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TABLE OF CONTENTS (BY BRANCH GROUPS)

A SOCIAL SCIENCES

INTERLINGUAL TRANSFORMATIONS IN THE TRANSLATION OF THE LITERARY WORK "RUNAWAY" BY ALICE MUNRO LILIYA V. BAZAROVA	7
INSTITUTIONAL FRAMEWORK FOR REGIONAL INTERNATIONAL SCIENTIFIC AND TECHNICAL COOPERATION IN THE CIS, THE EAEU, AND THE EU ADEL I. ABDULLIN, ROSA I. SITDIKOVA, NATALIA E. TYURINA, LILIA D. IAFIZOVA	10
SEMANTIC ASPECT OF PHRASEOLOGICAL UNITS WITH COMPONENTS DENOTING WEATHER IN THE PROCESS OF CROSS-CULTURAL COMMUNICATION IN ENGLISH, RUSSIAN AND SPANISH LANGUAGES OLESYA A. YARULLINA, FANUZA H. TARASOVA, RIMMA N. SALIEVA, IRINA N. LUZENINA	13
AN EFFECTIVE MODEL OF COLLECTIVE ENTREPRENEURSHIP ELENA A. KUZNETSOVA, SERGEY I. ZHUK, RIFAT I. KHABIBULLIN, VIKTORIIA V. TABOLSKAIA	16
OPTIMIZATION OF THE METHOD OF ASSESSING THE LEVEL OF HOUSING AFFORDABILITY IN THE RUSSIAN PRACTICE ROZALIYA R. GABITOVA, GULNAZ S. GABIDINOVA, OLGA N. BALABANOVA, ILNUR I. MAKHMUTOV	19
SMALL CONSTRUCTION BUSINESS: PROBLEMS AND SOLUTIONS (RUSSIA, REPUBLIC OF TATARSTAN, NABEREZHNYE CHELNY) PLENAR V. GABDULLIN, P. PKAMIL F. ISLAMOV, P. PILNAZ M. ISLAMOV	23
ON THE CONCEPT OF "ETERNAL PEACE IN PHILOSOPHY" BY I. KANT AND DISCUSSIONS ABOUT THE NATURE OF MAN ZULFIYA Z. IBRAGIMOVA, SALAVAT R. MURTAZIN	26
REPUTATION AS A COMPETITIVE ADVANTAGE OLGA N. GORYACHEVA, GALINA S. KALININA	29
THEMATIC DIVERSITY IN PUBLICISM OF MUHAMMET MAGDEEV ILGAM F. FATTAKHOV, RAMIS R. GAZIZOV	32
CREATIVE TASKS AND METHODS OF THEIR SOLUTION S.E. GAZIZOVA, N. G. KISELEVA, A. N. ZINNATULLINA, E.R. GAZIZOV	35
CREATIVITY AS A PROFESSIONAL SKILL OF THE MANAGER IN THE ERA OF GLOBALIZATION MARGARITA MIRONOVA, ALIYA BUSHUEVA	37
CURRENT STATE OF RESEARCH ON THE ISSUE OF VOLUNTEER PARTICIPATION IN EMERGENCIES OLGA A. BASHEVA, ANDREY V. NEVSKII	41
INTEGRATION OF MIGRANTS: SWEDISH CASE STUDY KAMILA D. SHAIBAKOVA	44
LINGUISTIC GUESS AS THE FACTOR OF STUDENTS' SUBJECT COMPETENCE DEVELOPMENT A.R. ZABOLOTSKAYA, N.G. SIGAL, N.F. PLOTNIKOVA, M.V. ASMOLOVSKAYA	47
METHODOLOGY OF FORMING OF THE PROTECTED INFORMATION SYSTEM OF A TRADING ENTERPRISE S.E. GAZIZOVA, A.R. GAZIZOV, E.R. GAZIZOV	51
SPEECH ETIQUETTE AND SPEECH BEHAVIOR OF FOREIGN STUDENTS (ARAB STUDENTS) IN THE PROCESS OF INTERCULTURAL COMMUNICATION OLGA N. GORYACHEVA, GALINA S. KALININA	55
PHOTOGRAPHERS' NON-CODIFIED LEXEMES: PRAGMALINGUISTIC PRINCIPLES OF GENERATION MARGARITA A. MIKHAILOVA, PGULNARA R. CHUMARINA, PYELENA A. ANDREYEVA	58
PUBLIC-PRIVATE PARTNERSHIP IN INFRASTRUCTURE: BUDGET EXPENDITURES' EFFICIENCY INCREASE IN RUSSIA ILGINA Z. BULATOVA, IRINA VASLAVSKAYA, YAN VASLAVSKIY	61
RELIGIOUS VALUES AS SOCIAL ENGINEERING TO FORM BUSINESS ETHICS IN POSTCAPITALIST SOCIETY JOYCE HELEN MAWUNTU, ANTON S. KRASNOV	68
RISK ASSESSMENT IN LEASING ACTIVITY ILNUR R. KHUZIN, IRINA YU. VASLAVSKAYA, IRINA A. KOSHKINA	68

THE FUNCTIONAL-SEMANTIC FEATURES OF THE LEXEM "A STAR" IN THE POETIC LANGUAGE OF K. D. BALMONT EKATERINA G. SHTYRLINA	72
THE PRINCIPLE OF FINANCIAL FREEDOM OF MUNICIPAL COMMUNITIES ON THE BASIS OF CONSTITUTION OF IRAQ JAAFAR NASER ABDULRIDA, GHANI RESSAN GADER	75
THE SPECIFICS OF LEGAL SANCTIONS ON THE STOCK MARKET IN THE REPUBLIC OF IRAQ JAAFAR NASER ABDULRIDA, GHANI RESSAN GADER	77
WOMEN IN INTERNATIONAL NEGOTIATIONS: SWEDISH EXPERIENCE LILIIA A. KHASANOVA, ADEL I. ABDULLIN	80
APPLIED ASPECTS OF THE IMPLEMENTATION OF THE CONCEPT OF LEAN MANUFACTURING IN PRODUCTION ALBINA D. KHAIRULLINA, ADELIYA V. PAVLOVA, AIGYL I. SABIROVA, ELINA A. GURIANOVA	83
IMPLEMENTATION OF PEER LEARNING IN THE CLASSROOM FOR LINGUISTIC AND CULTURAL STUDIES ANTONINA A. ZABUGA, MANSURA M. DAVLATOVA, LARISA P. PROKOFYEVA, RAMIL K. RAMAZANOV	88
LEXICAL COMPLIANCES IN POETRY TRANSLATIONS OF A. AKHMATOVA INTO THE TATAR LANGUAGE GULNAZ R. ISKHAKOVA, ZOYA N. KIRILLOVA, LIAISAN SAHIN	91
HUMANISM AND HUMANIZATION FROM THE POINT OF VIEW OF PHILOSOPHICAL THEORY AND SOCIAL PRACTICE NATALIA A. TERESCHENKO, EKATERINA V. SNARSKAYA	94
OBLIGATIONS OF A PERSON, AS AN INTEGRAL PART OF THE INTERNATIONAL LEGAL STATUS OF AN INDIVIDUAL ANDREI AKHMETZIANOV, GULNARA SHAIKHUTDINOVA	96
LINGUISTIC BASES OF IMPROVEMENT OF CULTURAL-SPEECH COMPETENCE OF STUDENTS ON THE MATERIAL OF EXPRESSION OF CAUSAL- INVESTIGATIVE RELATIONS IN THE MODERN RUSSIAN LANGUAGE DINARA I. RAKHIMOVA, MANSURA M. DAVLATOVA, ELENA A. LAGAY	99
A BOOK TITLE AS REFLECTION AND REPERCUSSION: CONCEPTUAL ANALYSIS IN A CLASS AYGUL R. SALAKHOVA, TATJANA A. BURTCOVA, VLADISLAV A. BOGORODSKIY	102
GENERAL CONCEPTS OF ORGANIZATIONAL AND ECONOMIC MECHANISMS OF RESOURCE MANAGEMENT OF THE HIGHER SCHOOL OF THE REGION MARAT R. SAFIULLIN, ALIYA A. ABDUKAEVA, MAXIM V. SAVUSHKIN	105
REGIONAL TELEVISION IN THE STRUCTURE OF PUBLIC DIALOGUE (ON THE EXAMPLE OF TELEVISION OF THE REPUBLIC OF TATARSTAN) TATYANA A. NAGOVICINA, LILIIA R. KHUZEEVA	108
SPECIAL ASPECTS OF THE DEBTOR'S REAL ESTATE PROPERTY SALE IN ENFORCEMENT PROCEEDINGS ROZALIYA Z. GAIFUTDINOVA, LILIIA T. GIBADULLINA	111

B PHYSICS AND MATHEMATICS

METHOD FOR THE EXISTENCE OF THE SOLUTION OF SPATIAL NONLINEAR BOUNDARY VALUE PROBLEMS IN THE THEORY OF ELASTICITY GULNARA A. YAKUPOVA	115
DETERMINATION OF LEAKS IN THE MAIN PIPELINE BY "PRESSURE WAVE" LIYA H. FOKEEVA, RAMILYA KIMETOVA	119

G AGRICULTURE

CLUSTER TRANSFORMATION OF THE REGIONAL AGRO-INDUSTRIAL COMPLEX AS AN IMPORTANT CONDITION FOR MOBILIZING THE GENETIC RESOURCES OF PLANTS AND ANIMALS I. L. BEILIN, M. SH. TAGIROV, F. F. ZINNATOVA	124
INNOVATIVE DEVELOPMENT OF REGIONAL AGRICULTURE WITH THE PRIORITY OF PRODUCING BIOLOGICALLY VALUABLE FOOD PRODUCTS WITH MAXIMUM SAFETY FOR HUMAN HEALTH AND THE ENVIRONMENT I.L. BEILIN, M. SH. TAGIROV, F. F. ZINNATOVA	127

I INFORMATICS

SOFTWARE IMPLEMENTATION AND COMPUTER SIMULATION OF THE FAST-SLAM ALGORITHM FOR TARGETING A MOBILE ROBOT IN A CLOSED SPACE

131

ILNAR A. ZAKIEV, INSUR Z. AKHMETZANOV, IRINA YU. MYSHKINA

A SOCIAL SCIENCES

AA	PHILOSOPHY AND RELIGION
AB	HISTORY
AC	ARCHAEOLOGY, ANTHROPOLOGY, ETHNOLOGY
AD	POLITICAL SCIENCES
AE	MANAGEMENT, ADMINISTRATION AND CLERICAL WORK
AF	DOCUMENTATION, LIBRARIANSHIP, WORK WITH INFORMATION
AG	LEGAL SCIENCES
AH	ECONOMICS
AI	LINGUISTICS
AJ	LITERATURE, MASS MEDIA, AUDIO-VISUAL ACTIVITIES
AK	SPORT AND LEISURE TIME ACTIVITIES
AL	ART, ARCHITECTURE, CULTURAL HERITAGE
AM	PEDAGOGY AND EDUCATION
AN	PSYCHOLOGY
AO	SOCIOLOGY, DEMOGRAPHY
AP	MUNICIPAL, REGIONAL AND TRANSPORTATION PLANNING
AQ	SAFETY AND HEALTH PROTECTION, SAFETY IN OPERATING MACHINERY

INTERLINGUAL TRANSFORMATIONS IN THE TRANSLATION OF THE LITERARY WORK “RUNAWAY” BY ALICE MUNRO

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Abstract. The semantic and structural similarities of the translation to the original text have always been in the prerogative of specialists in the field of linguistics. This equality determines the prerequisites for establishing translation equivalence relations between them, in which the TL unit is regularly used as a translation of the SL unit. The given research is devoted to the study of interlingual transformations peculiarities based on the literary work “Runaway” by Alice Munro. The accumulation of researches on peculiarities of interlingual transformations within the framework of fiction texts translation from English into Russian can help to achieve a high quality of literary translation. The novelty of the given research is in analyzing modes of expression of interlingual transformations in the literary work “Runaway” by Alice Munro from English into Russian. The study can contribute to further development of a general theory of translation studies.

Key words: translation; transformation; mode; equivalence

1 Introduction

Transformation by its nature is a complex and problematic phenomenon in linguistics. Due to a large number of types of interlingual transformations, sometimes translators use quite different transformations, which should be resorted to. Hence, the translator needs to be proficient in two languages, to have a broad encyclopedic knowledge. An adequate interpretation of the literary text is possible while preserving the author’s style and ideological direction. Interlingual transformation is the transformation of source language elements into the target language to achieve an equivalent translation (Minyar-Beloruchev, 1996).

The ability of translation correspondences to be communicatively equivalent is determined not only by the meaning they possess but also by specific features manifested in the speech (Bilyalova et al, 2017). Equivalence of the text is the degree of adequacy of translation to the original text (Chukovskij, 2008).

Equivalence is equality in a certain respect. Perfect equality cannot be realized. There is theoretically possible equivalence determined by the correlation of structures and rules of functioning of two languages and optimal equivalence achieved in a particular act of translation (Bazarova & Gilyazeva, 2017).

2 Research Methodology

Methodological basis of the research contains such works as “The linguistics of translation” (2016) by V.N. Komissarov, “Language and translation: questions of general and special theory of translation” (1975) by L.S. Barhudarov, “Theory and methods of translation” (1996) by R.K. Minyar-Beloruchev, “Translation: theory, practice and methods of teaching” (2003) by L.K. Latyshev, who are at the front of the field in the theory and practice of translation.

The given research contains the usage of such types of empirical methods as comparison and description, synthesis, quantitative method of data analysis (Mendoza Velazco & Rivero Padrón, 2019)

3 Study Results And Their Discussion

The analysis of linguists’ works on translation transformations (Albert, 1969) led to consideration of the following main types on the example of the studied work.

The usage of a number of grammatical transformations prevails in the story “Runaway” by Alice Munro. Permutation is one of the most productive methods.

«If he was sitting at the computer, he would have his back to the window and the road» (Munro, 2004, p.6). – «On sidel spinoy k oknu, rabotaya za komp'yuterom tak, chto ne bylo vidno dorogi na ulicu» (Munro, 2014, p.11).

«Carla heard the car coming before it topped the little rise in the road that around here they called a hill» (Munro, 2004, p.6). – «Avtomobil' eshche ne preodolel pod'em, kotoryj zvalysya u nih gorkoj, a Karla uzhe uslyshala» (Munro, 2014, p.11).

In these examples, E.S. Petrova uses permutation. The translator considered it necessary, first of all, to draw the reader’s attention to certain details. For example, in the first case it was important for the translator to emphasize the location of the main character, how his condition influenced the general development of actions. That is “he was sitting with his back to the window”, and because of this he could not see what was happening on the street.

In the second case, it was important for the translator to emphasize that no external circumstances, even overcoming the main lift by the car, could affect the fact that Carla knew that they were going, she heard the sound of the motor of the car.

«Joy was the librarian from town who boarded her horse with them, a quick-tempered little chestnut mare named Lizzie. Joy Tucker, when she was in a jokey mood, called her Lizzie Borden» (Munro, 2004, p.7). – «Dzhoy Taker, gorodskaya bibliotekarsha, privela k nim na sodержanie svoyu kauruyu loshad'. Kobylka byla norovistaya, zvali ee Lizzi: kogda u Dzhoy Taker byvalo blagodushnoe nastroyenie, ona nazyvala svoyu lyubimicu Lizi Borden» (Munro, 2014, p.140).

Translators use the method of combining sentences in order not to interrupt information of a long-term nature. If a series of sentences relates to the description of a single event, character, or object, then it is possible to combine them by using conjunctive and paratactic subordinate clauses. This technique does not affect the semantics of the translation, but the stylistic role changes. In a variant heaped up with sentences, the effect on the reader becomes more acute, depending on the context, anxiety, distraction, understatement, and the overflow of emotions increase. In the above example, there is additional information or rather the specificity of the fact that the heroine called Lizzi, being in a complacent mood.

«Promise me, - he said. Promise» (Munro, 2004, p.7). – «Obeshchaj mne, - on povtoryal. - Obeshchaj» (Munro, 2014, p.21).

If necessary, the translator resorts to a number of translation transformations to achieve the goal of an adequate translation of the original. However, when this need does not exist, that is, all lexical units are translated by their analogs and a change in the grammatical order of the sentences does not affect the general meaning, the translator has no choice but to interpret the text by means of syntactic comparison. In this example, the concretization technique is given. The word “said” E.S. Petrova replaces by the “on povtoryal (repeated)” lexical unit. For the hero promise of his friend is important, so he repeated the word “promise” again and again.

«Don't worry - you do not have to answer me» (Munro, 2004, p.21). – «Ne bespokojsya. Ty ne obyazan otvechat' mne» (Munro, 2014, p.52).

The sentence is used to give the reader a pause to think about what has been said. Dot completes the thought, thus summing up, while the comma heralds a new one, makes us breathe in again to get a new piece of information.

«When Carla opened it, she found the phone bill, a promise that if they subscribed to a certain magazine they could win a million dollars, and Mrs. Jamieson's letter» (Munro, 2004, p.211). –

«Kogda Karla vse zhe udosuzhilas' ego otkryt', na dne lezhali schet za telefon, reklamnaya listovka kakogo-to zhurnala, sulivshaya podpisniku millionnyj vyigrysh, i... Pis'mo ot missis Dzhejmison» (Munro, 2014, p.52).

In this case, the translator uses the division of the sentence, since in this example it is important to show the sequence of all phenomena, as something separate, infusing fear and horror, conveying the atmosphere of all that premonition of misfortune – the intensity of passion, increasing reader anxiety for the fate of the characters.

The analyzed literary work has a significant number of complex transformations, among which the antonymic translation is especially notable.

«But still *Carla hoped*» (Munro, 2004, p.6). – «No *Karla ne teryala nadezhdy*» (Munro, 2014, p.11).

Antonymic translation is one of the favorite methods of translators (Komissarov, 2016). This technique can occur at a subconscious level. At the same time, a stylistic tint is important, for example, “Carla did not lose hope” makes the reader believe that Carla does not despair and she still has faith that the white goat will return to her. According to the functional load, the value of this transformation is very important.

Concretization among the lexical transformations is particularly significant type of contextual translation.

«It's her, she *thought*» (Munro, 2004, p.6). – «V golove u nee *proneslos'*: eto ona» (Munro, 2014, p.11).

Concretization is considered one of the primary methods in translation, since it deeply reveals the essence, the author's idea, sometimes due to the lack of synonyms in the English language, the essence of reality is difficult to convey (Caford, 1965). However, in Russian, synonymy is developed much richer, and this allows the reader to better understand the author's idea, character and condition of the character.

«Carla wore a wide-brimmed old Australian felt hat every time she went *outside*, and tucked her long thick braid down her shirt» (Munro, 2004, p.6). – «Vyhodya na ulicu, Karla vsyakij raz nadevala staruyu avstralijskuyu fetrovuyu shlyapu, a dlinnuyu tolstuyu kosu pryatala pod rubahu» (Munro, 2014, p.12).

When the original does not specify the details of certain things, events, actions, it is difficult for the reader to draw conclusions from what is happening. Modulation, as a transformation assistant, helps to understand the essence of affairs. “Ulica” is not an exact translation of the unit “outside”. It can only be derived from the context of the work. In order not to perplex the reader with more insignificant information, the translator instead of him immediately reports on the place or time of the action. On the one hand, this technique makes the task easier in understanding and saves time, on the other hand, the author may have conceived it this way, namely, he wanted the reader to think himself, to develop events in his thought stream.

Omission and zero transformation can be differentiated among variable transformations.

«She had not dared say anything about his row with Joy Tucker, *whom he now referred to as Joy-Fucker*» (Munro, 2004, p.7). – «Ona ne stala pripominat' emu skandal s Dzhoj Taker» (Munro, 2014, p.14).

The omission of lexical and grammatical units is a controversial point in translation studies. Many translators firmly oppose this technique, because they believe that even with redundant information, the translator does not have the right, in his opinion, to omit certain units from the original text. Others actively resort to this technique, since they claim that the translator is a master of words, with the least use of lexical units, reaches the maximum level of translation adequacy.

In this example, the translator considered it inappropriate to transfer additional information, given in the original by a pun, while omitting “*who he referred to as Joy-Fucker*”. Perhaps the translator could not find the equivalent of this unit, since the meaning is somewhat out of the ordinary and its translation into TL is possible only through transliteration, which can be incomprehensible to the reader who does not speak English.

