were more satisfied in a marriage relationship. Similarly, Canary, Cunningham, and Cody (1988) study found positive associations between internal conflict locus of control and integrative tactics and negative relations concerning external conflict locus of control and avoidance and sarcasm strategies.

Similarly, in a study that was carried out with Dutch healthcare workers, Dijkstra et al. (2011) came up with the finding that employees having high levels of internal locus of control suffered less from interpersonal conflict in terms of psychological strain, and were more likely to use a problem-solving conflict management strategy in the workplace.

Locus of control was again found to be influential in conflict strategies in a study by Taylor (2010) with a sample of undergraduate students. Specifically, external orientation was a predictor of using non-confrontational strategies and less use of solution-oriented strategies while the opposite was true for the internals. In addition, internally oriented individuals were more able to see multiple perspectives in a conflict, thus they were more able to offer creative solutions. Regarding facing conflict with superiors, externals were more likely to stay silent, and seemed to reduce the importance of their disagreements with superiors.

Basım, Çetin, and Meydan (2009), in their study with Turkish university students, found important influential roles by locus of control styles over conflict communication styles. As an example, those who held internal locus of control orientation were more likely to hold confrontation styles, as compared to external controls holding avoidance style in communication. Internal controls were more likely to hold public behaviors, whereas externals held more private behaviors. And more self-disclosure and emotional expression were true for internals compared to externals. Another study carried out with a Turkish population (Basım and Şeşen, 2006) looked at the influential role that locus of control might play in employees' courtesy and altruistic behaviors as part of their organizational citizenship behavior tendencies. In a group of employees working in governmental institutions, it was found that those employees who were more internally oriented were more inclined to demonstrate altruistic behaviors and courtesy. The results were discussed in terms of the positive outcomes of internal orientation in locus of control such as well-being, success, work satisfaction and active coping skills.

In another study carried out with Turkish student population, Hamarta, Özyeşil, Deniz and Dilmaç (2013) have looked at the prediction level of both mindfulness and locus of control on subjective well-being scores. Separately, both constructs were significant predictors. Externally controlled students' subjective well-being scores were low and mindfulness significantly predicted subjective well-being scores. Unfortunately, there was no relationship being reported regarding combined effects of mindfulness and locus of control.

In a cross-cultural study involving Iranian and American undergraduate students, Ghorbani, Watson, Krauss, Davison, and Bing (2004) tried to look at the differences in private self-consciousness factors, its relationship with need for cognition, locus of control and obsessive thinking. The results of the analyses especially related to locus of control revealed that there was a positive correlation between internal control and internal self-awareness, and the opposite was true for external control. The results of this study might lead us to think that a possible correlation might exist between being aware and being internally controlled. In a similar vein, St. Charles (2010), in his study exploring the relationships between mindfulness, self-compassion, self-efficacy, and locus of control, came up with the finding that trait mindfulness and internal locus of control had a medium-sized correlation. Based on this result, St. Charles (2010) questioned the relationship between each variable from both ends, either being mindful as a person leading to spending effort on areas where he or she has some level of control, or, being internally oriented as a person feeling more control over their thoughts or emotions, therefore he or she is not being carried away by them.

MINDFULNESS, LOCUS OF CONTROL AND CONFLICT COMMUNICATION STYLES

Up to date, there is no single study that tried to look at the possible relationship between all of the listed variables. Previous research showed separate relationships, between mindfulness and conflict communication and locus of control and conflict resolution styles. Such studies are reported and it looks like a combination of mindfulness and locus of control as constructs might yield significant results in terms of conflict communication styles. As previously mentioned, mindfulness as defined by Brown and Ryan (2003) represents a state of being, while locus of control represents a trait-because of its dispositional make-up. Not only because of its origination, but also because of the time in which locus of control is said to form as part of one's personality we believe might create a difference. Locus of control has origins in the past events, relationships, cause and effect relations that were all previously formed. Mindfulness, on the other hand, represents a capacity that acts out in the present although the dispositional aspect to it is also strongly discussed (Brown et al., 2007; Levesque and Brown, 2007).

There is one study that might be related to a further understanding of the possible roles that mindfulness and locus of control might play especially in behavioral outcomes. In their study where they explored the roles of mindfulness and behavioral motivation on day-to-day behavior, Levesque and Brown (2007) had approached their study from a self-determination theory (Deci and Ryan, 1985) perspective. The theory posited that autonomous behavior has roots in one's personal choices, in other words, internal locus of control, and heteronomous behavior is said to result from external forces, as in external locus of control. Although Levesque and Brown (2007) treated mindfulness as a dispositional therefore a moderating variable in their research, their findings are important for the following: They have found that increased mindfulness was mostly beneficial for those individuals with lower levels of implicit autonomy orientation. Given these findings from a different culture and a different sample, we've become curious to know how mindfulness and locus of control might interplay on another behavioral outcome such as a conflict communication style.

Based on the questionable nature of the relationship and the determinative status of the related constructs, we thought it might be more valuable to present the following research question in our current study:

Research Question Does locus of control act as a moderator in the relationship between mindfulness and conflict resolution styles such as confrontation, private/public behavior, emotional expression, conflict approach and self-disclosure?

METHOD

Participants and Procedure

The participants of this study consisted of university students from a private university in Turkey. Firstly, we briefly explained the aim and scope of the study and got permissions from the administration. Volunteered participants completed two different paper questionnaires in a two-week interval. Using a coding system with school numbers, we collected the measure of dependant variable (conflict resolution approaches scale) for the first application, and the measure of dependant variables (locus of control and mindfulness scales) in the second application for the purpose of reducing the common method bias factor (Spector, 2006). Although 850 students responded the self-report survey, only 680 forms could be matched (rate of return is 80 %). After analyzing the data for the outliers the actual sample consisted of 651 students (66 % female) ranging in age from 18 to 26 ($M = 22.67$, $SD = 4.82$). The distributions of the years in college for the participants were 46.7 % freshmen, 19.7 % sophomore, 18.8 % junior and 14.8 % senior.

Assessments and Measures

Conflict Resolution Approaches Scale. To assess the participants' conflict resolution approaches we used 75-item Conflict Communication Scale (Goldstein, 1999). The scale consisting of five sub dimensions as *confrontation*, *public/private behavior*, *approach/avoidance*, *self-disclosure*, and *emotional expression* rated on a 7-point Likert-type scale ranging from 1 (strongly disagree) to 7 (strongly agree). High scores indicated placing more emphasis on confrontation, public behavior (private behavior in this study), approaching to conflict, disclosing the self, and displaying emotional expressions in the conflict situations. The scale's reliability and validity study for Turkish culture were established in many studies (Arslan, 2005; Çetin, 2008; Şahin, Basım and Çetin, 2009; Basım, Çetin and Tabak, 2009; Aşkun Çelik and Çetin, 2014; Çetin, Aşkun Çelik and Basım, 2015). In the present study the Cronbach's alpha reliability coefficient ranged between .76 and .83 for the subscales.

Mindfulness Scale. To assess mindfulness, we used Mindful Attention Awareness Scale (Brown and Ryan, 2003) that consisted of 15 items. The scale was rated on a 6-point Likert-type scale ranging from 1 (almost always) to 6 (almost never). High scores indicated higher mindfulness (higher scores demonstrated lower mindfulness in the current study). The scale's reliability and validity study for Turkish culture were established in some studies (Özyeşil, Arslan, Kesici, and Deniz, 2011; Aşkun Çelik and Çetin, 2014). Cronbach's alpha reliability was found .79 for this study.

Locus of Control Scale. Participants' locus of control was measured with Rotter's (1966) Internal-External Locus of Control Scale. The scale consisted of 29 item-pair (58 individual items) choice response format. Dağ (2002) translated and modified the scale into Turkish culture with 47 individual items with five sub dimensions entitled as *personal*

control, belief in chance, meaninglessness of the effortfulness, belief in fate and belief in an unjust world. Some studies confirmed the reliability and validity of the scale (Aşkun Çelik et al., 2015; Çetin et al., 2015). The scale measured generalized control expectations on internality and externality dimensions. High scores indicated external locus of control, low scores indicated internal locus of control. The scale's alpha reliability coefficient in the current study was .85.