«She dreamed of things that were of no importance, *that made no sense*» (Munro, 2004, p.18). – «Ona mechtala o veshchah, kotorye ne imeli vazhnogo znacheniya» (Munro, 2014, p.47).

E.S. Petrova omits the “that made no sense” construction, considering “that made no sense” and “that were of no importance” constructions equivalent to each other, therefore she used the omission technique. But it should be borne in mind that the author did not just use two parallel syntactic constructions – the lexical units “importance” and “sense” are translated as “vazhnost” and “smysl”. They are two completely different semantic elements. Therefore, in this case it would be rational to use syntactic assimilation, translating this example as “*Ona mechtala o veshchah, kotorye ne imeli vazhnogo znacheniya, ne imeli smysla*”. Thus, the doom and hopelessness of what Carla thought only about things that had no further progress in the development of the current situation are emphasized.

«The days passed and she didn't go. *She* held out against the temptation» (Munro, 2004, p.22). – «Shli dni, a Karla ne priblizhalas' k tomu mestu. Ne poddavalas' iskusheniyu» (Munro, 2014, p.54).

In this example, the translator decided to use the method of omission without using the personal pronoun “she”. The omission of the pronoun and the beginning of the syntagmatic part with the predicative expresses a high value of the action, which characterizes the heroine as a person who is confident and stable.

«Mrs. Jamieson turned her head once, quickly – she had all she could do to maneuver her car through the rut and puddles the rain had made in the gravel – but she didn't lift a hand off the wheel to wave, she didn't spot Carla» (Munro, 2004, p.6). – «Missis Dzhejmison povernula golovu, bystro – ona byla v sostoyanii manevrirovat' avtomobilem cherez luzhi i zazory, obrazovannye dozhdem v gravii – no ona ne ubrala ruki s rulya, chtoby pomahat' Karle, kotoruyu ne zametila» (Munro, 2014, p.11). This translation contains both a zero transformation of lexical units and a zero transformation of the grammatical structure of the sentence. This use of the technique is justified by the fact that the translator considered it unnecessary to use any other transformations during translation, since even with syntactic and lexical assimilation a stylistic function is preserved and an absolute adequate translation is achieved (Marandi & Mohammadi, 2017).

Translating transcription is a habitual technique, because the pronunciation of proper names is a special reality in translation. They can carry the stylistic role through alliteration or assonance.

«He had been an attendant in a mental hospital, a dick jockey on a radio station in *Lethbridge, Alberta*, a member of a road crew near *Thunder Bay*, an apprentice barber, a salesman in an army-surplus store» (Munro, 2004, p.15). – «On v raznoe vremya podvizalsya sanitarom v psihiatricheskoj lechebnice, vedushchim na radiostancii v *Letbridzhe*, chto v provincii *Al'berta*, dorozhnym rabochim vblizi *Tander-Bej*, uchenikom parikmahera, prodavcom v magazine voennogo snaryazheniya» (Munro, 2014, p.11).

A small number of proper names are translated through transliteration. The material under study contains a small number of proper names, so the percentage of use of phonetic transformations in the general system of modifications is insignificant.

«A life, a place, chosen for that specific reason: that it would not contain *Clark*» (Munro, 2004, p.16). — «A ved' takaya zhizn',

takoj gorod vybiralis' kak raz po etom principu: chtob tam ne bylo *Klarka*» (Munro, 2014, p.41).

Of the stylistic transformations, the material under study is characterized by remetaphorization and demetaphorization.

«Birds were everywhere. Red-winged blackbirds, robins, a pair of doves that *sang* at daybreak» (Munro, 2004, p.21). – «V okruge poyavilos' mnozhestvo ptic. Krasnokrylye skvorcy, malinovki, para gorlic, *vozveshchavshih* nastuplenie novogo dnya» (Munro, 2014, p.51).

In the original text the author compares the birds with the singers who sing their songs in the area at the dawn of the day. In translation, the lexical unit “sing” is expressed by means of “*vozveshchavshih* (proclaimed)”, as a result of which metaphorical unit is given on a different meaning. In the translation, the birds are compared with the messengers, who say that the new day is coming. The use of this technique by the translator can be explained by the fact that the reader's attention to the translator wanted to focus on the fact that a new day began and this means new worries, new alarms, and new events.

«The goat had stopped a yard or so away from them, had turned shy, and *hung her head*» (Munro, 2004, p.19). – «Koza ostanovilas' na rasstoyanii vytyanutoj ruki, *zasmushchalas' i potupilas'*» (Munro, 2014, p.47).

The expression “to hung the head” should not be translated as “povesit' golovu”. The metaphoric nature of this phrase lies in the figurativeness of the hero's state – the translator clearly and correctly finds the equivalent in TL, in particular, he uses “*potupit*”, since the person “*povesivshij golovu* (hanging his head)” is experiencing at the moment a feeling of sadness, a sense of hopelessness. In this example, it is necessary to show the internal state of the character.

4 Results

It should be noted that types of interlingual transformations are quite diverse in the translation of the literary work “Runaway” of Alice Munro by E.S. Petrova:

1. grammatical transformations – 40 %;
2. complex transformations – 25%;
3. lexical transformation – 18%;
4. variable transformations – 10%;
5. stylistic transformations – 6%;
6. phonetic transformations – 1%.

The change of a lexical unit can lead to a modification of the whole structure, and not only from the grammatical aspect, but also stylistically.

5 Conclusion

Grammatical transformations, as in the study of the peculiarities of the translation of interlanguage transformations in the translations of other works, occupy a dominant position. Many translational transformations are based on the transformation of the grammatical structure of syntagmas. Consequently, this interaction relates the resulting transformation to the category of the complex.

In the lexical transformations, the most important and most frequent is the use of modulation, which is characterized by the individuality of the translator's style, which, despite the author's order, can change its structure (Bazarova & Gilyazeva, 2017). Modulation, like many other transformations, belongs to the category of complex, since often the semantic development of a lexical unit requires a change in the syntactic order of the sentence.

The smallest use of phonetic transformations is used in the translation. This result is characterized by a small number of proper names in the original.

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INSTITUTIONAL FRAMEWORK FOR REGIONAL INTERNATIONAL SCIENTIFIC AND TECHNICAL COOPERATION IN THE CIS, THE EAEU, AND THE EU

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Abstract: The article draws attention to the institutional aspects of regional scientific and technical cooperation in the CIS, the EAEU, and the EU. The authors noted that the CIS pays close attention to the scientific and technical cooperation of the states of this union, which corresponds to the common goals and objectives of the Commonwealth established by the CIS Charter. Interaction within the CIS is carried out through its respective statutory and special bodies, and special bodies operate in order to coordinate scientific and technical cooperation: the Interstate Council for Cooperation in Scientific, Technical and Innovative Spheres and the Interstate Coordinating Council for Scientific and Technical Information. It is worth noting that the system of institutes of scientific and technical cooperation in the CIS is constantly evolving. Eurasian scientific and technological integration is being implemented slowly and fragmentarily.

Keywords: institutional aspects, EAEU, EU, Council for Scientific and Technical Information

1 Introduction

The interaction of states in the field of science and joint research is a new area of international cooperation, which occurs most intensively at the regional level. In this regard, the experience of organizations of the European and Asian regions with Russian participation seems to be useful. Scientific and technical cooperation in the modern world is becoming an integral part of interstate relations. In this regard, the legal and political lexicon acquires a new concept - scientific diplomacy. The essence of this concept is revealed in the activities of international institutions, which are most characteristic of relations at the regional level (Ćujić, 2019; UmawateBungarooRamdo, 2019).

2 Methods

As a result of the analytical study of the institutional form in the field of regional scientific cooperation using the formal legal and comparative method, conclusions were drawn regarding gaps that need to be filled in for further development and improvement of regional scientific cooperation.

3 Results And Discussion

Based on the selected criterion for the selection of regional associations, the proposed article will consider scientific cooperation in the CIS, the EAEU, and the EU.

The Commonwealth of Independent States (CIS) was established on December 8, 1991. The CIS pays close attention to the scientific and technical cooperation of the states of this union. This corresponds to the common goals and objectives of the Commonwealth established by the CIS Charter, among which are the comprehensive and balanced economic and social development of member states within the common economic space, interstate cooperation and integration (Charter of the Commonwealth of Independent, 1993).

Cooperation within the Commonwealth of Independent States is executed through its Charter Bodies. The Council of Heads of State (CHS) as the supreme body of the Commonwealth discusses and resolves any fundamental issues of the Commonwealth related to the common interests of the participating states in accordance with the Agreement on the Creation of the Commonwealth of Independent States of December 8, 1991, the Charter of the Commonwealth of January 22, 1993, and other documents adopted in their development. Decisions of the Council of Heads of State and the Council of Heads of Government are made with the general agreement - by consensus. Any state can declare its disinterest in a particular issue, which should not be considered as an obstacle to a decision. The

protocol of the Council of CIS Heads of State dated June 21, 2000 established the CIS Executive Committee.

The above-mentioned bodies, within the framework of their general competence, provide scientific and technical cooperation within the CIS in various fields, therefore they can be attributed to the institutes of regional scientific and technical cooperation of the first level.

The development of institutes of scientific and technical regional cooperation was influenced by the adoption of a number of program documents that laid the foundation for the formation of institutes of scientific and technical cooperation within the CIS.

These concern chiefly the following: Agreement on scientific and technical cooperation within the framework of the member states of the Commonwealth of Independent States of 03.13.1992 (expired on 13.03.1997); the Concept of creating a common scientific and technological space of the CIS of September 22, 1995; the Concept of the formation of the information space of the Commonwealth of Independent States in 1996; Agreement on free access and the procedure for the exchange of open scientific and technical information of the States Parties in 1998; Convention on the Creation and Status of International Research Centers and Scientific Organizations of November 25, 1998; Agreement on cooperation in the field of interstate exchange of scientific and technical information of May 30, 2014, etc.

These documents emphasized that the governments of the participating countries, taking into account the presence of highly integrated elements of scientific and technical potential, established scientific and technical ties, recognize the advisability of interstate cooperation in the scientific and technical sphere in order to preserve and further develop the scientific and technical potential of each of the Parties.

The so-called scientific and technical facilities were identified, which include the scientific and technical organization, research and experimental training grounds, information resources and networks, libraries, etc.), the results of which are used by several states in compliance with Art. 8, the conditions of scientific and technical cooperation were determined (Agreement on scientific and technical cooperation within the framework of the member states of the Commonwealth of Independent, 1992).

Article 1 of the Agreement defines the concept of a common scientific and technological space, which is an environment characterized by the pursuit of an agreed policy by these states in priority areas of mutual interest in the development of science and technology, harmonization of the content of its individual components and relevant national regulatory frameworks.

To coordinate scientific and technical cooperation in accordance with the Decision of the Council of Heads of Government of the CIS of November 20, 2009, a special body was created: *the Interstate Council for Cooperation in Science, Technology, and Innovation (ICCSTI)*. ICCSTI became the assignee of the Interstate Committee for Scientific and Technological Development (ICSTD) and the Interstate Scientific and Technical Council, which serves as the executive body of ICSTD. The functions of the ICCSTI are the development of issues of the formation of interstate scientific, technical and innovative space, the identification of priority areas and forms of cooperation in the scientific, technical, and innovative fields, etc (A decision of the Council of Heads of Government, 2009).

Another special institute of regional scientific and technical cooperation in the CIS is the *Interstate Coordinating Council for Scientific and Technical Information (ICCSTI)*. It was established by the Decision of the Council of Heads of Government (CHG) of the CIS states of November 13, 1992.

The main objective of ICCSTI is to improve the information infrastructure of the innovation activities of the CIS member states, the formation of shared information resources, the provision of information, analytical, consulting, and organizational support for international cooperation in the scientific, technical and innovative fields (Hassan et al., 2019).

The system of institutes of scientific and technical cooperation in the CIS is constantly evolving. On the basis of the Agreement of May 19, 2011, the *Council for Cooperation in Basic Science* was created. The main goal of the Council is to create favorable conditions for cooperation in the field of basic science (Official website of the Interstate Coordinating Council for Scientific and Technical Information, 2019).

In order to fulfill the tasks in the field of scientific and technical cooperation, these sectoral councils closely cooperate with other interstate and intergovernmental bodies of the CIS: Interstate Fund for Humanitarian Cooperation of the CIS Member States; International Center for Scientific and Technical Information (ICSTI), etc. Although these entities are not directly included in the system of institutes of regional scientific and technical cooperation in the CIS, they also contribute to the formation of a single scientific and technical space of the CIS.

The Eurasian Economic Union (EAEU) was established in 2014 on the basis of the Treaty on the Eurasian Economic Union. As indicated in the program documents, this union is created with the aim of comprehensive modernization, cooperation, increase of the competitiveness of national economies and creation of conditions for stable development in the interests of improving the living standards of the population of the Member States (Agreement on the Eurasian Economic Union, 2014: Abdullin & Galiakberov, 2014).

The EAEU development priorities until 2025 include: - ensuring maximum efficiency of the EAEU single market and the implementation of its opportunities for business and consumers; - the formation of the "territory of innovation" and the stimulation of scientific and technological breakthroughs; - unlocking the integration potential for people, improving their well-being and quality of life; - the formation of the EAEU as one of the most significant centers for the development of the modern world, open for mutually beneficial and equal cooperation with external partners and building new formats of interaction (Declaration on the further development of integration processes within the framework of the Eurasian Economic Union, 2018).

In 2018, the Russian Federation, as chairman of the EAEU, identified a number of priority initiatives within the framework of Eurasian integration. Eurasian scientific and technological integration is being implemented slowly and fragmentarily. One of the important results achieved in 2018 is the inclusion of such areas as the formation of the "territory of innovation" and the stimulation of scientific and technological breakthroughs in the Eurasian space among the priorities of the Union's development.

The Fund for Economic, Scientific, and Technical Cooperation is only planned to be created, although it was included in the list of supranational structures (necessary for the development of the EAEU), which was formed in 2014 at a meeting of the Supreme Eurasian Economic Council (Silva et al., 2016).

The European Union (EU) is one of the most successfully functioning and dynamically developing international regional organizations, possessing significant specifics of both an institutional and a political and legal nature (Towards a European Research Area, 2000).

The modern structure of the European Union is formed in accordance with the 2007 Lisbon Treaty. The legal framework of the EU is the provisions of two international treaties: the Treaty on the European Union and the Treaty on the Functioning of the European Union (more detailed and extended) - previously called the 1957 Treaty on the European Community (Nechaeva, 2017).

The EU structure is no longer divided into the so-called "supports". At present, the European Union includes 7 institutions with authority and implementing the competence of the European Union: the European Parliament, the Council of the EU, the European Commission, the Court of Justice, the Court of Audit, the European Council - the highest political coordination body, the European Central Bank (Consolidated version of the Treaty on the Functioning of the European Union, 2012).

New EU senior officials have appeared: High Representative of the European Union for Foreign Affairs and Security Policy; President of the European Council - elected from among the first persons of the Member States for 2.5 years.

It should be noted that the formation and implementation of scientific and technical policy in the EU are carried out through the entire institutional mechanism, which includes all the above institutions, bodies, and officials.

Speaking about the EU competence in order to support and develop scientific research, it should be noted that it is provided under Section XIX of the Treaty on the Functioning of the EU "Scientific Research, Technological Development, and Space" (Articles 179-190) (The Seventh Framework Program of the European Union for Research, 2007).

The following goals of the EU's activities in this area can be distinguished: strengthening its scientific and technological foundations by forming a European space of scientific research with the free movement of researchers, scientific knowledge, creating favorable conditions for the development of its competitiveness, as well as promoting research activities that are deemed necessary according to other provisions of the articles of incorporation.

The main institutional mechanism for ensuring scientific and technical cooperation in the EU has become the *Framework for Research, Technological Development, and Demonstration Activities*, the first of which began to operate in 1984.

Framework programs in the EU are special funding programs created by the EU to support and encourage research in the so-called *European research area*. Specific goals and actions in programs vary in different periods.

In order to implement the framework program, the EU defines the rules for the participation of enterprises, research centers, and universities and establishes the rules to be applied to the dissemination of research results.

It should be noted that the Framework programs follow one after another. For example, in 2007, the *Seventh EU Framework Program for Research, Technological Development, and Demonstration Activities* began with a total budget of more than 50 billion euros. This program combines all EU initiatives related to science and research. The European Commission, which develops and implements the Framework Programs, performs the main coordinating function, coordinating the positions of other European institutions, EU member states and representatives of the scientific community and industry, i.e. ultimately, the positions of all parties somehow involved in the European research process.

The Eighth Framework Program for the Development of Research and Technology and the European Union (Horizon 2020) is the EU's seven-year funding program to support and promote research in the European Research Area from 2014 to 2020. It is the largest framework program in EU history, whose budget is 80 billion euros. It should be noted that compared with the Seventh Framework Program, the emphasis is on risk research and innovation, which are designed to lead to business breakthroughs in the European economy.

4 Summary

Thus, the entire system of institutes of the regional scientific and technical space of the CIS is actively functioning, as evidenced by

constantly published reports and, importantly, being improved and developed. A draft Regulation on the Head Contact Center under the Operator of the Interstate Program for Innovative Cooperation of the CIS Member States has been prepared, which would complement the system of institutes for scientific and technical cooperation in the CIS.

Eurasian scientific and technological integration is developing slowly and fragmentarily. Scientific and technical cooperation as a separate task of the EAEU is not indicated in the documents, no special agreement has been signed. Scientific and technical cooperation is carried out as part of the statutory tasks of integrating the economies of the participating countries, however, special bodies responsible for scientific and technical cooperation, unlike the CIS, have not been created in the EAEU.

As for the EU, in the field of scientific and technical cooperation, the EU is endowed primarily with supporting and coordinating competence, i.e. it has practically no power authority. However, the EU has a significant impact on the development of this sphere through its measures through the use of financial, economic and other stimulating instruments.

5 Conclusions

As we can see, individual regional integration associations are at different stages of the formation of the research space and are characterized by different approaches and tools used for its formation and effective functioning. Therefore, the study of regional models and best practices of international legal regulation of the formation and functioning of the research space is of great interest to new young regional associations. The experience of the CIS, and also the EU, which has been actively forming the European Research Area since 2000, considering it as one of the strategic priorities for turning the EU into one of the "most competitive and dynamic knowledge economies in the world", is especially successful.

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SEMANTIC ASPECT OF PHRASEOLOGICAL UNITS WITH COMPONENTS DENOTING WEATHER IN THE PROCESS OF CROSS-CULTURAL COMMUNICATION IN ENGLISH, RUSSIAN AND SPANISH LANGUAGES

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Abstract: The article is concerned with the analysis of phraseological units with components designating “*weather, weather events*” in English, Russian and Spanish (*weather* in English - *weather*, in Russian - *nozoda*, in Spanish - *tiempo*). It presents the process of studying them at the semantic, expressive and stylistic levels; reveals the features of their use and behavior in the process of intercultural communication in three languages. The immediacy of the problem being investigated is determined by the need for a careful approach to studying the functioning and use of phraseological units at all language levels, as well as the insufficient development of theoretical and scientific-methodological aspects of phraseology teaching. The aim of the paper is to study the productivity of components in a comparative aspect in three languages. PhUs are studied since they are considered one of the main carriers of linguistic backgrounds.

Keywords: phraseology, phraseological unit, intercultural communication

1 Introduction

Studying and teaching native and foreign languages, the process of intercultural communication can be more effective if linguistic phenomena are studied in comparison. The further development of phraseology is important in any language since the phraseological corpus is a source of expressive means of language.

We have studied phraseological units with the components that denote “*weather, weather events, etc.*” since weather is the main and integral part of a person’s daily life in any corner of the globe.

“Combinations of cognitive models the existence of which can be detected from a careful examination of the meaning effects of some linguistic expressions. This improvement endows the linguist with a more powerful set of analytical tools capable of dealing with a broader range of phenomena than previous theories. The paper first explores *metaphoric* and *metonymic complexes*, and their meaning effects.

Metaphor, metonymy, oxymora, and some other “figures of speech” involve semantically “deviant” usages of language” (Gibbs, 2007).

“...linguistic picture of the world is inextricably linked with culture, as it is nothing but the reflection in the mind of his world, as well as its cultural, spiritual, social and physical experience” (Rakhimova et al, 2015).

“National-specific models of the representation of concepts in different linguistic views of the world have been revealed, ... reflecting the national and cultural specifics” (Tulusina et al, 2016).

“The stylistic effect obtained from the use of all the studied types of contextual use of phraseological units is diverse: from strengthening, weakening or clarifying the meaning to expressing the fixed expression, increasing the emotional and expressive charge of the context, etc.” (Arsentieva, 2006).