Analytic Procedure

We used structural equation modeling (SEM) by using AMOS v22.0 using maximum likelihood (ML) estimation method. To avoid the skewness, just identified or underidentified problems we transformed the items into the z values. SEM requires a priori specification of both measurement and structural models. We conducted confirmatory factor analysis (CFA) for determining the factor structure of our variables for our measurement model. To examine the model fit, indices of chi square-degree of freedom ratio (χ^2/df), comparative fit index (CFI), Tucker-Lewis index (TLI), and the root mean square error of approximation (RMSEA) were used for the assessment (Hair, Black, Babin, Anderson, and Tatham, 2006). For our structural model we firstly used item parceling method to optimize the measurement structure of constructs in SEM procedures and to reduce the number of items in the model (included total of 137 items for the SEM). We used Item-to-Construct Balance method by using the loadings as a guide (Little, Cunningham, and Shahar, 2002). We constructed three balanced parcels for all variables considering the relative balance between the discrimination (i.e., its loadings) parameters of the items and their difficulty (i.e., its intercepts) parameters. After the sample was divided into two groups via median split-divide for determining moderator role of locus of control, we examined the significant differences between high and low groups with t test.

RESULTS

Table-1 shows the results of the confirmative factor analysis indicating factor structure of the research instruments which do fit well for our measurement model. We confirmed five-factor structure of conflict resolution approaches scale (with sub-dimensions as confrontation, public/private behavior, approach/avoidance, self-disclosure, and emotional expression), one-factor structure of mindfulness scale and five-factor (sub-dimensions are personal control, belief in chance, meaninglessness of the effortfulness, belief in fate and belief in an unjust world) and higher order one-factor structures of the locus of control scale.

Instruments	χ^2	df	RMSEA	TLI	CFI
1. Conflict Resolution Approaches (43* items, five factors)	2658.45	850	0.077	0.91	0.93
2. Mindfulness (15 items, one factor)	267.13	90	0.058	0.95	0.95
3. Locus of control (32* items, five factors)	1258.45	454	0.069	0.90	0.92
4. Locus of control (32* items, higher order one factor)	1317.58	459	0.078	0.89	.090

* We confirmed the five factor dimensions with 43 items for Conflict Resolution Scale and 32 items for Locus of Control Scales, χ^2 = Chi square, df = degrees of freedom, RMSEA= Root mean square error of approximation, TLI= Tucker-Lewis index, CFI= Comparative fit index

Table 2 displays the means, coefficient alphas and intercorrelations (*Pearson's r*) of the variables. Means indicated that participants scored low in mindfulness meaning that they are high in mindfulness; high in all conflict resolution approaches meaning that they hold

more confrontation, public behavior, approach, self-disclosure, emotional expression behaviors in conflict situations; high scores in locus of control meant that they were mostly externally controlled. The relations demonstrated that mindfulness correlated negatively with confrontation ($r = -.118, p < .01$), self-disclosure ($r = -.272, p < .01$), emotional expression ($r = -.107, p < .01$), positively with private/public behavior ($r = .187, p < .01$) and locus of control ($r = .187, p < .01$). Moreover, locus of control correlated negatively with confrontation ($r = -.318, p < .01$), self-disclosure ($r = -.239, p < .01$), emotional expression ($r = -.290, p < .01$), and positively with private/public behavior ($r = .194, p < .01$).

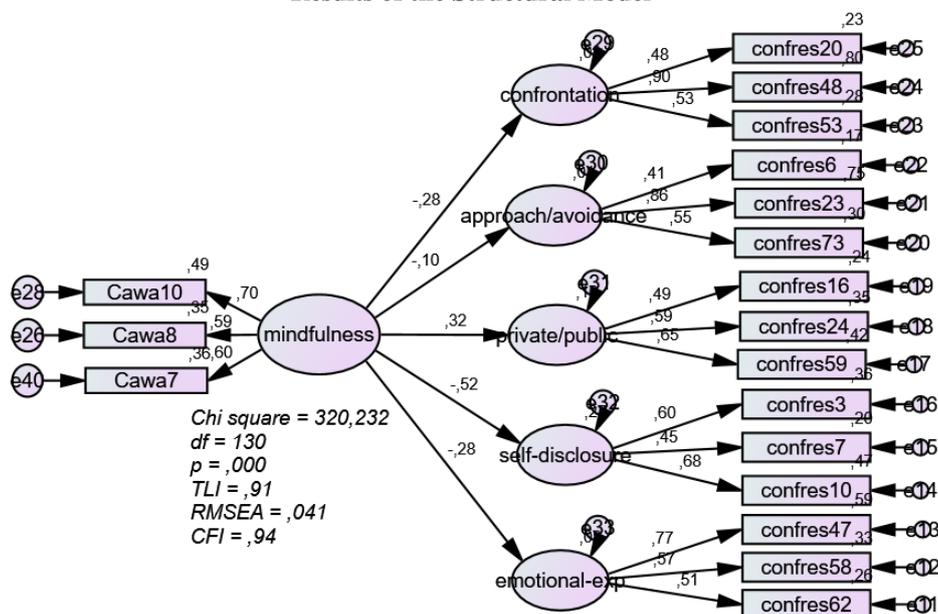
Table 2
DESCRIPTIVE STATISTICS, RELIABILITIES AND ZERO-ORDER CORRELATIONS AMONG VARIABLES

	Mean	SD	(1)	(2)	(3)	(4)	(5)	(6)	(7)
1.Mindfulness	1.53	.49	(.79)						
2.Confrontation	4.35	.77	-.118**	(.76)					
3.Approach/ avoidance	3.09	.70	-.036	-.013	(.79)				
4. Private/public behavior	3.01	.87	.187**	-.112**	.181**	(.83)			
5.Self disclosure	4.05	.66	-.272**	.267**	.215**	-.121**	(.74)		
6.Emotional expression	4.29	.80	-.107**	.411**	-.051	-.050	.227**	(.78)	
7.Locus of control	3.08	.51	.187**	-.318**	-.072	.194**	-.239**	-.290**	(.85)

*Numbers in the parentheses show the Cronbach' Alpha (α) coefficients of the variables, * $p < 0.05$, ** $p < 0.01$ (two-tailed)*

To test our hypothesis regarding the effects of predictor (mindfulness) variable on the criterion (conflict resolution approaches) variable, we have conducted SEM by using AMOS program (see Figure 1). The fit indices of the structural model demonstrated that current model fit the data very well ($\chi^2/df = 2.46, RMSEA = .041, TLI = .91, CFI = .94$). The standardized estimates indicated that mindfulness has negative effect on confrontation ($\beta = -.28, p < .01$), self-disclosure ($\beta = -.52, p < .01$), emotional expression ($\beta = -.28, p < .01$), and positive effects on private/public behavior ($\beta = .32, p < .01$). Considering the hypothesis, individuals high in mindfulness may adapt more confrontation, self-disclosure, emotional expression and public behavior approaches in conflict situations.