“Studying ... idioms, we are guided by the criterion of functional-stylistic attribution of phraseological units, which covers quantitative component, semantic and etymological ones...” (Guryanov et al, 2017).

2 Methods

To achieve our goal in the study of phraseological units at the semantic, functional and stylistic levels in English, Russian and Spanish, the following methods were used:

- continuous sampling method from phraseological paper and electronic dictionaries;
- method of comparative analysis (linguistic phenomena were compared in three unrelated languages) made it possible to identify common and specific features of phraseological units in English, Russian and Spanish;
- method of definition analysis (phraseological dictionaries, theoretical studies on general linguistics and lexicology by such scholars as A.N. Baranov, D.O. Dobrovolsky, V.V. Vinogradov, and works on phraseology by A.V. Kunin, V.N. Telia V.I. Maksimov, E.F. Arsentieva and others were used).

Method of phraseological description proved also to be effective; method of componential analysis in order to study the semantic structure of phraseological units was used.

3 Results And Discussion

As a result of the study, the authors of the article have come to the conclusion that the study of the etymology, structure, figurativeness, types and degree of equivalence, frequency of using phraseological units and comparing them in three languages introduces us to the unique features of the national culture of people. Comparing phraseological units requires a comparative cross-cultural analysis at different language levels, which inevitably leads to a dialogue of different cultures and the formation of cross-language competence. The result can be more effective teaching of a foreign language in comparison with the mother tongue, and cross-language analysis will allow achieving a higher degree of understanding of the linguistic phenomena that function in the native and study languages.

Phraseology makes it possible to use brighter colors and images to convey the characteristics of thinking, worldview, evaluation, attitude, folklore, nature and weather, various stereotypes.

The most productive components in each language have been identified. Among the most productive components in all three languages there are the units that are equivalents of the Russian words *ветер* (*wind*) and *воздух* (*air*). The high productivity of the components denoting *wind* can be attributed to the cultural and historical features of Spain, the UK and Russia. These countries were strong maritime powers, and wind was one of the most important elements in maritime business. The fact that people were attentive to such a phenomenon as wind was reflected in reinterpretation of it and creation of a large number of set figurative expressions containing this component. In support of this, it can be noted that many of the phraseological units containing the component *wind* are marine terms; often they are rethought and acquire a second, commonly used non-terminological meaning. Wind and air always surround us, and the constant presence of these elements also helps to increase the productivity of the components that designate them (Hassan et al., 2019). In English, the components *blow* (about the wind) and *cloud* are also productive. High productivity of the former can be attributed to the polysemy of the word, and the latter to the climatic features of England, where clouds are of frequent occurrence.

In Spanish and Russian, the component representing *sky* (Spanish *cielo* and Russian *небо*) has high productivity. This is due to the fact that these components denote not only ‘the space visible above the earth’, but also ‘the abode of God’. The same fact explains, on the contrary, the low productivity of this component

in the English language, where these two meanings are expressed in two different words – *heaven* and *sky*.

Features of the productivity of components in the languages under consideration are related to the cultural, historical and climatic features of the countries where these languages are spoken, and the internal lexical features of these languages (Ghazanfarpour et al, 2013).

Analysis of the grammatical structure of the studied phraseological units and their functioning in speech makes it possible to reveal that in English and Spanish, phraseological units that perform the function of verb are most often found among phraseological units containing components related to the macrofield “weather, weather events”; in Spanish there are more than half of such units. In Russian language, the distribution of the studied phraseological units is more even and the largest group comprehends the units that perform the function of adverb in speech. Among the units studied, none of them to have the function of preposition has been found. The group of phraseological units performing the function of interjection is also poorly represented. Their proportion among the considered units in each of the three languages is no more than 2%. The most productive structures of these phraseological units in the three languages coincide, although some common structures of one of the languages are not found in the other two languages, which is explained by the linguistic features of the languages in question.

We have not found it possible to identify typical structures for phraseological units with an interjection function and a sentence function (except for the Spanish language). In the first case, this is due to the small number of such units, in the second – to a wide variety of structures caused by the complexity of the sentence as an element of speech and the absence of paradigms in their formation. Most of the studied English phraseological units with sentence function are proverbs.

“The linguoculturological approach to phraseology means studying different ways and forms of interaction between culture and language resulting in the formation of phraseologisms as embodiments and generations-long transmitters of cultural information” (Zykova, 2012).

“Scholars underline correlation between phraseological and paroemiological meaning and component meaning in relation to lack of possibility to derive one from another” (Ayupova & Bashirova, 2015).

“... the semantic overcharge” of phraseological unit is used as a means of enhancing its expressiveness” (Mokienko, 1980).

4 Summary

“...the findings available for a broad array of languages show that phraseology is one of the key components of human language”.

As a result of the study, the authors of the article have come to the conclusion that the research of etymology, structure, figurativeness, types and degree of equivalence, frequency of use of phraseological units and comparing them in three languages lets us into the unique features of the national culture of people. Comparison of phraseological units requires a comparative cross-cultural analysis at different language levels, which inevitably leads to a dialogue of different cultures and the formation of cross-language competence. The result can be a more effective teaching of a foreign language in comparison with the native language, and cross-language analysis will allow to achieve a higher degree of understanding of the linguistic phenomena that function in the native and target languages.

Phraseology makes it possible to use brighter colors and images to convey the distinctiveness in thinking, worldview, assessment, attitude, folklore, nature and weather, various stereotypes.

5 Conclusions

“Phraseological units represent a language of culture that permits scholars to draw valid conclusions about the worldview or mentality of those speakers who make vigorous and continued use of them”.

Phraseological units reflect the characteristics of culture, mentality, religion, mythology. National consciousness stores these features as signs, codes, symbols. Therefore, understanding them in the process of studying and teaching, using them in the context should be highly effective and efficient.

“...figurative language forms part of human cognitive processes. People think and conceptualize their experience and the external world in figurative terms” (Naciscione, 2016).

“Proverbial phrases or phraseological units (phraseologisms), as the linguists prefer to refer to them, do not contain any complete thought or wisdom, but ... they are traditional and metaphorical being employed more frequently than actual proverbs. They supply colorful elements of folk speech to oral and written communication” (Mieder, 2004).

“Proverbs as metaphorical signs continue to play an important role in oral and written communication” (Mieder, 2007).

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AN EFFECTIVE MODEL OF COLLECTIVE ENTREPRENEURSHIP

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Abstract. A feature of the current stage of socio-economic development of different countries is the formation of a special sector of the economic system based on collective ownership of the means of production. The joint-stock companies of workers and production cooperatives referred to in the article are widespread in various countries. At the same time, national models of collective entrepreneurship reflect the peculiarities of public administration. However, they all have common features. The article is devoted to the analysis of the specificity of such models in the USA, Japan, China and Spain. The establishment of such enterprises can take place in different ways and is determined by the regulations in force in a particular country. Common is the presence of employee ownership share of the property business that allows you to participate in the management and, consequently, increases productivity. It is noted, as a rule, collective enterprises are more effective than private ones.

Key words: collective enterprise, entrepreneurship, various countries

1 Introduction

In recent decades, collective entrepreneurship, which began in XIX century, has become widespread. This form of entrepreneurship is aimed at the wide involvement of company employees in making management decisions. Due to this circumstance, some economists call the system of collective entrepreneurship a participatory economy (economic democracy). Its essence is to counteract the concentration of capital by involving citizens in solving the economic problems of the development of the state and its enterprises through participation in property and management. (Konareva, 2013. P. 39).

The basis of the participatory economy is such subjects of collective entrepreneurship as joint-stock companies of workers (national enterprises) and production cooperatives. It is these forms of collective management that play an important role in achieving a balance of interests of various participants in production and form the core of the so-called "solidarity economy". (Dementiev & Khabibullin, 2016. P. 125).

The formation and development of collective enterprises has the following features:

firstly, the nature of participation of the employees in the joint-stock ownership of the enterprise is long-term. The endowment of employees of the enterprises with their shares and thus the transformation of members of labor collectives into "owners" causes the growth of their labor productivity in the long term;

secondly, the joint-stock ownership of the employees is formed *during privatization* as a result of property redemption of the companies by the personnel, in which they are employed. An example of the most successful privatization in the UK was redemption of 83% of shares made in 1982 by the employees of the British company National Freight Corporation (NFC), which carries out road freight transport. As a result of the company's redemption by the members of the labor team, the financial results of the company improved dramatically. Already in the first year after privatization, the growth in the company's profit amounted to 50%, in the second - 70%; (Privatization in the UK, 2000. P. 58).

thirdly, one of the significant factors in the distribution of collective enterprises in various countries in joint-stock form was the hostile takeovers of firms by their competitors. With increased competition, such a property "dispersion" among the employees has become an effective means of protecting the organization from "invaders".

According to the analysis of cases of takeover of enterprises, a certain part of the capital (property) of which belongs to their employees, as well as the companies of other forms of ownership,

the researchers S. Chaplinsky and G. Neigaus made the following conclusion. The distribution of shares of the enterprise among the members of labor team leads to a significant reduction in the likelihood of its takeover. (Chaplinsky & Niehaus, 1994). According to J. Manke and D. Bakston, the formation of working joint-stock ownership in the second half of XX century became a more significant factor in maintaining control of owners over the capital (property) of enterprises in the USA (compared to previously existing anti-seizure measures) in the face of an increasing trend of hostile takeovers of some market participants by others (Menke & Buxton, 2010. P. 256).

Revealing the features of formation and current functioning of collective enterprises will allow making a conclusion that it is advisable for the state to support the development of this type of entrepreneurship in the Russian Federation. The relatively low production and financial efficiency of enterprises with private and state ownership requires the search for alternative forms of entrepreneurial activity.

2 Methods

During the study, various international sources of information were analyzed regarding the formation, current functioning, as well as the prospects for the development of collective entrepreneurship. The collected statistical material made it possible to assess the effectiveness of this organization form of production activity in comparison with the traditional ones. We identified features of the functioning of collective entrepreneurship in different countries. We also analyzed the development of collective entrepreneurship in the USA, Japan, China and Spain.

3 Results And Discussion

The joint-stock companies of the employees are most common in the USA. An effective means of developing such a form of ownership in the USA as the ownership of members of the labor teams of companies is the ESOP (Employee Stock Ownership Plan) program - a corporate social program that provides an opportunity for the company employees to become the owners of its shares.

The US Code of Practice, governing the process of endowing ownership for the employees of enterprises, includes:

- 1) acts defining the features of ESOP;
- 2) acts establishing tax incentives for the shareholders, companies interacting when implementing ESOP at the enterprises;
- 3) acts in which government organizations are invited to provide assistance to the companies implementing ESOP;
- 4) acts designed to support the implementation of ESOP in a company. (Demidova, 1999, P. 87).

According to the National Center for Employee Ownership, the share of equity in the ownership of company employees amounted to about 8% of the capital of all US corporations in 2012. In 2016, the top 100 leading collective enterprises united 619 thousand employees in the USA. The list of enterprises, 100% of the share capital of which belongs to the employees, includes Lifetouch (the number of employees is 25 thousand), Penmac (18 thousand), Amsted Industries (16 thousand), Houchens Industries (15.3 thousand), etc.

Foreign authors have published a significant number of works devoted to a comparative analysis of the activities of companies that have implemented and have not implemented ESOP programs. But many researchers (especially Russian ones) tend to identify the companies, using ESOP schemes, with collective enterprises when considering American experience.

In our opinion, this position seems to be incorrect for several reasons.

Firstly, any company with any (more than zero) share of equity owned by the members of labor team in the structure of its capital can be classified as a company implementing ESOP. In 90% of cases, the share of employees in the capital of such companies is insignificant. (Khabibullin, 2014, P. 72).

Secondly, the employees are mainly endowed with non-voting shares (except for the cases, when they are vested with capital ownership under the so-called democratic ESOP), since the owners of large blocks of shares in the companies are not interested in attracting the employees to manage them. This means the formal transformation of company employees into ordinary investors. In this case, the possibilities for the employees to exercise the functions of the owner are virtually nullified. (Khabibullin, 2016, P. 210).

Redemption by the employees of the majority of the company's voting shares means the formation of a full-fledged collective enterprise of joint-stock ownership. This is about the so-called democratic ESOP developed by D. Ellerman, head of one of the American "Associations for the Promotion of Employee Ownershi". Such a program is intended for an enterprise, whose employees acquire ownership of its shares in full.

Key features of democratic ESOP:

- 1) transition from voting by shares (i.e. according to the principle of "one share - one vote") to "voting by hands" (according to the principle of "one person - one vote");
- 2) replacement of the employees' shares with bonds (which protects the employees' capital from blurring, in particular when pledging shares), giving them the right to income.
- 3) internal democratic structure and creation of supporting structures. (Belotserkovsky, 2010, P. 221).

ESOP shall be considered only as one of the mechanisms for the formation of employee ownership in the share capital structure that can increase the employees' interest in labor results. This goal can be achieved only under such conditions when the employees own most of the company's capital (or the full capital amount), actively participate in exercising control over the company's management, have the right to make managerial decisions and are ready to assume a part of economic responsibility for the efficiency of economic activity of the enterprise (Wyrasti et al., 2019).

Japanese enterprises are implementing the Mashikabukai program, an analogue of the American ESOP. However, unlike the USA, the enterprises implementing such programs do not provide tax incentives and soft loans in Japan. According to experts of the International Labor Organization, the joint ownership of the employees in Japan, formed on democratic principles (in combination with such a form of financial participation of the members of labor team as their participation in management), is one of the main factors for the steady growth of production indicators and the competitiveness of Japanese companies. (Democracy at work, 2001, P. 87).

In China, when more than three employees create voluntary association for business activities and preparation of the corresponding contract, an enterprise of a specific legal form is created - the so-called joint-stock-cooperative company (JSCC) (Skulkin, 2009, P. 355). The company participant makes cash or in-kind contributions to its general fund. At the same time, ownership rights to such property are retained by the JSCC members. The property created in the course of the company's activities belongs to all its employees JSCC has the ability to issue domestic shares. Their owners are all employees of the enterprise. Profits are distributed between the company members in proportion to their work and the number of shares owned by them. This type of economic activity strengthens the responsibility of employees for the labor results.

It should be noted that the formation of collective enterprises in joint-stock form is possible either by creating them in this form, or by transforming private enterprises. Thus, the so-called *labor*

companies (sosedades laborales, SL) operate in Spain. They function in the form of joint-stock companies.

The business model of Spanish labor companies is efficient and determines their survival. (Gutiérrez, 2008, P. 74). As practice shows, such enterprises successfully compete with traditional companies belonging to a limited circle of owners. The survival rate of SL is almost 6% higher than that of conventional companies.

Let us cite as an example the Spanish labor company *Komunikazio Biziagoa S.A.L.* (foundation date - 1919). This company was transformed into a national enterprise in 1998. It specializes in producing weekly news newspapers and magazines in the Basque Country. The company employees own 75% of its shares. The share fraction owned by each employee ranges from 2.64% to 7.91% of the company's share capital. The enterprises that are part of the corporate group own the remaining 25% of the securities (Lowitzsch & Hashi, 2012).

An analysis of the Spanish experience in the development of collective enterprises involves a review of the activities of the Mondragon Cooperative Corporation (MCC) in the Basque Country, which unites 260 companies and is one of the leading Spanish business groups with production branches and corporate representative offices in 41 countries. The corporation's product range includes a wide range of products - from sophisticated industrial equipment, buses, machines to agricultural products. The total number of employees in the cooperatives that are the members of the Mondragon Cooperative Corporation is 74.117 thousand people (Data from the MCC web-site, 2019).

Joining the cooperative, the employee makes a contribution to the enterprise's capital, the volume of which is comparable to the annual wage of an unskilled employee. Three quarters of this contribution are transferred to the employee's individual capital account. One quarter is transferred to the cooperative's collective account. The opening of individual capital accounts of the members of cooperative enterprises and the receipt of part of their entrance fees to these accounts leads to an increase in the employees' interest in increasing the cooperative's total profit and reducing staff turnover (Zare & Rajaeapur, 2013).

According to T. Malone, in the Mondragon Cooperative Organization, "everyone is financially and psychologically interested in helping the company become as successful as possible: I'm ready to work hard, always look for a way to improve the work and share the available information". (Malone Thomas, 2006, P. 124) L.A. Konareva notes that "Mondragon cooperatives operate in accordance with a business model based on the primacy of interests of the people and the sovereignty of labor, which made it possible to create very cohesive companies based on solidarity with a strong social aspect".

In Spain, the conditions for the development of all enterprises of collective forms of management (which are under the jurisdiction of the Ministry of Finance, the Ministry of Labor and other government bodies) are generally favorable. Significant tax and depreciation benefits are granted to various types of Spanish collective enterprises.

4 Summary

The analysis of the management experience of various models of collective entrepreneurship allows drawing several conclusions.

Firstly, the creation of conditions for the formation of collective enterprises is one of the priority areas of economic policy in many countries. Unfortunately, the development of collective forms of management is not a priority of economic authorities in Russia. Only one region in the country purposefully develops collective entrepreneurship - the Lipetsk region. A regional program for the development of collective forms of management has been successfully implemented here for the past 5 years.

Secondly, collective enterprises can successfully develop only if they have the appropriate supporting structures - institutions to

support their formation and development. An important role in these processes could be played by the Russian Union of Collective Enterprises (RUCE) in the form of a non-profit partnership, the creation of which we see as a task of paramount importance.

Currently, the Union of National Enterprises of the Urals is functioning. At the end of 2015, the Administration of the Lipetsk region decided to create the Union of National Enterprises in the region. The formation of regional branches is the most important step towards the formation of the All-Russian Union of Collective Enterprises.

Thirdly, the experience of the Mondragon Cooperative Corporation in Spain suggests that self-government may not be limited to individual business entities (Khabibullin, 2016). This means that participatory democracy can quite realistically become the basis for Russian civil society, where the middle class will be widely represented by the owner-employees, having not only shares of their enterprises, but also real economic power.

5 Conclusions

Thus, the establishment and development of collective entrepreneurship in Russia in many respects depends on the position and actions of federal and regional authorities, on the state of the country's economy as a whole, on the level of trust between the members of society, including employees of the enterprises. These factors will significantly affect the dynamics of the development of collective entrepreneurship in the respective territories.

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Primary Paper Section: A

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OPTIMIZATION OF THE METHOD OF ASSESSING THE LEVEL OF HOUSING AFFORDABILITY IN THE RUSSIAN PRACTICE

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Abstract. Housing affordability is one of the main factors, determining the economic and social level of development in the country. So, one of the priorities of the Russian Federation government in the field of housing policy is the creation of conditions, allowing to increase the affordability of housing for its citizens. The article investigates the current methods of determining the level of housing affordability. The review of the assessment methods, existing in Russian scientific community, is given in the article. It is concluded, that a considerable part of the current methods has a number of shortcomings in the process of practical application, and insufficient reliability of the results obtained. Particular attention is paid to the analysis of the basic methodology for determining the housing affordability ratio, applied in Russia and included in the state program. Based on the considerations and conclusions, formed during the study of the existing methods, the authors optimized the calculation formula of basic methodology.

Key words: housing affordability, level of housing affordability, housing affordability ratio

1 Introduction

Own housing is one of the key components of the society welfare. Today, one of the main problems in Russia is the low affordability of housing. The income of most families does not allow saving their own capital, and a mortgage loan is also unavailable, due to significant risks and requirements for consumers.

The Decree of the President Vladimir Putin, dated May 7, 2018 No. 204, signed after the inauguration, defines the national goals of country's development for the period up to 2024. In this document, it was emphasized that one of the priorities of the Russian government in the field of housing policy is the creation of conditions, allowing to increase the affordability of housing for the citizens of the Russian Federation.

In the documents, concerning the implementation of the state program "Providing affordable and comfortable housing and communal services to the citizens of the Russian Federation", the actual value of the housing affordability ratio since 2015 is defined at the level 2.7. So, these figures indicate, that one family can save up money for almost 3 years in order to buy standard housing. But, unfortunately, the real situation in the domestic residential property market is completely different, and lags far behind international criteria.

It is assumed, that the methodology for the assessment of housing affordability, used today in Russia, does not take into account many of the baseline indicators and factors, which affect the housing affordability, and has a simplified formula. Such a calculation does not provide reliable results.