Figure 1
Results of the Structural Model



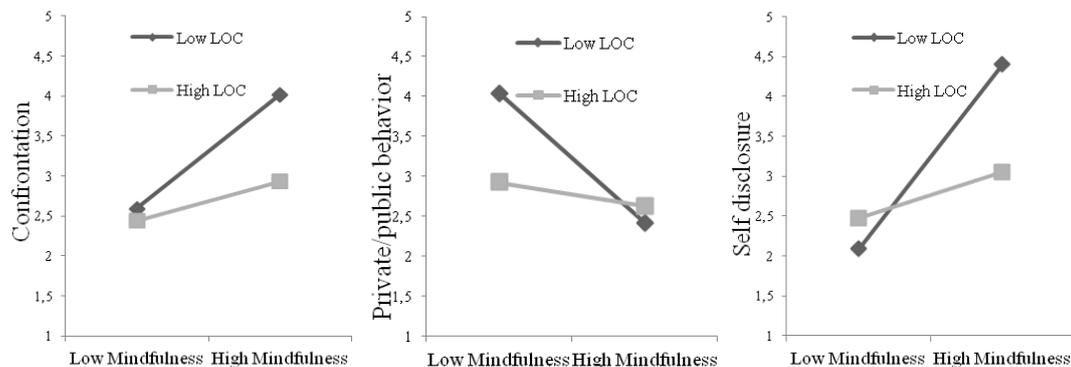
To find an answer to the research question about the moderating role of locus of control in the relations between mindfulness and conflict resolution approaches, we used a multiple group technique with dividing the moderator variable into high and low scores via median split-divide. We examined the significant differences between the high and low groups with *t* test. After dividing the sample in high (externally controlled) and low (internally controlled), SEM estimates and fit statistics were calculated for both groups. The fit statistics for the moderated model indicated that the model fit data well ($\chi^2/df=2.98$, *RMSEA*= .057, *TLI*= .89, *CFI*= .90). For the group differences between externally controlled and internally controlled ones, we examined the significance (z-scores) of the relations using matrix of critical ratios. Critical ratios larger than the value of 1.96 indicated a significant difference between groups. The results for the differences between paths for each locus of control group were presented in Table 3.

			External locus of control		Internal locus of control		<i>z-score</i>
Relations			<i>Estimate</i>	<i>P</i>	<i>Estimate</i>	<i>P</i>	
Confrontation	←	Mindfulness	-.142	.011	-.475	***	-2.769***
Approach/ avoidance	←	Mindfulness	-.098	.051	-.012	.883	.887
Private/public behavior	←	Mindfulness	.282	.003	.822	***	3.261***
Self-disclosure	←	Mindfulness	-.323	***	-.973	***	-4.201***
Emotional expression	←	Mindfulness	-.26	***	-.086	.216	1.838*

* *p*<.05 ** *p*<.01 *** *p*<.001

Our results demonstrated that there were significant differences between individuals who were externally controlled and internally controlled regarding the relation of mindfulness and confrontation ($\beta=-.142$, *p* < .05 for individuals with externally controlled, $\beta=-.475$, *p* < .01 for individuals with internally controlled, *z* =-2.769, *p* <.001), mindfulness and private/public behavior ($\beta=.282$, *p* < .01 for individuals with externally controlled, $\beta=.822$, *p* < .01 for individuals with internally controlled, *z* =3.261, *p* <.001), and mindfulness and self disclosure ($\beta=-.323$, *p* < .001 for individuals with externally controlled, $\beta=-.973$, *p* < .001 for individuals with internally controlled, *z* =-4.201, *p* <.001). These findings meant that external locus of control impaired while internal locus of control strengthened the relations between mindfulness and conflict resolution approaches of confrontation, private/public behavior and self disclosure (see the moderating role of locus of control in Figure 2).

Figure 2
Moderating Role of Locus of Control



Mindfulness scores reversed for indicating individuals in high/low mindfulness, Low LOC = Internally control, High LOC = Externally control.

DISCUSSION

The results in general revealed important findings related to the predictor value of each variable including the moderating role of locus of control. First of all, mindfulness predicted almost all conflict communication styles in the healthy domain. As mindfulness increased the individuals' confrontation style in communication increased. This means that as the individual became more aware and attentive to what is present in the moment, and approached what was out there in a non-judgmental manner; he or she was more likely to use a face-to-face interaction in conflict situations. Related to that, public behavior was carried out by individuals who were high in mindfulness. This means that mindful individuals were more comfortable in expression of themselves as they are; in other words, they were not trying to show themselves as a different person according to a conflict situation. Mindful individuals were more likely to show emotional expression and had higher degrees of self-disclosure. Similar to showing public behavior, these individuals were more comfortable in expression of felt emotions for enabling effective conflict management and were more able to disclose their views on the nature of conflict, and his or her role in it including personal needs, goals and desires.

These results are very much in line with previous research findings and discussions. Horton-Deutsch and Horton (2003), in their study on mindfulness and overcoming intractable conflict, had found that developing mindfulness resulted in healthy conflict resolution outcomes. The participants, with increased awareness, were more able to understand their roles in conflict which involved the process of looking at each side of conflict until being able to perceive the conflict situation differently. Increased self-awareness led participants to be more aware of their weaknesses, strong points and especially their blind spots. The authors strongly noted that self-awareness is a must before awareness of others and enables individuals to find new ways to relate to the other person via being more present, becoming more objective and less self-blaming. In short, they concluded that mindfulness basically involved learning to stand back and be able to see a problem non-reactively thus bringing a compassionate awareness to a problem or a difficulty at hand. Here our results regarding mindfulness and self-disclosure might lead us to think that with increased mindfulness, the person became more aware of his or her own self and surroundings thus it might have become more obvious to understand the nature of conflict, one's individual role in it, and one's personal needs, goals and desires. In a similar vein, Childs (2006) discussed that mindfulness forms a strong foundation for the individual action and decisions to which people attend. These types of practices, with awareness, enable us to relate to the world differently. And, as in Buddhism and other types of traditions, these are said to result in many personal and social benefits.

In their theoretical paper on the mechanisms of mindfulness, Shapiro, Carlson, Astin and Freedman (2006) named the process of viewing the present moment experience as *reperceiving*. Involving a fundamental shift in perspective, this process helped with more objective and clear perception of the present reality. The theoreticians connoted this process as developmental in nature which required a former awareness formation that led to the perception of the other person as a separate entity with his or her own needs and desires. This represents a shift in perspective, a change in one's relationship to one's internal and external experience. Related with our findings, mindful individuals might be seeing more to it than sole conflict so that being able to apply healthy communication practices of conflict resolution might have been easier to apply. Exactly related to that, Shapiro and colleagues further stressed that, with the help of reperceiving, additional mechanisms that relate to

certain positive outcomes might have also created self-related processes such as self-regulation (see also Ghorbani, Cunningham, and Watson, 2010), self-management, emotional, cognitive and behavioral flexibility. Similarly, in their empirical study on the role of emotion management and perspective taking in conflict management styles in a sample of adult population, Rizkalla, Wertheim, and Hodgson (2008) found that more productive conflict management styles involved both an empathic ability and also management of one's emotions in a positive manner.

Related to our findings on mindfulness and emotional expression, it might be useful to mention why emotion might be so central to conflict in relationships. Bodtker and Jameson (2001), in their thorough analysis of emotion in conflict formation, offered that being in conflict is to be charged emotionally and that this relates to why conflict feels so uncomfortable for many individuals. They defined expression of emotions as the way emotional experience is channeled, being verbal or nonverbal we communicate with or without intent. Especially related to mind's role in emotion, Bodtker and Jameson (2001) cite appraisal theories of emotion which do suggest that an experience of emotion happens as a consequence of assessing a situation in a certain way. Here, coming back to our mindful individuals in our sample, they were probably more comfortable in expressing their emotions in a conflict situation because they were more able to assess the conflict in a non-judgmental way, in short, as it is, without any emotional judgment attached to it. Regarding emotions in conflict, Bodtker and Jameson (2001) outline five principles of conflict and emotion we believe might be useful to further understand our related findings: 1. Conflict is emotionally defined, 2. Conflict is emotionally valenced (meaning that intensity of our emotions may vary for each side of the conflict issue which might further reflect the individual meaning of conflict for each party), 3. Conflict reflects a moral position meaning that the experience of emotion is evaluative, we decide momentarily such as whether a certain approach is better or more useful to resolve the conflict, 4. Conflict is identity based, meaning that something that threatens who we are as an individual has more potential to charge us emotionally, and 5. Conflict is relational such that the relationship between the two has the power to frame the meaning of emotional communication which further leads to definition of the relationship. With so much role that emotions might play in conflictual issues, a mindful self might be said to gain a higher advantage in terms of both expression and managing of emotions as there is a potential for higher self-regulation enabled through an observing and non-evaluative state of being.

Finally, related to approach/avoidance dimension, mindfulness was not found to have any predictive relationship. This finding might suggest that mindfulness might be having more to do with the process of conflict itself, rather than conflict as a variable perceived from outside.