Thus, in order to appraise the situation objectively, and on the basis of the data obtained, new rational and effective methods for solving the housing problems were proposed. It is necessary to study the methods for assessment the affordability of housing and, if possible, to develop the methods of optimization.

2 Methods

The theoretical basis of the research was the scientific works and developments of mainly Russian scientists, dedicated to the study of methodological approaches to determining the level of housing affordability.

Normative legal acts of the Russian Federation, draft state programmers, databases of the Federal State Statistics Service and the largest information resource on living conditions in the world - "Numbeo", the materials of the legal reference systems Garant and Consultant Plus, as well as the author's researches were used as the empirical base.

In the framework of the study, the following theoretical methods were applied: structural analysis and generalization of scientific and theoretical literature, comparative-analytical approach and synthesis.

The author's approach was developed, using the comparison and the study of scientific and practical experience. Presentation and argumentation of the data obtained was carried out on the basis of general scientific methods of theoretical and empirical knowledge: cause-effect and abstract-logical synthesis, formalization and comparison.

3 Results And Discussion

3.1 Methodological framework for the assessment of housing affordability

In the course of the analysis, it was found that in the scientific field there were a number of indicators for the assessment of housing affordability, different in their orientation, interpretation and approaches to the method of calculation.

1. Housing affordability ratio (K_{ha}) (formula 1). Data on the household incomes and housing prices are used for its calculation.

This method can be considered as the traditional basic methodology, which is included in the state program "Providing a comfortable living environment for the population in the region". According to this program, housing affordability is estimated by the affordability ratio, which is a predicted value. It is calculated, based on the number of years, required to pay the full cost of an ordinary apartment with the total income of a standard family:

$$K_{ha} = \frac{P \times S}{I \times N_{st}} \quad (1)$$

where P is the average price of 1 sq. m. of living accommodation;

S – is the area of living accommodation (the area of a standard apartment, equal to 54 sq.m., is taken for the calculation);

I – is an average per capita annual cash income;

N_{st} – is a composition of the family (according to the standard - 3 people).

It is elementary for the calculations, but there are a number of shortcomings. The definition of K_{ha} , without taking into account the expenditures of households, calculated on the basis of 100% of income, does not reflect the real level of housing affordability.

2. The representatives of the Institute for Urban Economics Kosareva N.B. and Tumanov A.A. proposed to determine the housing affordability ratio, taking into account the minimum consumption expenditures in the amount of subsistence minimum (Kosareva & Tumanov, 2011):

$$K_{ha} = \frac{P \times S}{I - R_{min} \times N_{st}} \quad (2)$$

This method of assessment of housing affordability is a slightly modified form of the basic methodology. The algorithm of calculation is similar, however the disposable income is not taken at 100%, but excluding the amount of expenditures, equal to the total annual living wage of the household (R_{min}), from the aggregate family income.

It is certain, that the consideration of expenditures is necessary for a more accurate analysis of the housing market. This gives the advantage of present calculation method over its initial form. However, it is irrational to use only the cost of living as the household expenditures.

This indicator does not reflect the probability of savings absence in a household, if the total annual income is less or equal to the minimum consumption expenditures.

3. Ovsyannikova T.Yu. and Prazukin D.K. developed the methods for calculation of housing affordability, taking into account the investment of savings and the availability of housing for sale in the secondary market (Ovsyannikova & Prazukin, 2001).

The first method (formula 3) is aimed at determining the number of years, required to save up money for the purchasing of house, taking into account the investment of some part of the income in deposits.

$$T = \frac{\ln\left(\frac{(P_m \times S) \times i}{(I_a - R_{min}) \times N \times 12} + 1\right)}{\ln(i+1)} \quad (3)$$

where T is the time, required to save up money for the purchasing of house, years;

P_m – is the cost of 1 sq. m. of living accommodation, rub.;

S – is an average housing area, m²;

I – is an average annual rate on deposits;

I_a – is an average per capita monthly income, rub.;

R_{min} – is the cost of living, rub.;

N – is a composition of the family, people.

The second method (formula 4) is calculated taking into account the available housing, which can be sold in order to reimburse the cost of the acquired real estate property.

$$T = \frac{\ln\left(\frac{(P_m \times S - P_s \times S) \times i}{(I_a - R_{min}) \times N \times 12} + 1\right)}{\ln(i+1)}, \quad (4)$$

where P_s is the cost of 1 m² of the available housing in the secondary market, in rubles.

This method gives a more distinct picture of housing affordability, but it does not take into account the annual and significant increase in housing prices, and the amount of initial household savings. It is quite informative and objective for the assessment of certain categories of consumers, but it is impossible to use for the definition of general situation with housing affordability in the real estate market.

So, in order to estimate a real situation with the affordability of residential property in the aggregate, it is necessary to consider the possibility of acquiring of square meters without taking into account the existing property of consumers. The authors believe, that the methods of Prazukin D.K. and Ovsyannikova T.Yu. are effective, but narrowly focused.

4. Due to the fact, that the use of a mortgage lending system is relevant for the solving of housing problems in modern market conditions, Sternik G.M. and Krasnopol'skaya A.N. (Sternik & Krasnopol'skaya, 2009). modified the standard formula for the calculation of housing affordability into a model with a loan (5).

$$k_a = \frac{d_{pc} \times V + V_a}{(I - R_{min})}, \quad (5)$$

where $V = S \cdot P$ – is the cost of the real estate property, thousand rubles.,

S and P – are the total area and price of 1 sq. m, respectively;

d_{pc} – is the share of the down payment in the cost of the real estate property, %;

v_a – is the additional expenses of the consumer while obtaining a mortgage loan, thousand rubles.

The proposed model for the assessment of housing affordability is undeniably important and necessary for the modern housing market. But to obtain a more distinct picture, it is necessary to carry out a detailed analysis, taking into account the different classes of housing and income groups of population.

5. The indicator, used by the Russian analytical agency RWAY, which analyzes the information on all segments of the real estate market, should also be noted.

The specialists of this agency proposed such a concept as the indicator of commercial affordability of housing (formula 6). According to their statements, housing will be considered as affordable if the cost of the acquired property is no more than three annual household incomes (before taxes). At the same time, the main indicator is the average median income (The most significant market indicators, 2012).

$$k = \frac{I}{I_n}, \quad (6)$$

where I is the annual income of a family, consisting of 3 people;

I_n – is the annual income, required for the purchase of the real estate property (54 sq. m.) for three years.

This calculation formula is rather conditional, and like many other methods it does not take into account the real composition of the family, minimum expenditures, as well as other factors and parameters.

Thus, there is a tendency of Russian scientists to use more accurate data and to create more informational, reliable and complex models. However, each of them has certain shortcomings, which do not allow to obtain complete and reliable information. This justifies the relevance of studies, focused on improving the methodologies for the assessment of housing affordability.

3.2 Optimization of the basic methodology for the assessment of housing affordability

Due to the fact that the formula, included in the state program and currently applied in practice, is taken as the basis for the determining and assessment the level of housing affordability in Russia, there is a need to optimize the basic calculation methodology.

The above results of the analysis allowed us to draw some particular conclusions:

1) The basic methodology, applied in practice, is not optimal, since it does not take into account the level of family expenditures, but considers only the income.

First of all, for the correct assessment of housing affordability, it is necessary to take into account the household spending. The analysis of the previously mentioned methods shows that they consider consumption expenditures at the level of minimum wage. We propose to use the data on the minimum expenses of an average family from the database Numbeo.

Also, it is necessary to specify and separate the total number of people in the family and the number of people, who have income, in order to achieve reliability and consistency of the results.

So, such parameters as the minimum expenditures per capita (R_{min}), the total number of people in the family, and the number of income earners (N and N_i , respectively) will be introduced in the basic methodology.

2) In our opinion, the calculation of the ratio for a family, consisting of 3 people, is the controversial issue. Perhaps today, the number of such families is predominant, but the task of the state is to orient towards the future. As it is known, to ensure the population growth, the standard family should consist of 4, 5 members.

3) Due to the fact, that the number of people in a family needs to be changed, the area of an apartment should also be larger, according to the norms. So, for the flexibility of application of the calculation formula, the apartment area indicator is replaced by the product of such parameters as the number of family members (N) and the norm of dwelling space per one person (S_n). Today, in Russia, this indicator is 18 sq. m. per one person.

4) It is known, that in world practice, the median values of household incomes and the median values of housing prices are used for calculations. In the scientific literature, there is very little support for the use of average values of these indicators in the calculations. Unlike the average per capita value, the median income indicator takes into account the number of income earners. This approach allows to use the real level of income, gaining by the majority of population.

In Russian reality, the median values are not available. The Federal State Statistics Service (Rosstat) calculates the median wage every 2 years, so the average values are used in practice. The application of the average per capita income instead of median is the main drawback. Firstly, this introduces some restrictions on the comparison of housing affordability indicators with foreign analogues; and secondly, it gives rise to unfavourable criticism and does not reflect the real situation on the housing market, due to the fact, that in the vast majority of cases, the value of median wage is less than the average by at least 20-25%. (Rubino, 2018; Burrows et al, 1998).

For example, in April 2017 in Russia, the ratio of the median wage (28,345 rubles) to the average wage (38,900 rubles) amounted to 72.9%. (The average and median values of the accrued wages of organizations' employees in Russia as a whole, and in the subjects of the Russian Federation, 2017) Based on this data, we can determine the value of median wage, taking into account the ratio of the average to the median at the rate of 75%, in order to obtain more reliable calculation results (Peres et al, 2018).

In addition, it is necessary to take into account, that Rosstat defines the average monthly nominal accrued wage, excluding income tax. This value of the indicator overestimates the real disposable income of the household, and increases the level of housing affordability. In the process of calculation of the housing affordability ratio, it will be more correct to use the values of both average (I_a) and median (I_m) wages, with the deduction of personal income tax.

Based on the partial conclusions, the authors structured an optimized formula for the calculation of housing affordability ratio (K) (formula 7), in order to eliminate some of the shortcomings:

$$K = \frac{P \times N \times S_n}{(I_m \times 0.87 \times N_i) - (R_{min} \times N)} \times 12 \tag{7}$$

where P is the average cost of 1 square meter of housing in the studied market (primary or secondary), thousand rubles;

N - is the number of people in the family;

S_n - is the norm of dwelling space per one person (18 sq. m.);

I_a, I_m - are the average/median wages, thousand rubles

N_i - is the number of family members, gaining income;

R_{min} - is the amount of minimum expenditures per one person, thousand rubles.

Such a calculation will make it possible to assess the real opportunity for the citizens of the Russian Federation to purchase housing at their own expense, and will allow the government, financial institutions and construction companies to evaluate the situation in interaction with one another, and to take all possible necessary measures.

To compare the final values, obtained as a result of application of the modified calculation formula, developed by us, and the preceding basic formula, we performed the calculations. The values of indicators and the results of calculations are presented in tables 1 and 2, respectively.

Table 1. The values of indicators for the calculation of housing affordability

Methods	N , per.	N_i , per.	S_n , m ²	P , thousand rubles		I_a , th.rub.*	I_m , th.rub.**	R_{min} , th.rub.***
				On primary market	On secondary market			
Basic	3	2	54					-
Optimized	3	2	54	57.4	52.4	43.1	32.3	42.1

* The figures are taken from the official data of Rosstat as of February 2019 (Federal State Statistics Service).

** The median wage is in the ratio of $\approx 75\%$ of the average wage.

*** Data generated in the database Numbeo.

Table 2. Comparison of calculations, using the basic and optimized methods

Methods	Number of years, necessary to buy real estate property			
	By an average income		By a median income	
	On primary housing market	On secondary housing market	On primary housing market	On secondary housing market
Basic	2.9	2.7	3.9	3.7
Optimized	7.9	7.2	18.3	16.7

Calculation of the ratio, using the basic method, showed the possibility of saving up money for the purchasing of real estate property in the primary housing market for 2.9 years. While at the same time, we had the value, equal to 7.9 years, as a result of application of the proposed method.

The value of the indicator, obtained by the author's method, is almost 3 times higher, than the ratio, calculated by the formula, which is applied in the state program. So, it characterizes a more real situation on the housing market in Russia (Irvani & ShekarchiZade, 2014).

Such an excess indicates that the basic methodology, used today, does not take into account the real state of affairs, and confirms the need for its improvement.

There is also a difference between the values of the indicator, when using the average and median wages, that once again proves the inappropriateness of application of average values. Therefore, the State statistical authorities need to strive for the definition and application of median values in practice.

If we evaluate the final values of the ratios, according to the international classification of the housing affordability level, we can say, that the state of the residential real estate market in Russia meets international criteria, where the indicator of the most favorable level of housing affordability does not exceed 4 years (Steinhardt & Manley, 2016).

4 Summary

According to the results of the study, it can be concluded that in the process of the assessment of housing affordability for Russian citizens, the use of a simplified methodology, adopted by the state program, according to which the affordability ratio is calculated based on the fact, that all 100 percent of the population's income are saved for buying a real estate property, is an economic utopia. Each household, without exception, has its own basic needs, the satisfaction of which requires financial resources.

It is understood, that the determination of housing affordability ratio in this form is incorrect, and it does not make much sense.

After all, housing will not become affordable from reduction of the real value of this indicator, only to bring it closer to Western standards.

As a result, taking into account the shortcomings, identified during the study, the authors developed the calculation formula, on the ground of the basic methodology.

The main differences between the basic and author's methods were the following:

- 1) the transition from consideration of 100% of income to the use of the indicator, excluding the minimum expenditures of the family;
- 2) consideration the amount of accrued nominal wages, with the deduction of personal income tax, in order to determine the income, which is actually disposed by the family;
- 3) the possibility of calculation, taking into account the increase in the number of family members, as the main component of demographic growth.

5 Conclusions

The study of available methods for the assessment of housing affordability showed the presence of various approaches to the definition of this indicator. The authors paid special attention to the analysis of the method of calculation of housing affordability ratio, which is included in the list of indicators of the state programmer "Providing a comfortable living environment for the population in the region". So, the method of calculation, applied in practice, has several shortcomings.

The calculation form, developed by the authors as the methodological tool, can be used, first of all, by the state authorities, local self-government authorities, statistics bodies, as well as the representatives of the real estate market, analysts.

Further areas of the research may be connected with a more detailed study and extension of the author's methodology, for the differentiated assessment of various income groups of population, the class of purchased housing, territorial characteristics, and the creation of an automated system for calculation of the indicator.

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Primary Paper Section: A

Secondary Paper Section: AH, AE

SMALL CONSTRUCTION BUSINESS: PROBLEMS AND SOLUTIONS (RUSSIA, REPUBLIC OF TATARSTAN, NABEREZHNYE CHELNY)

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Abstract. The article presents an analysis of the development of small business on the example of construction development in Naberezhnye Chelny. A competitive construction market depends on many factors. These are laws, state policy in the field of small business in the construction sector, and a competitive environment. The article presents the impact of Federal Law No. 135 "On the Protection of Competition" on the competitive environment, including in construction. In our country, much is said about supporting small business; there are federal and regional programs. There is also an understanding of what kind of small business it is and why it is needed. There are many definitions of small business. Each country has certain criteria for evaluating small businesses. Another important aspect of small business in the regions is their isolation in the presented region and development will cause demand for local investments.

Keywords: protection of competition, small business, federal and regional programs.

1 Introduction

The famous school of economic theory is based on the name and works by D.M. Keynes, who lived and worked from 1883 to 1946. During the Great Depression in America in the 1930s, D.M. Keynes finished and published his work "The General Theory of Employment, Interest, and Money", which revealed the problem of finding a way out of the deepest crisis of overcoming mass unemployment and creating conditions for production growth.

D.M. Keynes substantiated the fact that stimulation and activation of the total demand make it possible to influence the expansion of reproduction and, accordingly, the supply of goods (services). Further, it is necessary to give, according to Keynes theory, important meaning to investment. The increase in investments increases the pace and scale of production.

An important point is that "Keynes' theory provides for active government intervention in economic life. Keynes's theory does not believe in market self-regulation and states the need for government intervention to ensure normal growth and achieve economic equilibrium." (Gabdullin et al, 2017). Consequently, there must be laws that regulate markets. One of them is Federal Law No. 135 "On Protection of Competition."

We shall analyze the way the Federal Law No. 135 "On Protection of Competition" affects the current state of small business in construction (Soloviova, 2006).

The construction industry in Russia enjoys a boom but if we look at the market, we can see distortions in harmonious development. Local and federal large companies have the main portfolio of orders for the construction of buildings and structures of various types and purposes. What we see is the rampant construction of multi-story multi-apartment buildings through loans, with a high concentration of residents. This leads to the problems of lack of road space, parking at local sites, etc. There is another important problem - the sale of apartments in these houses. It's no secret that the purchasing power of the country's population has decreased, and the climate in Russia is cold, housing areas with large squares are not in demand. The market of Naberezhnye Chelny offers a large number of apartments, cottages, commercial facilities with large areas for sale.

At one time, the development of the construction industry and competition in the United States was given by the adopted state programs "one-story America" and "2+2", the essence of which was the value of a family of two or more children with an individual house.

Russia occupies 1/6 of the land. It is necessary to develop a competitive environment in the country by increasing the volume

of construction precisely through the construction of individual houses for families, and not to drive them into multi-apartment and multi-story buildings with subsequent problems. This is where the competitive environment of small construction business arises due to the variety of projects, localization, and simply inefficiency of creating large construction companies.

This may cause a crisis, thus we must think about it systematically and address it. Otherwise, we will get unwanted multi-story buildings with empty and dilapidated apartments.

2 Methods

There is a problem with monopolizing markets. Federal Law No. 135-FZ of July 26, 2006 "On Protection of Competition" (as amended and supplemented) explains the dominant position as follows. Article 5 on the dominant position:

1. The dominant position is the position of the economic entity (group of persons) or of several economic entities (groups of persons) on the market of a particular product, which gives such an economic entity (group of persons) or such economic entities (groups of persons) the ability to exert a decisive influence on the general conditions of circulation of goods on the relevant product market, and (or) to remove from this commodity market other economic entities, and (or) to impede access to this commodity market to other economic entities. The position of an economic entity (with the exception of a financial institution) is recognized as dominant:

1 (the share of which on the market of a certain product exceeds fifty percent, unless it is found in the case of violation of the antimonopoly law or in the exercise of state control over economic concentration that, despite exceeding this value, the position of the economic entity in the commodity market is not dominant;

2 (the share of which on the market of a certain product is less than fifty percent, if the dominant position of such an economic entity is established by the antimonopoly authority on the basis of the constant or subject to minor changes in the share of the economic entity in the commodity market, the relative size of shares in this commodity market belonging to competitors, on this commodity market of new competitors or proceeding from other criteria characterizing the commodity market (Gabdullin, 2015).

2. The position of an economic entity (with the exception of a financial institution), whose share in the market of a certain commodity does not exceed thirty-five percent, cannot be recognized as dominant, with the exception of the cases specified in parts 3, 6 and 6.1 of this article.

Any company can "develop" more than 50 percent of the regional market volume, for any position, if "it is not established that, despite exceeding the specified value, the position of the economic entity in the commodity market is not dominant. Here a debatable moment arises about the "ambiguous" understanding of making either a favorable or harmful decision.

Does this lead to monopolization of the markets of construction? According to the economic theory, the monopolist needs the centralization of power and flows. Centralization, in turn, will lead to the reason for zero demand of apartments and real estate objects in the regions and more since large companies are not agile and they can easily find a common language with banks. There is a question "what to do". But there are more negative points (Baroughi & Zarei, 2013).

The process of ousting small construction business from the market can be represented in the form of a spiral-conical decrease in the volume of their construction (Figure).

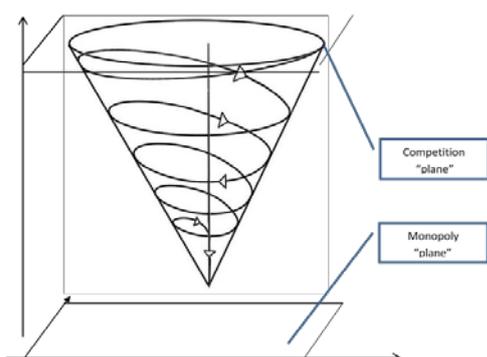


Figure 1. A spiral of decline in construction by small businesses.

Based on Figure 1, we can note the tendency of spiral-cone reduction in the demand for small construction business, as well as small (medium) regional business. At the same time, this figure shows how, partly due to the imperfection of laws and regulations, the share of large federal and regional companies in the regions that work independently without involving regional warehouses and small businesses increases (The Gower Handbook of Logistics and Distribution Management, 1990).

The spiral-cone shape is caused by the fact that each unit of reduction in the volume of small business in construction causes a large demand for small construction business in the future, which in turn "releases" more volume for large federal and regional companies, and so on until partial or complete monopolization of the market of new buildings .

The ideal option of pure competition according to the figure is the lack of monopolists and oligopolies in general, and a negative option is one monopolist in the market. Here antimonopoly (antitrust) regulation laws should apply based on the best world experience. The model of spiral-cone dependence in the future will allow calculating the optimal variant of the combination of different models of the construction sphere. This is possible and in demand.

3 Results

In the US, antimonopoly legislation was called "antitrust legislation". It was adopted already in 1890 as "Sherman's law". By the way, this was the first antitrust law in the world. Under this law, cartel agreements are prohibited; it was sufficient to prove that a secret agreement has been made and required no evidence of the loss incurred. According to patents, the US antitrust law recognizes patent law but limits the abuse of this right, which can lead to monopolization of the market and adversely affect competition.

A distinctive feature of the US antitrust legislation is the possibility of two ways of its implementation, namely judicial-legislative and administrative. The law provides for prosecution and punishment for violation of the US antitrust laws.

Based on the analysis of sources, it is possible to note the peculiarities of antimonopoly regulation bases of different countries. Here are examples :

- in France and Italy, general rules of civil law and antitrust laws apply ;
- the United States and Great Britain use antitrust, antimonopoly and judicial laws;
- in the Federal Republic of Germany, Switzerland, Spain, Austria, Canada, separate antimonopoly laws apply.

The EU Commission, the European Council of Ministers carry out antimonopoly legislation at the European level.

The principles of antitrust European law are:

- regulation of natural monopolies;
- prohibition of monopolies;

In accordance with the first principle, the establishment of a monopoly is not prohibited, if its activity does not contradict the antimonopoly legislation. On the basis of the second principle, a monopoly is prohibited if it seeks to take a monopoly position on the market .

In the legislation of European countries, the dominant enterprise is one that:

- occupies 25% of a particular product market in France;
- occupies 25% of the market in Great Britain;
- has the volume of sales exceeding 50% or two enterprises with a sales volume of 75% in Japan;
- 33 %or at least 2/3 of the total market turnover in Germany .

The activities of natural monopolies in Japan are regulated by the state. In accordance with the industry specifics, it regulates the pricing process and the conditions for access to the market where natural monopolies exist (Strategies Supply Chain Alignments, 1998).

The commercial code of the Japanese state has standards and norms of relations between the main company and the structural subdivisions, based on the degree of participation in management and capital. One of the highlights of the Japanese antimonopoly legislation is that holding companies, including foreign ones, are prohibited on the territory of the country. (Jaramillo, 2018).

Thus, a brief analysis shows that the antimonopoly and antitrust laws of Japan, European countries and the United States have their own characteristics, are well-elaborated, and economically justified for years (Gabdullin et al, 2018).

Summary. In Russia, there are tax breaks on the incomes of small businesses, but practice shows that they are not enough. Support from the state is needed. An important place is occupied by construction sphere because a small construction business is not conceivable without a territorial location, which is also a positive side. History shows that small businesses have their own merits. It is mobile, able to adapt to changes in the market environment, has a great potential for instant response to progress, and does not require large amounts of initial investment to start work.

4 Discussion

In our country, much is said about supporting small business; there are federal and regional programs. There is also an understanding of what kind of small business it is and why it is needed. There are many definitions of small business. Each country has certain criteria for evaluating small businesses. The main thing is that the goal of small business is to increase the number of jobs, not just to occupy people, but also to multiply the country's human resources. It should be borne in mind that small businesses are more responsive to local business conditions. Another important aspect of small business in the regions is their isolation in the presented region and development will cause demand for local products and services (Sablíkova, 2012).

The following is suggested for solving the problem of the absence of demand for small construction business:

1. The limiting value of the dominant position of an economic entity (firm) in the market should not be more than thirty percent, and what is important - without "reservations and exceptions". This does not apply to natural monopolies.
2. Limit the entry of large federal and regional construction companies into cities (settlements) by providing construction volumes to local companies .
3. Announce the state program "One-storey Russia" and the value of the family.
4. Support small regional business benefits, laws, regulations, simplify the requirements for them .
5. Subsidize the construction projects of "One-story Russia."
6. One of the stimulating factors of competition is also the development of innovations in building materials. For example, "the introduction of modeling principles for the targeted classification of building materials (Khalikov &

Islamov, 2016). Russia is already a developed market-economy country. Russia is already a country with a market economy. Singapore became the advanced world center from the agrarian state within 30 years, while we started transformations in the 90s. Small business should be perceived as a firm that forms employment, rather than a taxable base. The development of small construction business will lead to demand for investment potential of regions.

An effective vision has several important distinguishing features. It should not be static, but evolutionary. The system of values that it reflects should have both implicit and explicit components. It can never be fully achieved, that is, there are always some areas of tension between what is realized and what can be achieved. And most importantly, it features high energy, is clearly formulated, consistent, inspires and energizes (Efremova & Gabdullin, 2016).

Having drawn a conclusion, it can be noted that "all this was presented not to find mistakes, but to try to find new "impetuses" for development (Efremova et al, 2016). But the idea of "One-story Russia" is still relevant.

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ON THE CONCEPT OF "ETERNAL PEACE IN PHILOSOPHY" BY I. KANT AND DISCUSSIONS ABOUT THE NATURE OF MAN

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Abstract: The concept by I. Kant about the "eternal peace in philosophy" is considered by us as the threshold of the future collapse of classical rationalism, a symptom of irrationalism philosophy appearance. In this sense, the search for "peace" between different worldviews is perceived as a brilliant insight by I. Kant, who wants not the static coexistence of different ideologies, but the possibility of their real interaction in the name of the search for truth. One of the important problems of philosophy in which we can observe irreconcilable differences is the problem of human nature. Modern ideas about human nature least resemble the situation of discussion, rather, it is the conglomerate of different approaches to the aforementioned subject understanding. The problem of "eternal peace in philosophy" finds its expression in discussions about the nature of a man.

Keywords: man, human nature, philosophy, sociality, interaction

1 Introduction

In this article, we will consider the idea expressed by the philosopher of German classics I. Kant in his work "The Good News on the agreement of eternal peace in philosophy", namely the idea of "eternal peace in philosophy" (Kant, 1994). Within the framework of his reasoning, he does not define "the eternal peace in philosophy", however, analyzing this article, and without drawing ideas from other works of German classic philosopher, we can deduce the main features of the ideal state of philosophy.

First, the condition described by I. Kant is incompatible with either dogmatism or skepticism. The first immerses philosophy and man in a "dead dream", prevents their development, and the second is useful for philosophy as the means to overcome dogmatism, but unsuitable as a permanent refuge of the mind (he writes about this in his "Critique of Pure Reason" (Kant, 1994, p. 559). Moreover, in Critique of Practical Reason, Kant directly accuses some of his opponents of dogmatic screening out his ideas harming the comprehension of truth (Kant, 1994, p. 382). That is, we can conclude that from I. Kant's point of view the parties of philosophical discussion must be ready to cast doubt on their position in order to achieve a common goal. E. Husserl in his "Cartesian Meditations" writes about the lack of such cooperation between philosophers for the sake of objectively significant results (Husserl, 2010, pp. 16-17).

Secondly, I. Kant does not accept lies in philosophy. He expresses intolerance to this phenomenon in his article "On the imaginary right to lie out of philanthropy" (Kant, 1994). But is there a place for lies in philosophy? If we turn to the work by R. Rorty "The Historiography of Philosophy: Four Genres" (Rorty, 2019), we will see that the genre of discography that he condemns, in which the ideas of the philosophers of the past adapt to the philosophical canon alien to them, can be interpreted as the manifestation of lies. Moreover, the parties to philosophical discussions often accuse each other of each other thought distortion (for example, in the heated discussion about analytical philosophy between V. K. Shokhin and V. V. Tselishchev). In this regard, I. Kant's criticism of lies in philosophy does not seem superfluous (Shokhin, 2018).

Thirdly, I. Kant emphasizes the idea of freedom in his article, as one of the main foundations of human cognitive activity. It seems to us that for I. Kant, "eternal peace in philosophy" is inextricably linked with freedom. And in the context of the foregoing, we can even clarify the following: the freedom of philosophical criticism (which dogmatism limits) and the freedom of philosophical creativity (excessive skepticism, seeking to destroy philosophical systems, does not allow them to express themselves fully).

That is, based on the works by I. Kant that we consider, we can state that the state of "eternal peace in philosophy" is conditioned by the predominance of free and honest discussions in philosophy between philosophers united by a common goal, namely,

comprehension of the truth. At the same time, they should be as impartial as possible, as they must resist the temptation to assert their position dogmatically, no matter what benefits it promises them.

But at the same time, a number of very sensitive questions arise about whether this condition is possible in practice? Is collective work possible in philosophy for the benefit of a common goal, or is it, by definition, individualistic, and every school and every thinker is initially predisposed to a purely concrete work in it to solve his own problems? And if, after all, such work is possible even through discussion and debate, then on what general basis can this joint work take place?

We will try to answer these questions by turning to one of the most pressing topics, namely, the problem of the nature of man, and the discussions that unfold around this phenomenon. As a possible example of the "ideal model" of discussion implementation in practice, we can consider the discussion between N. N. Chomsky and M. Foucault.

2 Methods

The method of historical and logical unity was used in the article to highlight the historical nature of human nature, peace, lies, truth, power, freedom category, etc. The subject was examined in historical perspective, starting with the article by I. Kant, "The Good News of the close conclusion of an agreement on eternal peace in philosophy". I. Kant presents the experience and perspective of philosophy development through discussion. His ideas were not alien to philosophical practice. Subsequent discussions became increasingly professional and tolerant. In any case, the subject of discussion - the nature of a man did not cause irreconcilable strife in the history. The method of comparative analysis was important for this article, because it gave us the tools to compare the essence of human nature in different eras and spheres of social life (we called this the empirical level of human nature problem). The comparison of human nature understanding was made in order to identify common ontological foundations with different opinions. The so-called "world" has a nominal nature in modern philosophy, since its purpose is to identify the generality of the theoretical level of analysis, and not particulars.

3 Results

We consider the problem of human nature holistically, although we can single out the emphasis on social roles, personality functions, etc. The problem of human nature is not a simple set of statements where the words "man" and "personality" are found. This problem has at least two levels structurally: theoretical (sociality, power, human, humanity) and empirical (its social representations (information, media education, identification, etc.). The theoretical level implements the logic of the status of being nature sense (of a person) search: "... nature is understood as the potentiality of being, being itself is thought of as realized nature." (Akhutin, 1988). Reference books emphasize the social aspect of human nature, for which social life is important not only as a condition for normal life, but also as a necessary condition for the development of oneself as a subject of action, an existing subject, a historical subject (Anthropological understanding of a man, 2019).

"Humanity" is correlated with many other concepts: culture, perfection, humanity, etc. But the meaning of our reasoning is not only to determine the ethical aspect of "humanity". The latter is inseparable historically and logically from "social" and "sociality". The philosophical vision of "humanity": "... a moral quality that expresses the principle of humanism in relation to the everyday relationships of people. It includes a number of more private qualities - benevolence, respect for people, sympathy and trust in them, generosity, self-sacrifice for the interests of others, and also presupposes modesty, honesty, and sincerity". In practice, definitions insist on an ethical dominant, which is an

echo of the pedagogical, didactic, and other traditions (Philosophical dictionary, 2019).

The discussions about the nature of a man in the framework of the philosophy of the 19th century are far from unanimous, since the Enlightenment has set many lines of thought. So I. G. Herder, welcoming the Enlightenment, means "natural man." "Humanity" is closely related for him with the idea "of a noble nature of a human being that predisposes a person to reason and liberty, to subtle feelings and drives, to body fragility and endurance" (Herder, 1977, p. 107). The purpose of a person's stay on Earth is connected with his special purpose, which directly proceeds from the meaning of the word "man", in which the image of the creator of the earth is captured. However, the transformation of the Earth, the mastery of its nature is impossible without the discovery of the creative principle. In his another work, I. G. Herder refers to "humanity" as the main guideline of human nature (Herder, 1774).

Moreover, Herder I. G. writes that nature accomplished everything in such a way that, in the great diversity of all living things, including ethnicity, "... it made all peoples of all times solve the great problem of humanity." In another edition the following is written: the problem of humanity, which indicates the closeness of these meanings for I.G. Herder. But how is this problem resolved? The 19th century gives us a reasonable harmonious picture of this realization of yourself in the world. The subsequent non-classical picture of the world radically "edited" the ideas of the Enlightenment (Saidi & Siew, 2019).

Recognizing the "natural man", I. G. Herder emphasized the important role of internal factors for the development of social. On the one hand, the theological interpretation of human nature, in which humanity is conceived as a person's ability to proceed only from his own abilities: "... that is, in the weak and strong, low and noble nature that his god gave him. If in the whole universe we cognize every thing only through what it is and how it works, then the purpose of mankind on earth is indicated to us through its nature". This contradiction gives us a holistic picture of human nature. For I.G. Herder, a significant criterion for human nature development is society: no man can create himself solely by his own efforts (Fathi & Dastoori, 2014).

In this correspondence discussion, I. Kant sets forth three important ideas for us. The first is the idea of the metaphysical nature of human existence, the relationship of humanity and sociality. "Here nature shows that it allows individuals to completely collapse and preserves only the genus; but here we want to know whether the human individual should also survive his destruction on earth, and this can be concluded, proceeding, perhaps, from moral or, if you want, from metaphysical foundations, but never by analogy with visible creation" (Kant, 1785, pp. 25-36).

The second idea is related with the special position of a person in this world, consisting of the living and to which the person is close. According to I. Kant, this is a kind of universal place that does not promise any benefits at all. But I. Kant calls the middle place of a man the most common form, in which all the features of all the genera surrounding him are collected in the subtlest form (Kant, 1785, pp. 25-36).

The third idea is related with the ideas of an inner spiritual person development, which has its own nature and needs a body only as an instrument: "clear consciousness, this is a great advantage of the human soul, was first formed spiritually in it, thanks to the characteristics of a person, etc." The inner man is a kind of metaphysical filling of the external biological species.

4 Conclusions

The views of I. Kant give a critical understanding of the age of all mankind and its influence on human nature development. Enlightenment is the age that can be overcome due to its imperfection, insolvency, and minority. A person can overcome this condition only by working on himself independently. So, Aufklärung is both a process in which people are included

collectively, and an act of courage, carried out personally by everyone (Foucault, 2019, p. 2). (As J. Huizing later writes: mastering one's nature personally, by each).

M. Foucault comments on this position by I. Kant, asking the question about the ambiguity of I. Kant's ideas. From the point of view of Foucault, the Aufklärung process can be understood either as including the entire human race as a whole (as a historical change relating to the political and social existence of all people on earth), or as a change affecting the things which constitute the human in human being. (Foucault, 2019, p. 4).

Few authors have been noticed who criticize the existence of a special phenomenon of human nature. This is both M. Foucault and P.S. Gurevich, and E. M. Spirova, and N. V. Omelchenko (The concept of post-man as a premonition of the apocalypse, 2017, pp. 30-31) and others. For example, from the point of view by P. S. Gurevich, "a man is eternally deprived of any nature that could determine his individual, personal being. A person does not become a person right away; another person may not become one at all. Here the problem of a person individual existence arises. One person is completely dissolved in the existing sociality" However, the present sociality is the result of the imposition of many individuals with their own nature. Gurevich P. S. speaks of integrity: there is the desire for integrity as an organism in the nature of a man (Gurevich, 2009, pp. 30-31).

The position by Spirova E.M. is also close to the idea of the lack of ready-made elements in a man: despite the impossibility of abandoning the idea of human nature (the separation of "human" and "inhuman"), the nature of a man should not be reduced to either the animal or the divine principle (Korsakov, 2017, pp. 33-49).

5 Summary

The task of the comparative analysis of human nature problem posed during the study was solved in the process of analysis via the concept by I. G. Herder, I. Kant, M. Foucault and others. The authors proceeded methodologically from I. Kant's "Good News ...", which formulated the question of the possibility of teamwork in the philosophy for the benefit of a common goal. As the part of this issue, we examined some concepts of human nature in a comparative analysis of the thinker views during the period of the Enlightenment and the 20th century.

The problem of human nature has at least two levels structurally: theoretical (sociality, power, human, humanity) and empirical (the forms of its social representations). The theoretical level implements the logic of the status of being nature essence (of a person) acquisition. Modern ideas about the nature of a man sometimes come down to the statement of different approaches, and lack an element of discussion. There are total sociological, cultural study and other forms of reflection, while the philosophical analysis of sociality, humanity and power is presented fragmentarily. Obviously, this is due to our unwillingness to integrate socio-anthropological issues into intensive political, economic, and intellectual processes. Even the term "globalization" "turns" to a real source belatedly - a man. According to S.N. Korsakov, it was I.T. Frolov's ideas that played a significant role in understanding of growing globalization only, presented global problems as a complex system, in the center of which is the human problem. According to I. T. Frolov, the phenomenon of "globalization of thinking" was important.

In these discussions, the social is understood exclusively in a sociological context, and this, within the framework of our problem, is a secondary level of understanding. The first one - worldview, philosophical - is not fully represented. The problem of human nature continues to be the subject of discussion.

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Primary Paper Section: A**Secondary Paper Section: AA, AC**

REPUTATION AS A COMPETITIVE ADVANTAGE

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Abstract. Reputation is the organization's most important intangible asset, characterized by variability and correlating with many external indicators. Moreover, competitors always strive to strike at it, try to directly or indirectly discredit the opponent's name; therefore professional PR-support of the organization's activities, on the one hand, and high-quality preparation for the reputation risks of the PR specialist, on the other hand, are necessary in modern business conditions. The relevance of this work is connected with understanding the importance of reputation as a strategic resource of vitality in the professional community. The article reports that in the process of forming public opinion about reputation, accessible information about the organization and its specialists, their recognition, which contributes to the subjective interpretation of the facts of the enterprise's activity among consumers, competitors and business partners, is important. Using the method of comparing and data summarizing, we compiled a summary table of elements of reputation capital. Reputation, being a competitive advantage, forms a stereotype of perception in society, consisting of an assessment of the forms and methods of promoting an organization. As a result of analyzing the organization's reputation, we identified positive and negative phenomena in the system of external relations, and rethought the marketing strategy. A business reputation permeates all areas of the business community and is ultimately called upon to create a positive public opinion about the company.

Keywords: reputation, competition, public relations, career, advantage, PR-specialist.

1 Introduction

Reputation is a long-standing stereotype of perception in society, consisting of an assessment of the forms and methods of promoting an organization. Long-standing business reputation permeates all structural divisions and is ultimately called upon to create a positive public opinion about the company.

The relevance of this topic is related to the understanding of reputation importance for a PR-specialist as a strategic resource of vitality in a professional team. It (reputation) consists of student knowledge, participation in project activities, successful work experience, ability to use material and technical base, and sense of involvement in the corporate community.

The purpose of this article is to study the reputation resource potential in the formation and development of a PR-specialist. The task of forming a specialist is greatly simplified, if the educational institution has not only an attractive image, but also an infallible reputation that has developed over decades and acts as a guarantee of the quality of educational services.

Interest in reputation opportunities, including in the PR-field, is traced not only in the works of foreign researchers: Dowling Grahame (Grahame, 2001), Griffin Andrew (Griffin, 2008), Rich Karlgaard, Alsop Ronald (Alsop Ronald, 2004), Trout Jack (Trout, 2007), but also of Russian scientists: Vazhenina I.S., Vazhenina S.G. (Vazhenina et al, 2019), Korol A.N. (Korol, 2015), Novikova K.I. (Novikova, 2016). et al. According to the doctor of psychological sciences V.G. Zazykin "PR-activities shall begin with the creation of a positive image of the organization, and its monitoring and improvement in the future" (Zazykin, 2005). Assessment of the status of business reputation, quality and efficiency of using communication channels, development of different methods to increase the effectiveness of ongoing activities in the PR-field is carried out in the process of communication audit.

2 Methods

Reputation is an organization's most important intangible asset. Moreover, it is not something static, ossified, forever formed. Today, reputation can change. Therefore, uncontrolled formation of reputation is unacceptable in the conditions of modern business. The article uses the method of scientific analysis and synthesis to determine the qualities of a P-specialist and methods of reputation management in a public relations system. The survey identified the priority parameters of the external and internal reputation of the organization.