Findings on the Moderating Role of Locus of Control

Our study revealed important findings in terms of the moderating role of locus of control as for the predicting power of mindfulness over certain conflict communication style approaches. First of all, mindfulness had a significantly higher positive predictive power over confrontation style especially for internally controlled individuals. This was also the same for the public behavior and self-disclosure styles. In other words, internally controlled individuals benefited more from mindfulness to express themselves in face-to-face interactions as freely and honestly, without feeling any social restriction in a conflict situation. For externally controlled individuals, mindfulness did not have such a strong predictive power.

As for the relevance of our findings with the previous research, Miller et al. (1986) had also found that internal locus of control held by spouses in a marriage was related to holding healthier approach to problem solving such as direct confrontation, openness by clearly expressing their views which in turn might have led to higher marital satisfaction of all. The authors explained this as an increased responsibility felt for possible marital outcomes and also perceiving certain marital interactions under their individual control. Similarly, in our study, internals with mindfulness might have felt more responsible for the outcomes of the conflict communication, therefore might have expressed themselves more openly and behaved according to that which might create healthy conflict resolution, rather than hiding themselves or keeping away from the issue by not confronting. Mindfulness, beyond being an individual practice of managing thoughts, feelings and behaviors, is also helpful for individuals to feel themselves as part of their surroundings, seeing everything around them as part of a big whole. This is said to result in an appreciation of interrelatedness and non-self (Percy, 2008). This way, feeling responsible for certain outcomes becomes very important especially in relationship issues as they do not see their own selves as separate from the other person or from the outcomes which they both co-create.

Dijkstra, et al. (2011), in their study where they have come up with a related finding by using locus of control as a moderating variable, had discussed that internally oriented individuals probably suffered less psychological strain in cases of conflict. Similarly, in our study, internals, with increased levels of mindfulness, might have felt less strain in the face of conflict situations therefore they might have found it easier to confront, to use public behavior and to disclose themselves openly. As we have previously mentioned, mindfulness helps individuals deal with strong feelings (see also Coholic, 2011), thus become better able to resolve conflicts especially at the interpersonal level (Horton-Deutsch and Horton, 2003).

Coming to the weaker relationship found between mindfulness and related conflict communication styles for externally oriented individuals, the results are not surprising when we look at the previous literature in terms of the definition and the empirical findings related to external locus of control. By definition, externally oriented individuals believe that whatever happens, including the results of their behaviors, happen because of external forces, such as faith, luck, and others. This leads to a belief and expectancy that life is not under their control, therefore there is little that they can do to change the situations around them. In our study, externals have not increased their active resolution styles in communication even though they had increased mindfulness. Here one might re-evaluate this finding as related to the definition of mindfulness which includes being attentive and aware regarding what is present in the moment. This might mean that, even though an externally oriented individual increases his or her awareness and attention to what is available in the present moment, because he or she perceives the situation out of his or her control anyway, this type of awareness somehow is not able to determine a change in behavior, especially regarding conflict situations in our case.

Regarding Levesque and Brown (2007) study findings, our results seem to be on the contrary, where increased mindfulness helped more to those with internal control orientation. This type of difference might be because of the different samples and cultures (Turkish vs. American), being used, usage of different constructs, and may be because of the research design differences or all of the above. Whatever the reason(s), it would be valuable to look at the relationships with different designs and samples in future studies.

Finally, related to emotional expression, being internally or externally controlled did not reflect any difference in our study. This might be because of the fact that emotions, by definition, have their own merit when it comes to conflict situations, influenced by mindfulness, but do not differ according to being internal or externally controlled. This might

be also demonstrating the power of mindfulness over emotional regulation therefore expression for all kinds of individuals involved in a conflict related situation.

Implications

Our study results imply the importance of certain personality related variables for creating positive individual, relational and finally, organizational outcomes on a day to day basis. As valuable as it may sound, mindfulness as a practice becomes significantly meaningful only depending on the personality traits that an individual possesses especially in a relational and a communicational context. Specifically, our results related to the locus of control orientation as a personality variable made a difference in how an individual responded to conflict in terms of increased mindfulness. In other words, although the role of consciousness in both the process and the outcomes of conflict situations are deemed as very important (Nan, 2011), our study findings implied that there must be more to it than a bare application of mindfulness for everyone involved, as feeling responsible for our actions might require a learning therefore a transforming process at deeper and a very long-term level.