Using the method of data comparing and summarizing, we compiled a summary table of the elements of reputation capital, since accessible information about the organization and its recognition are important in the process of forming public opinion. They contribute to the subjective interpretation of the facts of the enterprise's activity among consumers, competitors and business partners.

3 Results And Discussion

The expansion of the spectrum of specialties demanded in modern society has led to the emergence of appropriate educational services. A new direction for Russian universities was the training of public relations specialists (PR-specialists) at the turn of XX-XXI centuries. The Soviet system, based on planned production and focused on political decisions approved "from above", did not need PR-specialists, their role was "successfully" played by party organizers.

Commercialization and political free-thinking in modern Russia paved the way for the institutionalization of advertising and public relations. The position of PR-manager, who forms and maintains a positive public opinion about the company, policy, product or service, has appeared in the staff register. His/her functional responsibilities, as a rule, include preparing press releases, reports, presentations, organizing press conferences, round tables, and working with media representatives. Based on the foregoing, a candidate for PR-managers shall combine the following talents: creative thinking, established connections in the media, political and business spheres, journalistic skills, initial knowledge in marketing, branding, understanding the specific nature of advertising business, knowledge of a foreign language. The stages of career development of a PR-specialist do not differ from the progressive promotion of employees in related fields: assistant PR-manager, leading PR-manager, head of the PR-department, PR-director of the company, consultant in startup projects. Success in this creative work, which implies self-education and requires mobility in decision-making, is inconceivable without a specific set of personal qualities: communication skills, ability to find a common language with different people, and responsibility to realize the importance of teamwork. However, reputational immunity of a specialist, who is trusted to make strategic decisions to promote, adjust the image, and maintain the reputation of the organization as a whole, seems to be of paramount importance.

In the training system of a PR-specialist, the main burden falls on the university that carries out his/her training. Viability in a professional team consists of acquired knowledge, participation in project activities, successful practical training, ability to use the material and technical base, and a sense of involvement in the corporate community. The task of forming a specialist is greatly simplified, if the educational institution has not only an attractive image, but also an infallible reputation that has developed over decades and acts as a guarantee of the quality of educational services.

The recognition of the company and its reputation largely depends on the PR-manager or his/her team. In the Constitution of the Russian Federation, business reputation is described as one of the intangible goods (Article 150 of the Civil Code of the Russian Federation).

It is important to distinguish between image and reputation components.

Image is a superficial, as a rule, subjective perception of a person or a company, which is quickly created and easily changed. It is an outer shell, which sometimes does not reflect the economic and social position of the organization, and is the basis for all decisions. The first impression is given the fateful significance when meeting: "They judge a book by its cover". The presentable appearance of a PR-specialist, business surroundings of the company are able to win over a client. The main thing is not to be

disappointed and remember that a different image of different companies can hide the same internal processes.

Reputation is a long-standing stereotype of perception in society, consisting of an assessment of the forms and methods of promoting an organization. Long-standing business reputation permeates all structural divisions and is ultimately called upon to create a positive public opinion about the company. If the image reflects the emotional perception of the company, then the reputation is based on reliable knowledge and assessments, suggesting an analytical approach.

It is preferable an interdependence of image and reputation. Advertising campaigns, PR-actions aimed at attracting attention and primary interest of consumers and competitors are designed to skillfully build a reputation, reflecting the in-depth processes of strategic analysis.

Laying the foundations of stability and competitiveness, the organization's leadership has the opportunity to develop a reputation investment plan through understanding the psychological prerequisites of consumers, while using the image capabilities of the visual, verbal, socio-cultural, etiquette levels.

The visual image implies not so much a pleasant appearance, but rather a style. It is an art to be able to look good. Trendy clothes, bright makeup, and defiant clothes are not desirable in the appearance of a PR-specialist, since all this contradicts the business look, makes a person skeptical about the professional skills of a PR-specialist, who pays so close attention to his/her appearance.

The verbal level of the image is directly related to the art of communication and expression through the word. Knowledge of the basics of public speaking, ability to adapt to the interlocutor, orientation to the norms of oral and written speech help to avoid communicative failures.

It is important to determine the target audience and try to meet their expectations when planning a PR-action in the socio-cultural dimension of the image. Non-standard decisions and creative approach often depend on ethnocultural, social, philosophical preferences.

The etiquette component of the image includes the ability to maintain subordination, adhere to the rules of behavior in society, avoid conflict situations, and have teamwork skills. In order to develop ethical standards, the IPRA Code (1961), the Professional Charter of the International Committee of Associations of PR-Consultants (1991), the Minimum Quality Standards (1997), the Russian Code of Professional and Ethical Principles in the PR-Field (2001) were drawn up. The specialist, who has signed the code of professional ethics, is guided in his/her work by the methods and principles developed by the international PR-community.

For example, a professional image of a PR-specialist is unthinkable without high stress tolerance. Difficulties arise for the one, who is not ready to perceive the vital interests of another, does not accept different worldview attitudes, and does not share the language preferences of the client. Failure to accept something alternate aggravates ethnic conflicts in a multinational multicultural space. The psychotype of a person applying for the position of a PR-manager is defined as sanguine in psychology. Possessing an optimistic character, quickly adapting to a changing environment, these people most often find a common language with the representatives of other temperaments and are quicker to recover from conflict situations. PR-specialist has personality qualities with increased social activity, tolerant views, communication skills and an orientation towards high professionalism in creating and maintaining the image.

A survey of students of the Naberezhnye Chelny Institute of the KFU regarding the importance of the external and internal parameters of the organization's reputation for them was carried out based on the methodology of Shkardun V.D. (Shkardun, 2008). The results of respondents' answers about the importance

of the organization's internal reputation are summarized in Figure 1.

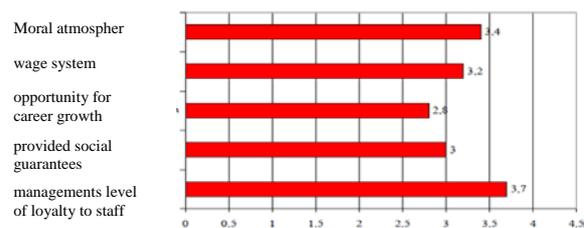


Figure 1. Integrated assessment of the significance of an organization's internal reputation.

Based on the data presented in the data diagram, it becomes clear that the level of leadership loyalty to the staff and the moral atmosphere in the team are extremely important for most respondents.

The data obtained during the survey on the importance of external reputation are contained in Figure 2.

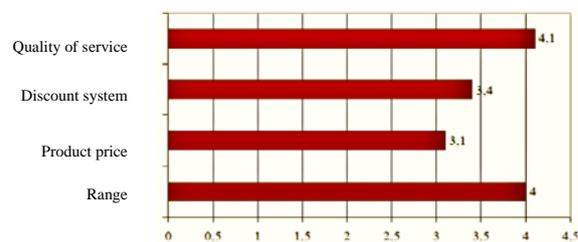


Figure 2. Integrated assessment of the importance of an organization's external reputation.

Assessing the indicators of external reputation (range; price; discount system; quality of services), respondents noted the range policy of the organization and the quality of services provided as priority.

According to the analysis of the organization's reputation, we identified positive and negative phenomena in the system of external relations, and rethought the marketing strategy. Taking into account the fact that "reputation" is associated with the concept of "social responsibility" in European countries, its importance in ensuring the organization's competitiveness becomes clear. According to M. Kokhanova, the work to increase reputation assets is aimed at demonstrating to the target audience that the organization employs "conscientious citizens of their country who care about public interests" (Kokhanova, 2005). The main objective of PR-management is to prevent the spontaneous formation of a reputation. The process of forming a company's reputation can be divided into the following stages:

1. Identification and study of target groups of the company.
2. Analysis of the expectations and preferences of the representatives of the target group in order to develop effective reputation management.
3. Definition of forms and methods of marketing activities

Professor of Marketing of the Australian School of Management Grahame Dowling identifies 4 target groups (Grahame, 2001, p. 176):

- regulatory (establishing the organization's rules);
- functional (forming team spirit and reputation);
- diffuse (active position in protecting human rights, providing a reputation buffer for crisis situations);
- consumer (groups of clients, to the interests of which the organizations are oriented). Reputation strategy involves taking into account and interconnecting the interests of representatives from all these groups (Hojati et al, 2014; Melo et al, 2018).

The business reputation of an effective PR-specialist is directly related to his/her professional and business skills. The most important of them is SoftSkills skills: art of writing and presentation, ability to collaborate with the media, mastery of electronic communications, reputation management, understanding of the laws of management.

Improving personal professional skills aimed at establishing reputation immunity, a PR-specialist creates a good reputation of the organization, which leads to an increase in "reputation capital", which means the value of reputation in monetary terms. In business communities, everything is evaluated in terms of profitability. The activity of PR-managers, the reputation components of which are presented in the table "Elements of reputation capital", is no exception.

Table 1. "Elements of reputation capital".

Elements	Functional value	Distinctive properties	Associated attributes
Service provided	special offer	state license, accreditation, quality of services	name, logo, location and architectural appearance of the building, social benefits
Target audience	potential clients	value orientations, personal interests, personality activity	gender, age, education, profession, social status
Organizational culture	defines the collective consciousness of an organization	social adaptation, relationships and socio-psychological climate in the team, motivation	neophytes, subordination, dress code, corporate legend, mood, well-being of the employee in the team
Management team	forms the business reputation of the company	appearance, verbal and non-verbal behavior, socio-demographic characteristics, off-duty activities	sociability, professionalism, facial expressions, diction, gender, age, level of education, income, family, life position, career stages, range of interests, hobbies
Employees	implement the tasks	competence, culture, socio-demographic status, lifestyle and behavior	level of knowledge, experience, tolerance, responsibility, age, gender, education
Social significance	popularization of public and social self-determination of the organization	informing about social aspects of activity	press releases, presentations, participation in projects, assistance in solving social issues
Commercialization	financial transactions, profit	business reputation, business activity	sales volume, relative market share, variety of services offered, pricing policy
Self-control	awareness of personal responsibility for a common cause	respect for the interests of teammates and clients	client type of behavior, customer feedback

Each element of business reputation has a functional value, which leads to the creation of a stable reputation immunity, which ensures the integrity of the personal and professional qualities of a PR-specialist.

The main criteria for a verdict on the reliability of reputation are moral qualities, professionalism, the quality of managerial decisions made, financial well-being.

4 Summary

Reputational capital is not formed spontaneously and not from scratch. This is a long process, involving the development of a unified strategy for the behavior of all participants, whose activities are aimed at achieving a common goal. It should be recognized that, the role of a PR-specialist is important, who is "involved in the information support of activities to establish productive and favorable interaction", is important in forming reputation (Goryacheva, 2014, p. 261). Building a reputation shall be systemic, integrated, professional in nature.

Representing an objective assessment of the professional qualities of not only a PR-specialist, but also a system of opinions about the company's activities, business reputation depends on a large number of disparate factors. Correction and reputation management measures become the key to effective competitive coexistence, providing a reputation advantage.

5 Conclusions

Business reputation in a public relations system seems to be a multidimensional and strategically important component of success. The transformation of image into reputation capital is unthinkable without monitoring the factors that determine the professionalism of PR-managers. The pragmatic approach that dominates in the business sector involves the calculation of risks, therefore business reputation acts as a guarantor of the relative stability of the enterprise, a reserve that allows implementing the plans of PR-managers to promote the company.

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THEMATIC DIVERSITY IN PUBLICISM OF MUHAMMET MAGDEEV

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Abstract. The article analyzes the journalism of Mukhammet Magdeev (1930-1995). This is a well-known literary critic, a Tatar national writer, literary critic, winner of the State Prize of the Republic of Tatarstan named after Gabdulla Tukai. The creative heritage of Muhammet Magdeev was widely studied by world and Tatar scientific thought. He was born in 1930 in the village of Guburchak, Arsky District of the Tatar Republic. After graduating from the seven-year school, he studied at the Arsk Pedagogical School. Then he worked as a senior pioneer leader in Sizinskaya village school, he taught history in the Sabinsky district. After five years of service in the Baltic Sea Fleet, he continued to work in the school, was the head teacher at the Kazanbash secondary school in the Arsky District, and in parallel studied at the correspondence department of the history department of the Kazan State Pedagogical Institute.

In order to identify the priorities of the writer's creative laboratory, articles published in Kazan Utlar magazine (Kazan Lights) were analyzed.

Keywords: the journalism of Mukhammet Magdeev, Tatar national writer, Pedagogical School.

1 Introduction

M. Magdeev later began to engage in literary work, came to the creative arena in only 35 years. His first work - the story "We Are Children of the Forty-First Year" was published on the pages of the magazine *Kazan Utlary* (Kazan Lights) in 1968. Then his novels "Front-liners", "Geese Flying", "Eternal Spring", as well as the novel "The Man Leaves - the Song Stays", "Hello, Kashfi!", "The Fire Flower", "Where the Cranes Nest", "Farewell" were published. Magdeev was read, he was a popular writer of the Tatar people.

So, having studied the work of Magdeev, the journalist scientist Rashit Fatkhekhmanov came to the conclusion about the richness of the spiritual world of the writer and his psychological instinct (Fatherakhmanov 1996). The work of famous publicists is assessed as the property of the Russian peoples, "a wonderful gift of nature, the basis of culture and the pride of the country" (Gorky et al 1991). Magdeev wrote journalistic articles based on the method of critical realism: that is, even criticizing, he respected the issue under consideration. This suggests the main conclusion of the study: it is necessary to investigate its journalistic heritage. "As I age, I begin to understand more deeply the most relevant law of pedagogy". This science teaches: "There are three factors in the formation of man. These are genes, aura, and education" (Magdeev 1984). He will not leave a journalist as a real publicist if he uses clichés, hypocrites or lies in his work ... Magdeev was a talented publicist. Important topics of his time made him turn to journalism, and a difficult mission was entrusted to the journalist. "We must do the constant work of publicists - to write the history of our time..." (Uchenova, 1979).

2 Materials and methods

Methods used: system analysis, the substantive analysis revealed the essential features of journalism Magdeev. The authors analyze Magdeev's articles published in the journal "Kazan Utlari". They are devoted to pressing issues of literature and the history of the Tatar people and at one time woke up public opinion. When analyzing the author's journalistic style, his characteristic features were revealed.

Magdeev in the article "Voice of the native land" studied the etymology of the names of some Tatar villages of Zakazanye: revealed their interesting origin, shared his observations. "Not a single name of the villages came about by chance; this must be accepted as an axiom" (Magdeev, 1988). To explore the etymology of the name of a particular village, the scientist is based on two scientific concepts:

1. The names of the villages were formed in connection with the forest, river, field, relief of that environment, growing trees and wild animals, birds of that area.

2. After entering (conquering, - note of the authors of the article) the Kazan Khanate in the Russian state, some villages were taken into account by Russian officials, land surveyors and when they recorded, the Tatar names of villages underwent changes in Russian, which means that the names of some villages must be searched from Russian to Tatar" (Magdeev, 1988).

3 Results

The main conclusions from the study of Magdeev's work are as follows:

- a) "the word "il" ("country") became the basis of the names of many villages, for example Thorna ile (the country of cranes), Ku ile (the country of swans), Mar ile (Mari El, i.e. the country of the Mari);
- b) the word "or" in one case meant a hill, in the other a pit, in the third case a dry river, for example: "Ku orysy" (river of swans), the word "op" also lies in the root of the name Archa (Arck);
- c) "The villages of Order several times changed their names in official documents. This was facilitated by landlord tenure, and some land reforms of the tsarist administration, sometimes moments of class struggle" (Magdeev, 1988).

For example: the village of Guburchak of the Arsky district was called in the 1930s *Small Mu*; Siza village - additional name *Maurya Musich*; Kazanbash village - the main name is *Karmysh*; The village of Old Tyurnale was called in the 19th century *Old Tyurmale*, because when they drove the Decembrists and other convicts along the Siberian Highway, they were locked for temporary rest in a prison that was in that village.

Since I come from the Arsky district of Tatarstan, I have information about the village *Talnamaz*. A lot of willows grew on the banks of the river, and there the people recited namaz. After the conquest of the Kazan Khanate by the Moscow state, church priests and Russian missionaries also came here. Later, serfs were resettled. Russian landowner Alexander was considered the owner of these lands. The new name of the village is associated with his name. In the XIX century, in the village of Aleksandrovka, there were 238 yards, the length of the main street was 1.5 km. In those parts - in the village of Khotnya, a water field was discovered at the beginning of the 19th century by the landowner N.P. Pertsov. The natural and miraculous action of the Khotninsky spring attracts all living things, whose unique composition with the content of natural silver effectively affects the body and its healing.

During the fire, the wooden church burned down, then a new stone church was built. Barin Alexander had a garden of 10 hectares, where only spruces, pines and birches grew. In such a beautiful garden there was his estate, they entered only on one road, at two ends of the garden there were two lakes, now there are none. This garden was called by the local peasants "the garden of the rich."

The second Tatar name of Aleksandrovka is *Tukhlamas*. Where did it come from? There is an interesting and even unusual explanation for this. Barin Alexander, having agreed with the headman of the neighboring village of Utnya, took 40 hectares of land from them. Upon learning, the villagers demanded that the headman return the land back. But he was afraid to go to the master, citing that he would not listen. After this incident, the village of Talnamaz began to be called *Tukhlamas*.

The Tuchins family are the last inhabitants of the 20th century Aleksandrovka; they did not enter the collective farm. Vladimir Tuchin was known as a wonderful veterinarian. He was considered a good specialist, worked in the veterinary clinic of the village of Hotnya. Vladimir's sister Olga died at the age of 100. According to Rafis Gabdulkhakov, a resident of the village of Utnya, O. Tuchina sawed branches of trees with a hacksaw as early as 95 years old.

At the end of the article, the author concluded: "... when you specify the names of our villages, you need to be very careful when you open them, you need to work as a neurosurgeon" (Magdeev, 1988).

4 Discussion

Magdeev dedicated the article "Petrel - on the Volga" to the 120th birthday of M. Gorky. He acquaints readers with his works translated into the Tatar language. The translation of Gorky's works into Tatar was considered a major event at the beginning of the twentieth century. Sagit Rameev took up this noble cause. The playwright G. Kamal also paid attention to the translation of "Songs of the Petrel". In his drama "Unlucky Guy," thieves in chorus sing exactly Gorky's song translated by S. Rameev. In 1907, the drama came out as a separate book, gradually the song spread among the Tatar people. Soon it sounded on the Kazan stage - Gorky's work came to the Tatars as a song, the author stated (Jaramillo, 2018).

Thus, Gorky entered the Tatar literature of the early twentieth century. "The Tatar press often mentioned his name. Who is the - Gorky? As he wrote: The newspaper "Vakyt" informed Orenburg readers: "When Gorky writes in his room, he forgets everything, he gives his whole soul to his work" ("Vakyt", 1907, No. 252)" (Magdeev, 1988).

Gorky's novel "Mother" in 1908 was translated into Turkish and published in the Ottoman Empire. Magdeev wrote on this occasion: "Among the Tatar intellectuals, the thought is born: why do we Tatars not translate Gorky's works into the Tatar, who lived with us, loves and respects us?" (Magdeev, 1988). The scientist listed Sultan Rakhmankulov, Galimzyan Ibragimov, who translated the works of Gorky. Before the October Revolution, Gorky's prose was little translated into the Tatar language.

The Tatar newspapers Vakyt (Time) and Yoldyz (Star) well-advertised Gorky. To get information about the writer, they often turned to the Russian press.

After the October Revolution, the era of the study and translation of Gorky's work began in Tatar literary criticism. Who is he - Gorky? What qualities is he known in the literary world? This problem was raised by G. Ibrahimov in the early 1920s" (Magdeev, 1988). Magdeev positively evaluated the works of Ibragimov, written in 1920-1922.

Gorky's story "Man" (translated by N. Dumavi), published in No. 12 of the magazine "Beznes Yul" (Our Way) for 1923, Magdeev called the most successful translation in Tatar Soviet literature. The article by G. Nigmati "The First Years of the Literary Activities of M. Gorky" laid the foundation of the scientific direction "Studying Gorky" in Tatar philology. The thoughts of Lenin about Gorky were first voiced in the Tatar language by the same Nigmati. "Our writers want to learn a lot from Gorky, of course, in *first and foremost* (italics ours. - MM) writing" ("Yanalif", 1932, No. 8)" (Magdeev, 1988).

In 1929, at a meeting with Tatar writers in Moscow at the Herzen House of Writers, when he entered the Gorky Hall, there was prolonged applause in his honor, but he told them: "No, no, no more applause, write more ... You are writers, your main business is to write. How much and write well, you will show me so much respect."

...This advice of Gorky is still relevant today for writers of the eighties! Do many writers turn their anniversaries into philharmonic concerts with artists, composers?! Are there many writers who spent half their lives hearing applause, moving from one room to another, speaking?" (Magdeev, 1988).

At that meeting, the great Russian writer said another very important idea: "The value of Tatar writers lies in the birth of works of art about Tatar life. I read the works of some comrades - Tatar writers. They are mistaken, forgetting that they are Tatar writers. (Here Gorky, apparently, had in mind the story of K. Najmi "Shobaga" (Lot), he read it in translation in 1928. - M.M.).

The main tasks of Tatar writers are to display artistic images through specific moments characteristic of Tatar life, the formation of Tatar literature, national in form, Soviet in content, through such literature to familiarize the whole world with Tatar life" (Magdeev, 1988).

Magdeev's journalistic prowess is also evidenced by the fact that he skillfully used the journalistic style: "...Epochs, leaders, laws change, decisions come out, and Gorky always remains great. We are already so used to him, it seems to us that he lived all his life among us, wrote in our language. The reason for this is that we don't think about it, but intuitively feel: Gorky was a magnanimous person. Although he had the honorary title of a great Russian writer, he treated all national literatures with respect, did not write sharing and distributing rivers, birches, food, and baths according to nationality. If you reread his works, you begin to believe more: it turns out that Gorky encouraged people to be generous with all creativity and, *when generosity begins to become a deficit among our writers*, it turns out that with his beautiful, huge physique - creativity confronts us with Maxim Gorky" (Magdeev, 1988).

You can also find a scientific style from the article: "From Gorky's work, one would have to learn mastery, nationality, in general, think artfully, think. History has confirmed this" (Magdeev, 1988).

The author also used the literary style: "We hear the voice of the great writer when seagulls play over the sunny, gray-haired Volga, which covered the former Laishevsky forests, shrubs, and when this majestic river storms as if offended by the fineness of our souls, raising black-lead waves on windy-storm days. He warns us with the voice of a bird named petrel:

Literature is an art, the science of man. Literature is not a profession, it is a cry from the soul of a talented person! Real literature is heroism, you have to sacrifice yourself as a fan! And the heroism of the heroes we praise... (Magdeev, 1988).

Magdeev called on his colleagues in the shop to take an example from Gorky (Irvani & ShekarchiZade, 2014).

5 Conclusions

The next article (Magdeev, 1994) Magdeev devoted to the study of the biography and work of the unjustly forgotten Tatar poet Mirgaziz Ukmasi (1884-1946). The author mentions two letters sent to the Union of Writers of Tatarstan from Sakhalin. The first letter was written by M. Ukmasi, and the other by his granddaughter.

In 1920-1940, the name Ukmasi could not be mentioned. In the journal "Council adabyaty" (Soviet literature), his name appeared only in 1945. In 1956 there was a bright event in Tatar literature: an "Anthology of Tatar Poetry" was published. A biography of Ukmasi was printed in it, but there was still a ghost of the Stalin personality cult: in the preface to Ukmasi's verses, Professor Muhammet Gainullin hid that he was a political prisoner. Also, the reference book "Writers of the Soviet Tataria" (1986) does not mention this.

Ukmasi is from the village of Ukmas in the current Rybno-Slobodsky district, his wife is from the village of Kugarchino, the daughter of a mullah. The name Ukmashi first appeared in the Tatar press in 1906, his critical articles were published, urging him to clear the Tatar literature of trash, he supported the urgent idea of Tukay about the importance of literary criticism. Assessing the significance of criticism, Ukmasi emphasized that European literature developed thanks to criticism.

In 1910, at the Shurik club (East), Tukay said that Ukmasi's poem "Bride" was written on the basis of folklore and read it to the public.

M. Ukmasi died in 1946, and in the "Anthology of Tatar Poetry," it is written that the poet died in 1947. This indicates how the Man is not appreciated in our country!

6 Summary

Having studied journalism of Magdeev, we came to the following conclusions:

- a) analysis of articles by a journalist showed that Magdeev made a huge contribution to Tatar journalism at the end of the twentieth century;
- b) he had his own opinion about the past and present of the Tatar nation;
- c) the author is characterized by an individual style and bold thinking;
- d) he skillfully and at the same time used journalistic, scientific and artistic styles in the article "Petrel - on the Volga";
- e) the study of journalistic articles gives us reason to say that Magdeev was an intellectual and a generous person;
- f) in journalism he also showed himself as a literary critic.

Research issues of Tatar literature and journalism are under the close attention of scientists of Tatarstan. In the context of studying media processes, it is worth highlighting the articles of V.Z. Garifullin, R.L. Zaini, I.F. Fattakhov, L.R. Sabirova. (Garifullin & Khasanova, 2017; Guseinova & Zayni, 2017; Fattakhov & Zakirov, 2017; Fattakhov et al 2016; Garifullin, & Sabirova, 2016).

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CREATIVE TASKS AND METHODS OF THEIR SOLUTION

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Abstract. Creative tasks are found everywhere and play a huge role in everyone's life. The creative task involves the creation of something new, unique. Creativity is closely related to cognitive activity. One of the methods for solving creative problems is heuristic methods. A creative task, unlike a mathematical one, has many correct solutions. Solutions to such problems do not have specific algorithms. When finding different solutions, there is always a creative component. The process of creativity is the process of solving a problem. Creative activity in its internal structure is free. The creative process is individual and the output is a peculiar and new product. The main means of solving creative problems are heuristic methods. These include: brainstorming method, heuristic questions method, multidimensional matrix method. The article reveals the essence, advantages and disadvantages of each method and considers non-standard forms of classes.

Key words: creative task, heuristic methods, finding different solutions,

1 Introduction

Each of us at least once in his life met a man who possesses an amazingly developed imagination. A man who surprises with his original ideas and non-standard thinking. We used to call these people creative people. Eureka (from Greek means "found") - the famous exclamation of Archimedes' joy, about the genius thought that came to mind.

Heuristics (from Greek means "to find", "to discover") is a science that studies creative work, methods used to invent new concepts, thoughts and connections between objects and sets of subjects, as well as methods of the learning process. The author of the heuristic is Socrates. This science originated in ancient Greece. Methods of heuristics began to be developed relatively recently, and at first were designed to solve industrial problems. Today they are already used in various spheres. For example, in the field of design, business, advertising, services and so on. The method of solving non-standard questions is an effective algorithm that allows to rationalize the various aspects of the search work. These methods rely on the activation of the creative activity of man and form his creative possibilities (Kiseleva & Zinnatullina 2017; Khutorskoy 2003; Kiseleva & Zinnatullina 2016; Kiseleva & Zinnatullina 2016; Panfilova 2005; Cropley, 1997; Fogler & LeBlanc 1995; Lucas, 2003; Wegerif, 2010; Starko, 2005; Nefyodov, 2013).

2 Methods

Consider the heuristic methods that are commonly used to solve creative problems. Define their advantages and disadvantages, as well as consider the forms of employment with heuristic methods of teaching.

The way of brainstorming. Here is the formulation of the method, which was proposed by an American journalist and businessman Alex Osborn. Brainstorming is one of the effective ways to solve creative issues. At its core, brainstorming is a group generation of ideas. This is when you are forming a team and jointly find a solution to a task that faces you, regardless of which area this task is from. This method has one important rule: a strict ban on criticism.

This method is divided into two stages: 1) the team gives out their thoughts, then the proposed ideas are written down, even if these ideas are complete nonsense; 2) the group evaluates and develops ideas, and in the end selects the best ideas.

Advantages of this method are: 1) all members of the group are equal to each other; 2) non-standard thinking is valued; 3) the whole team participates in finding the answer; 4) the proposed thoughts are not rejected, but refined.

Disadvantages of the method are: 1) the solution of fairly easy tasks; 2) lack of a guarantee of finding really useful ideas.

The next is the method of heuristic questions. This method is also known as the method of "key questions". The method is used to find additional data. Heuristic questions are intended for additional stimulation, formation of tactics for solving a creative problem. Who? What? Where? Why? Than? How? When? These suggestive questions guide the participant to the thought of a solution and the correct answer.

Method of multidimensional matrix. This method is also called a "morphological box". The essence of this method lies in the system analysis of the latest interrelations, manifested in the course of the matrix analysis of the problem being investigated. A new combination of popular elements of the initial data or a combination of the well-known with not yet known. There is no trial-and-error method, but only a study of relationships that can be calculated through matrix analysis. The advantage of the method is that it makes it possible to resolve complex creative problems and to find many new, unique ideas.

The way of free associations. During the emergence of associations, non-standard links are established between the elements of the problem and the details of the outside world. Creative thoughts of solving the problem arise as a result of the process of the emergence of new associative connections. In order to increase anti-conformism, every member of the team should try to offer and express their ideas and opinions.

Method of inversion. This is the method that is aimed to find solutions for creative tasks in the newest, unexpected directions. Of course, this method is the opposite of ordinary views and beliefs, dictated by logic and reason. The method of inversion is based on the belief of dualism, the rational application of the reverse operations of creative thinking. The advantages of the method is that it allows you to improve the dialectic of thinking and allows you to find a way out of difficult situations. The downside is that using it requires a fairly high level of creative capabilities (Irvani & ShekarchiZade, 2014).

Method of empathy. The essence of this method is to compare ourselves with the object and subject of creative work. When the method of empathy is used, the object is attributed to emotions, feelings of the person himself (the person defines goals, functions, abilities, pluses and minuses). It turns out that the basis of the method of empathy is the law of substitution of the studied object or process (Mwaniki & Ondiek, 2018).

Method of Synectics. The goal is to create an option based on the knowledge of each participant. The essence of the method is a careful step-by-step selection of team members, which includes an analysis of their knowledge, capabilities, skills, creativity and communication opportunities. The method of the synectics was proposed by the scientist W. Gordon. The base of the synectics includes a brainstorm. It is conducted by a professional or semi-professional team, which continuously accumulates the skill of solving problems. A small criticism is allowed in this method. In addition, we use special methods based on analogy to those methods to which belongs direct equality (investigation of ways of solving a problem similar to this problem), personal equality (the desire to enter the position of the subject of the given problem), symbolic equality (detection in two words figurative determination of the essence of the problem), fantastic equality (resolution of the given problem by invented characters). To the

pluses of the method of the synectics belong everything that is inherent in the heuristic methods on the basis of which it is developed. Its drawbacks include the fact that it does not provide an opportunity to solve specific creative problems, but provides a chance to find predominantly more unique thought solutions and in case if we use the method for a long time. The effectiveness of generating new thoughts is falling.

Heuristic ways of teaching include the following forms of lessons:

- 1) The Olympics. Thanks to that gives an assessment of the level of creativity of students.
- 2) Heuristic exercises, which involve the fulfillment of tasks by students aimed at the creative process.
- 3) A business game that allows to move closer to reality.
- 4) Interactive forms of study, which are implemented through computer programs.
- 5) Remote projects. Between the educational institutions arranges heuristic Olympiads, creative projects.
- 6) Creative activity. Students are given a creative task.
- 7) The way of "survival". The student tries to get involved in the subject of research, to comprehend and feel it from within.
- 8) The method of imagery. Students look, for example, in a flaming candle and try to notice and depict those figures that they see.
- 9) The way of inventing. In this case, a fresh, unfamiliar product is formed. For example, an unpredictable plot twist of some legend is invented.
- 10) Method of agglutination. Learners are asked to combine incompatible in reality characteristics, properties, parts of objects and display, for example, the top of the abyss, salted sugar and etc.

3 Results

Thus, one of the main methods that allow to manifest creative activity in the learning process is the heuristic method. The main purpose of the heuristic method of teaching is the formation of new type of thinking, the ability to analyze and create.

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CREATIVITY AS A PROFESSIONAL SKILL OF THE MANAGER IN THE ERA OF GLOBALIZATION

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Abstract. The modern Russian economy, along with a ramp-up in raw material and industrial production according to the main trends of the era of globalization. Globalization is the process of integration of different societies and countries. Globalization is defined as a process that is based on international strategies, seeks to expand global business operations and is caused by the facilitation of global linkages in relation to technological progress and socio-economic, political and environmental developments. In the article the author considers creativity as a socio-cultural function, as an economic one. Along with the core, the creative class includes an extensive group of creative professionals employed in business, finance and other related fields. In the article one of the directions of the creative activity of the manager is considered - creating a personal brand, on the basis of which the author makes a conclusion about the need to consider creativity as an integral part of the manager's professional skills.

Keywords: The modern Russian economy, socio-cultural function, manager's professional skills.

1 Introduction

The efficiency of Russian economic reforms in the era of globalization largely depends on a strategic management for sustainable development of the national economy and services in particular. A common and significant feature of any services is their direct and close connection with the individual needs. The public comes to rely on the personal qualities of workers, managers, and engineering staff of the public sector, and also their competence, responsibility, and integrity. The cost of responsible behavior of the management decisions is determined by their competence, intelligence, emotional maturity, and mental health increases multifold. Currently, the training of managers in the service sector is of great importance.

Issues of training for service businesses have been considered by many researchers, including: Zaytseva, N.A., Mironova, M.D. Gorbunova, M.Y., Zagidullina G. M., Romanova, A. I., Dementij, L.I. These and other researchers reveal the essence of personnel training in the field of services on the basis of professional activity features in this field. The framework of study employs basic premises and principles of the social and cultural concept of management (SCCM) and results of the study of the service workers and managers cultural and national features. (Gorbunova, 2008; Dementij, 2010; Zajceva, 2013; Mironova, 2017; Zagidullina, et al 2009).

2 Method

The most common law and fundamental principle of transforming economic resources into satisfied demand are external to innovative processes in the performance and development of a housing and public utility company. The functioning of the innovative management system is essential to achieve the parameters required for the performance of a company which include improvements in the quality of its performance, operation, and development. The innovative management model is based on arguments of the social and cultural concept of management (SCCM), which is in turn based on the value of self-organization and self-control among specialists and managers.

Innovative changes in service industry management occur based on new organizational structures established and profound alterations made in the content and methods of management (Korobejnikov, 2000). Creating and introducing the operating mechanisms of an innovative system to personnel management service industry reflects the logic and methodology for a system analysis and synthesis of management innovations at the theoretical and empirical levels of study. In addition, a type of adaptation by an economic agent to the environmental changes is defined by characteristics of relevant management innovations which regulate the interactions between business entities and their

environment. One of the most important areas of management innovation is creating and promoting human capital in the organizations of the service industry based on professional development (Zajceva, 2013).

In the scientific literature human capital is associated with knowledge, experience, and skills. Thus, the study of the formation and development of human capital as the key resource of the service economy is becoming an important direction of improving the efficiency of the industry.

3 Results

Developing core competencies as part of a professional's innovative personality in the service industry is the most important goal of innovation management today. As a matter of fact, any company has an unlimited number of available and potentially required skills and knowledge so they may be developed or acquired quite randomly. Managers of a company seeking to gain a competitive advantage should consciously control the development of core competencies and knowledge required to adapt to the environment. They should at least monitor changes in the environment, define goals and objectives, and ensure that these are accomplished.

In this respect, one can identify three groups of core professional competencies required by any manager to succeed in the service company:

- technical expertise, i.e. the ability to put acquired knowledge into practice;
- communication expertise;
- conceptual expertise based on the ability to analyze difficult situations and identify problems, find alternative approaches and choose the best possible solutions. Finally, we can also talk not only about the formation of management style, but also its comfort for the Manager and his subordinates (Mansor, 2012). In the context of rapidly changing technological structures, the manager's activities aimed at the sustainable development of the company are inextricably linked with self-development and the creation of a personal brand that plays the role of an instrument of influence on subordinates.

After the book "The Brand You" by Tom Peters (Tom, 2001), had come out, the term "private or personal brand" became part of the modern vocabulary. Much like the product brand, the personal brand helps to distinguish one individual from many others.

The perception of an individual from the perspective of a personal brand means building up a special image of one's own, one different from the others.

The process of building and developing the personal brand of a manager is a component of their professional self-fulfillment with the result of their efforts in shaping the design of their personal brand in many respects depending on their creativity and emotional intelligence. The personal brand tends to be consistent and predictable. This is relevant for managers at all levels.

For a personal brand to work, all of its components must be well-conceived and implemented.

Exclusivity and consistency

The brand is always a trademark different from others due to its special features and benefits. The original individuality inherent in every human being can be easily used as the basis for personal branding. The task here is only to reveal it and to correctly position it. A successful brand always stems from the personality and the system of values of its owner. A person who has a personal brand is confident and consistent in what he or she does.

Skill and relevance

A veritably famous brand is always built on the truly high level of one's professional skills in their field of activity; as for top managers, the field of management must also be taken into account. Therefore, the creation of a personal brand is impossible without continuous learning and professional self-development nor is it possible without proof of success in delivering projects. Self-presentation and communication

The brand always comes with publicity. When not accompanied by competent and controlled presentation, a brand does not work, even if it is built on high quality and exclusivity. As for the presentation of a personal brand, all the components of an individual are to be factored in, ranging from their appearance to their manner of conduct and outlook at life. Upholding one's status and controlling one's reputation is the foundation of successful branding.

A person must be organically developed in four domains in order to create and uphold a unique personal brand:

1. The functional domain (high level of professionalism and productivity as well as everything directly related to professional experience).
2. The mentoring domain (the ability to teach other people things to change their lives for the better, to give advice).
3. The social domain (interpersonal skills, the ability to get into rapport with people of different social groups).
4. The spiritual domain (higher goals in personal and social life as compared with traditional professionalism; a sense of the significance of one's role and one's purpose in the world).

It is quite often that the concept of "personal branding" is equated the concept of "image". However, those are different concepts; there being a major difference between them.

Brand-building may include the emergence and upholding of an image as an external presentation. Branding, however, is basically secondary because it is derived from an understanding of the needs of others. The urge and the opportunity to meet these needs to the best of one's ability while still remaining true to one's own individuality and values makes up the cornerstone of a personal brand (Ingavale, 2013).

A strong personal brand is not a mask that is worn to be viewed and perceived by others in a more favorable light but is a reflection of inherent human values and ideals (Peres et al, 2018).

The synthesis of a strong personal brand requires that it be reinforced by a well-thought-out myth; in fact, a personal brand is built on the integration of this myth into a real part of your personality. The myth has an amazing power: it helps to convey the goals of the leader, their mission and vision to the target audience in a much more vivid and more comprehensible fashion – that is, in images.

That is why the trend of personal brand building through archetypes has come to be so widespread.

Carl Gustav Jung, a psychologist, studied the concept of archetypes in his works. He went on to suggest that every person had their own archetypes influencing their behavior and the way they were perceived by other people. Carl Jung stated that all the most powerful ideas in history were in direct relationship to archetypes (Carl Gustav Jung, 1981).

In essence, archetypes are ideas, thoughts and feelings that help us to understand the world and also to understand what we see or hear in terms of hidden meaning.

Carol Pearson and Margaret Mark were the first to recognize the possibility to use archetypes in business. They noticed that the "language of feelings" that archetypes are built upon could be the

most effective tool in building the foundation of a strong personal brand.

In their work "The Hero and the Outlaw: Building Extraordinary Brands Through the Power of Archetypes", Carol and Margaret identified 12 archetypes that could be used in the business (Mark & Carol 2001).

The Innocent ("Simple Guy").

The Regular Guy or Gal puts himself or herself on a par with any other person.

- The Warrior/Hero always takes things into their own hands when push comes to shove.
- The Caregiver is always eager to help.
- The Explorer comprehends the unknown.
- The Rebel struggles against stereotypes.
- The Lover is adept at all the arts of love - from friendly love to spiritual love.
- The Creator is constantly seeking ways to improve their life and the lives of others.
- The Ruler inspires people to commit good deeds.
- The Magician works with the fundamental laws of science and metaphysics in order to influence people or situations.
- The Sage is the archetype of a true professional, a leader whose every word conveys the wisdom of decades.
- The Jester enjoys life and passes his contagious energy onto others.

A person usually does not represent one archetype only but can combine multiple archetypes. However, in most cases, it is no difficult task to identify the predominant one.

The systematized idea of archetypes is convenient to use when constructing the personal brand of a manager, their mission, myth and the overall promotion strategy.

Still, one needs to bear in mind that even the best of brands will be void of proper effect if built without taking into consideration the striking features of the personality in question and the professional qualities of the manager.