These results have some practical implications for organizations. Specifically, the findings indicated that internal locus of control and mindfulness are positively associated with constructive interpersonal conflict resolution approaches, all of which have a significant influence on healthy relations in the workplace from an individualistic view.

When we approach our study from a broader context concerning cultures and generations, it was previously put forward that the personal tendencies of the younger generations became more external over the decades since 1960 (Twenge et al. 2004). It was further argued that increased individualism led to a greater alienation which resulted in beliefs that individual actions having almost no meaning (Twenge et al. 2004). As external control implies “feeling no sense of control over certain life outcomes”, this becomes especially important as it seems evident that individuals increasingly believe there is not much they can do to change the world around them which unfortunately, is full of turbulent environments.

Given the current situation of the world, where disputes and grievances are still trying to be solved through violence and aggression, feeling less responsible for the related outcomes might create more dramatic outcomes in the following days and years. Therefore it becomes a critical job of researchers and practitioners to think about the ways in which this “externalizing cycle” can be turned around so that the new generation feels more responsible and eventually does something about finding new ways of handling conflict.

CONCLUSION

We believe our study has been valuable for several reasons. As we already mentioned, there was no previous study that looked at the combined relationship of these variables for understanding conflict communication styles. Therefore, we have tried to benefit from previous research on these variables although their roles were assigned differently in the related study. As Taylor (2010) argued, how an individual sees and understands conflict can be influenced by contextual and also by personality traits. In the current study, we have treated locus of control as a trait and mindfulness as a state variable. As our original aim was to further understand how an increasingly influential personal practice such as mindfulness would be affecting a very common relational, communicational and organizational outcome such as conflict communication, locus of control served our exploratory research purposes as an important personality trait.

Our results tried to shed light also on the nature and the process of the conflict communication styles. As discussed, not all communication styles are influenced similarly by the combination of mindfulness and locus of control. Although all of them were influenced positively by mindfulness alone, when locus of control orientation was entered into the equation as a moderator, there was no straightforward effect. Different conflict communication outcomes appeared especially concerning confrontation, private/public behavior and self-disclosure styles. As can obviously be seen, these are more related to the communication behavior itself rather than communicational approach. This means that mindfulness combined with locus of control is creating a difference in terms of responding to, rather than approaching to the conflict communication situation. That is probably why we do not see any interaction concerning approach/avoidance outcome.

In terms of emotional expression, we still do not see any significant difference, which might partly be due to the single nature of emotional expression as a construct having its own dynamic.

In sum, we believe our study helped with further understanding of conflict communication in terms of its possible personal antecedents.

Limitations and Suggestions for Future Research

Generally, our study has some limitations that are useful to mention. First of all, the design is semi-cross-sectional in nature and it is not possible to draw cause and effect relationships directly. Since the constructs are having both state and trait like quality, they are more sensitive to timing and participant characteristics. Secondly, the study uses a Turkish sample therefore it is not possible to generalize our findings to other cultures. Since Turkey has been said to hold a collectivistic culture previously (Hofstede, 1980), our results should be approached in this cultural context only and we should refrain from generalizing to other cultures like those of individualistic. Finally, the use of self-report measures prevents us from making firm conclusions as there is always the possibility of social desirability and voluntary response issues. On a more specific level, it is better to keep in mind the possibility of different results by using different measures of mindfulness. As previously discussed, the mindfulness being a trait or a state is still being discussed and different measures are being used depending on the theoretical approach (Baer, Walsh, and Lykins, 2009) being adopted.

Future research might yield more promising results if multi-source data are used, with different sample groups from different cultures, and by using both qualitative and quantitative research methods that includes different measures of the suggested constructs to be able to attain richer and deeper information from the participants involved. Finally, inclusion of other major personality variables such as big-five personality factors, emotional intelligence and self-consciousness could also be considered for future exploration of the differential effects combined with current study variables.

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