Globalization has had a significant impact on the speed of transmission and processing of information. We studied these processes using a sample of 196 students from Kazan Federal University. Widespread emergence of the Internet caused relevant study of its impact on people's lives. Often the global network is considered in the context of the reasons of rising human addictions, scientists distinguish different classifications of these psychological disorders: craving for virtual dating, obsession in search of information, addiction to online games. In addition, medical researchers talk about a number of physical ailments caused by "abuse" of the Internet, including diseases of hands and eyes, headaches, etc. (Carl Gustav Jung 1981; Yegorov 2007). Users use both desktop computers and other gadgets such as laptops, tablet computers, smartphones to access the Internet. Many respondents (about 46 % of students) do not deny that they are "Online" more than 8 hours a day, and 4 people replied that they spend 24 hours a day in the Internet, the rest of the answers can be divided into two almost equal groups: "1-3 hours" and "4-7 hours". Students, who spend most of their time in the Internet, more often than others answered "All" in the question that examines the types of online activity. It means that there formed a group of people who solve all possible life issues through online services among respondents. Each respondent had the opportunity to choose the reasons that he is guided by when referring to Internet resources. Some reasons can be attributed to the category of business, whether it is connected with their homework, self-education or cognitive interest, while other reasons belong to leisure – organization of free time, watching movies and listening to music. The reason "Communication" can be made a separate one, because it can be both business and personal.

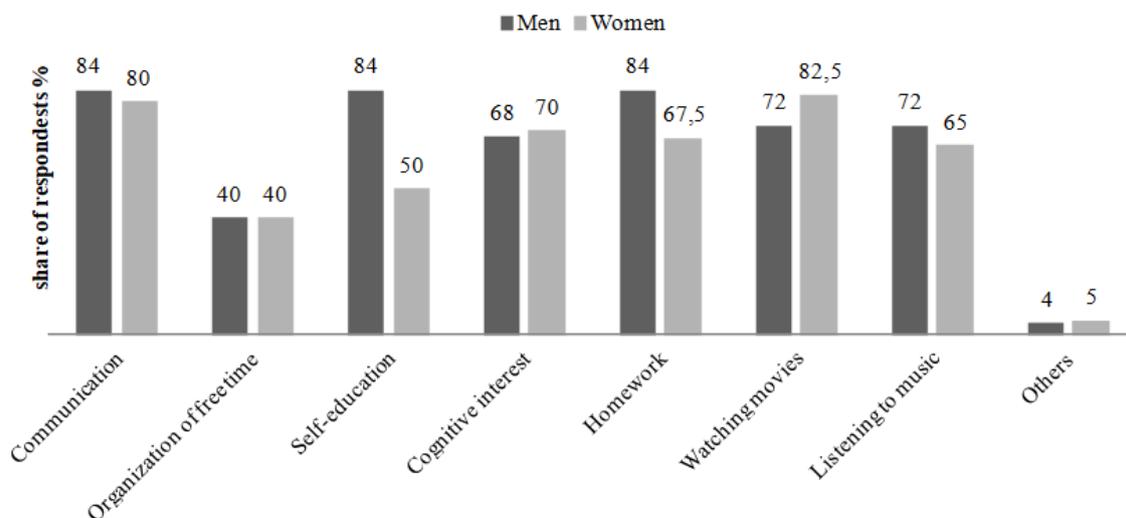


Figure 1. The reasons of students for using the Internet (Gender-based, in percentage terms)

The diagram illustrates the reasons of young men and women in accessing the Internet almost that are equally (communication, cognitive interest, organization of free time), and the reasons that the representatives of different sexes perceive differently. However, there is a general trend: the most popular reasons are "Communication" (81.5 % of respondents), "Watching movies" (78.5 %) and "Homework" (73.8 %). In the "Other" section, respondents noted that they use of the Network to solve business issues, pay bills and read books.

Every day 84 % of male students and 80 % of female students who participated in the survey use the Internet to communicate. More than 88 % of these indicated the social network "Vkontakte" as the main means of online communication and only 7.5 % have personal pages in the social network "Facebook". 50% of all respondents started accounts in social networks at the age of 13-15 years, 37 % - at the age of 7-12 years. The average age of respondents is 21, so the vast majority of students use online communication for more than one third of their lives. They also exchange messages in messengers such as "WhatsApp" and "Telegram", use "Instagram" and "YouTube".

We will pay special attention to the following reason of accessing the Internet - homework. During exam session about 17 % of respondents use Internet as the main recourse of information, 80 % of students prefer lecture notes, as an additional source of information students use their textbooks, Newspapers and magazines. 69 % of respondents noted that they more often search information in search engines than refer to online-publications of Newspapers and magazines. "Google" has become the most popular service for searching information, and the public multilingual universal Internet encyclopedia with free content "Wikipedia" - the service for searching information of an informative nature. These same sources are most often indicated in the answer to the question about electronic libraries, and only 32 % of students use the resources of the Scientific electronic library "Cyberleninka", Scientific electronic library "eLIBRARY.RU", Electronic library system "Znaniy.com", Electronic library of medical university "Studmedlib", English text database of medical and biological publications "PubMed".

4 Conclusions

The modern era of globalization, along with many factors, is characterized by instability as the main characteristic of transition processes. Therefore, the content of professional training of a modern Manager, corresponding to modern management functions, is also undergoing transformation. Rapid change of technological structures, changing environmental conditions, changing needs of people require from the Manager in the service

sector not only knowledge and communication skills, but also the correct adaptation and creativity. The process of building and developing the personal brand of a manager is a component of their professional self-fulfillment with the result of their efforts in shaping the design of their personal brand in many respects depending on their creativity and emotional intelligence.

Considering creativity as the ability to create a fundamentally new product, we also attribute the creation of a unique personal brand to the manager's creative activity. The importance of having a personal brand in the arsenal of effective management tools allows us to conclude that it is necessary to consider creativity as an essential component of the manager's professional skills and abilities. The use of Internet information resources by students can be attributed to a new kind of creativity, which entailed a change in the processes of search, processing, storage of information, as well as, apparently, the entire cognitive sphere of students. All this requires more in-depth studies of creativity in the new conditions of using the global virtual space.

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CURRENT STATE OF RESEARCH ON THE ISSUE OF VOLUNTEER PARTICIPATION IN EMERGENCIES

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Abstract. This paper represents the results of current state of research on the issue of volunteer participation in emergencies. It's highlighted that this phenomenon is complex and demands a cross-disciplinary approach. As well the studied scientific problem requires a combination of studies from different fields such as volunteering, civil society and its interaction with government, sociology of emergencies and disaster. Based on the review we concluded that in Russia the qualitative and quantitative structure of the volunteer community mobilizing in emergency situations, its mobilization mechanisms and the role of information technologies in it are still badly researched, as well as the assessment of emergency situations by volunteers as a mobilization factor, the motivational structure of the mechanisms of civil-state collaboration. There is not enough research focused on civil-state collaboration during the response to emergency situations, which also addresses to current knowledge gap-filling.

Keywords: volunteering, emergency, mobilization factor, civil-state collaboration.

1 Introduction

Volunteering is a flourishing phenomenon in the Russia. The work of volunteers is very diverse: in hospitals and social institutions, protect the environment and culture, ascertain the identities of dead militants, help to organize the major international events, to find missing people, and provide all possible assistance to the natural disasters' victims. The national policy on volunteering demonstrates the focusing on its promoting and is being implemented in a few directions: legislative and tax regulation, informational and methodological support, motivation, promotion of the infrastructure of volunteer activities. Today it can be said that among all the practices and institutions of civil society, volunteering is gaining the greatest attention of the state, it becomes a real resource for social development. Due to its complexity and high social significance, this phenomenon requires a multilevel and interdisciplinary approach to analysis.

2 Methods

The article represents the results of the analysis of Russian and foreign literature of three research areas: volunteering, civil society, sociology of emergencies and disasters.

3 Results And Discussion

The stated scientific problem is at the intersection of sociological studies of volunteering, civil society and its interaction with the state, as well as the sociology of disasters and emergency. The following will summarize these three areas.

Volunteering. Volunteering research is interdisciplinary in nature. According to Smith, at least 20,000 representatives of the social and human sciences are involved in the study of various aspects of volunteering (Handbook of Volunteering, 2016). As a result of the analysis of more than 300 academic publications on the subject, the researchers identified four aspects that cause some confusion to the definitions of volunteering:

- voluntary nature of action: from completely voluntary actions to the obligation to be a volunteer;

- type of remuneration: from fully unpaid work to donations, grants, cost recovery and even minimum wage;
- institutional context: from completely informal or spontaneous volunteering to formalized participation in non-profit organizations;
- volunteering beneficiaries: from strangers to friends, relatives, members of the local community and the volunteer himself (Cnaan et al 1966).

Most researchers agree on several criteria for volunteering: proactive action, lack of material benefits, and voluntary participation. Researchers at J. Hopkins University define volunteering as "a set of activities, a type of work in free time without any monetary compensation" (Anheier, 1999 & Salamon; Salamon, 2011). Mersyanova and Jacobson describe volunteering as "a kind of philanthropic practices, selfless individual or collective activity for the benefit of other people or society" (Potencial i puti razvitiya filantropii v Rossii 2010). The most common definition given by Tilly: Volunteering is unpaid work, for the benefit of those with whom the volunteer is not bound by contract, kinship or friendship obligations (Tilly, 1994).

Volunteering researches can be divided into several areas. The extent of volunteer participation in the world, the degree of inclusion of various categories of citizens, different models of volunteer participation are the main volunteering research topics, undertaken by a team of Salamon. They have developed a social origins theory – a methodological approach that allows to assess the size of the non-profit sector and the degree of volunteer participation depending on the type of "wealth regime" and the degree of national control of NGOs (Anheier & Salamon 1999; Salamon & Sokolowski 2001). Other studies examine the basis for distinguishing volunteering among other types of voluntary collective actions, such as political or civic activism (Musick & Wilson, 2008; Eliasoph 2013). The authors suppose that the basis for this separation is the fundamental difference between political representation – a civil action aimed at changing social institutions, and charitable activities aimed at solving specific problems. Another important topic is presented in papers on changing the nature of work in the modernization context. The researchers developing this direction show how voluntary work moves from serving the community to the form of leisure, how the image of the volunteer itself changes, the socio-demographic characteristics of volunteers, how voluntary work affects changes in the sphere of wage labor (Hustinx & Lammertyn 2003; Hustinx 2007; Rochester 2012). Ethnographic studies in Russia and other countries are also focused on the influence of volunteering on traditional professions and the volunteering professionalization (Haddad, 2010; Klepikova, 2011; Puda, 2011).

Studies on Russian volunteering highlight the socio-demographic characteristics of groups of "permanent" volunteers who choose various forms and different channels of the volunteerism implementation (online and offline). In that connection the extensive corpus of texts on the history of Russian volunteering, including in the field of rescue work should also be (Maksimov, 1905; Shchapov, 1994; Lindenmeyer, 1928; Raab, 2011; Liborakina, 1996).

Civil society. Volunteering in its organizational structure can be formal and informal (Pevnaya, 2013). However, in general, it is considered in its institutionalized form: most authors analyze it in the studies of third sector organizations (Salamon & Sokolowski, 2001; Pearce, 1993; Wilson, 2000).

Civil society research in Russia usually refer volunteer organizations to "socially oriented NGOs" (Bogdanova, 2017). The reasons for this distinction can be found in volunteering works and in studies of civil society problems. Here, the authors distinguish two main approaches to the definition of civil society: as spheres in opposition to the government or spheres of voluntary associations that perform socially significant functions, including collaboration with state institutions (Seligman, 1995;

Salmenniemi 2009; Chebankova 2012). “Socially oriented NGOs” are the subject of researches of various areas of social policy and civil action: in the field of family and childhood protection (Ivashinenko & Varyzgina 2017), and search and rescue activities (Nevskij, 2018), in veterans associations (Tarasenko & Kulmala 2015). The substantiation of civil society can be found in the works of A. Auzan. Following the social origins theory and neoinstitutionalism, he provides a theoretical model in which civil society is a meaningful regulator of positive and negative externalities created by the government and business (Auzan & Tambovcev 2005).

An important methodological basis for the proposed project is ethnographic studies of volunteering and civil society in postsocialist countries (Hann, 2002). The authors propose to move beyond the Western studies conventional concepts of civil society and to do researches of civil organizations in Tsarist Russia, as well as in the USSR and the countries of the socialist camp. Such an attempt was made by Western researchers in studying of volunteer organizations of firefighters (Raab, 2011), and the author, declaring conservative nature of these organizations, nevertheless indicates the presence of democratic procedures and diversity of opinions within them.

Sociology of emergencies and disasters. The issues of civil society are closely intertwined with the sociology of emergency. This is a vast and well-developed field of research in which the problems of power and collective action are also analyzed. Emergency in sociology is presented as a special type of constructed situation generated by a natural or man-made disaster. A criterion of such situations is the modern age perception of the need for immediate humanitarian intervention to overcome the consequences of a disaster (Calhoun, 2010). Quarantelli and Dynes called natural disasters “consensus crises” in contrast to “dissensus crises” (Quarantelli & Dynes 1997). “Dissensus crisis” is a situation with strong contrasting views of nature of the situation, its causes and ways to remedy. A civil conflict can be an example of this crisis, wherethrough the end of this conflict obviously provokes the clash and further social fragmentation (Argohty, 2003). A “consensus crisis,” such as a natural catastrophe, on the contrary, implies acceptance of the gravity of the situation, its norms, values and priorities. For our project the essential studies are those related to the mobilization of the population, public services and activists to cope with emergency. Here we should emphasize the researches on the spontaneous mobilization of volunteers, sustainable volunteer communities, as well as strategies of overcoming the disasters’ consequences that government agencies use around the world. Spontaneous post-disaster care is a significant and usually necessary component of post-catastrophic teaming up and rehabilitation (Michel 2007; Quarantelli 1992; Stallings & Quarantelli 1985). The Russian experience of reflection of this phenomenon has begun after the mass network mobilization of citizens at times of natural and man-made disasters of the 2010s (Usacheva 2012; Yanickij 2013; Averkiev et al 2010). O. Yanitsky and his research team have analyzed the processes and the role of civil solidarity networks in post-disaster rehabilitation and have suggested the criteria of emergency situation and the overcoming strategy. Research of institutionalized volunteering in emergency management is a relatively underdeveloped area. However, we can say that the study of this kind of organizations is closely related to the studies of professionalization and the sociology of organizations. This may be attributed to several factors: emergency situations requires a high level of professional training and sense of ownership within organization by a volunteer (Lois 2003; Nevskij 2018); in other countries, the very structure of employment in the fields of rescue, firefighting is historically based on volunteerism (Greenberg, 1998); the strategies of overcoming disasters’ consequences adopted by the Government in different countries are quite fully represented in sociological and historical studies (Desmond, 2006).

4 Summary

Based on above review we concluded that in Russia the qualitative and quantitative structure of the volunteer community

mobilizing in emergency situations, its mobilization mechanisms and the role of information technologies in it are still badly researched, as well as the assessment of emergency situations by volunteers as a mobilization factor, the motivational structure of the mechanisms of civil-state collaboration, as well as their interacting with the local community. There is not enough research focused on civil-state collaboration during the response to emergency situations.

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Primary Paper Section: A**Secondary Paper Section: AO, AE**

INTEGRATION OF MIGRANTS: SWEDISH CASE STUDY

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Abstract. Integration helps bring together newcomers and natives. While governments are more focused on labour integration, cultural and civic integration often neglected. However, areas like linguistic, educational, cultural integrations are highly important. Women as a group often face specific obstacles when integration is at stake. Women who come from different countries with different religions, culture and tradition often more difficult in integration. This especially relevant if gender-based violence occurs and a woman does not know how to protect herself. Therefore, legal integration can be a safe place and make women feel more empowered. Sweden is a great example of how non-governmental actors and private persons do their best to integrate migrants. Government has a clear gender and integration agenda, however, sometimes it requires a lot of paperwork for a migrant in order to get access to the resource. NGOs make it easier and more enjoyable. However, often the good integration policy could face denial as the newcomers do not want to integrate and change their traditions, culture and lifestyle.

Keywords: migration, women, discrimination, integration, national identity

1 Introduction

Since 2013, Swedish periods of development can be characterized as “the integration issue” and “the refugee challenge” Undoubtedly, the recent immigration peak has posed a challenge to the country. Sweden has been praised as being “the forefront of integration” “Sweden is better equipped than many other countries to integrate refugees, given its strong economy and tradition of welcoming immigrants” (Loshakova, 2011) Sweden has traditionally been a state favourable to women and their rights. Gender equality is a cornerstone of Swedish society (Gender Equality in Sweden, 2012).

Gender issue in the context of migration is a complex nature (Shtileva, 2012). It implies a variety of factors such as forced or voluntary migration, cultural issues, lack of education and intersectional discrimination (Abdurazakova, 2007). Furthermore, women due to the unique health features can more likely face hindrances in the field of healthcare, especially in the case of pregnancy (Shaibakova, 2017). Hence, they could be denied in providing treatment. The article considered how migrants have been integrated in Sweden and whether gender consideration is included in the integration policy.

2 Methods

The research looks at different aspects of integration. In addition, women have a specific integration path due to the existence of gender stereotypes. Consequently, the research question can be formulated as follows: Does Sweden have a positive experience in integrating migrants into society and protecting? Is a gender perspective is included in the integrational policy? The research is of traditional legal nature, meaning that the literature review, international documents, NGOs reports, governmental agency reports are of paramount importance. Notwithstanding, the empirical dimension of the research was added. Thus, representatives of the Swedish Red Cross, Sveriges Kvinnolobby and Civil Rights Defenders were interviewed.

3 Results and discussion

A total of 4.4 million people immigrated to one of the EU Member States during 2017. Among these 4.4 million immigrants during 2017, there were an estimated 2.0 million citizens of non-EU countries, 1.3 million people with citizenship of a different EU Member State from the one to which they immigrated, around 1.0 million people who migrated to an EU Member State of which they had the citizenship and some 11 thousand stateless people (Florinskaya, 2012)

Share of non-nationals in the resident population, 1 January 2018

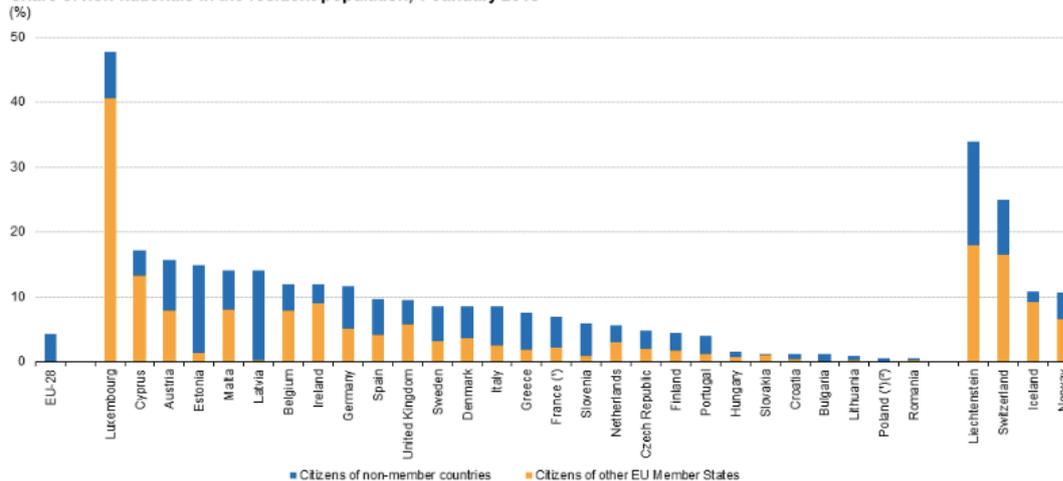


Figure 1. Frequency of immigrants from different countries

To integrate migrants ideally means providing them with rights and duties, opportunities and responsibilities comparable to those of natives. There is an existent perception that integration is only about the labour market and economic fitting in However, social, cultural and civic integration is of paramount importance.

As far as this article looks at the Swedish approach to the integration, it is important to define the integration from the governmental point of view. The press secretary of Minister for

Employment and Integration Ylva Johansson stated: “...integration means people coming to Sweden being given the right conditions to establish themselves within and become a part of Swedish society” According to the Swedish government, the goal of integration policy in Sweden is equal rights, obligations and opportunities for all, regardless of ethnic or cultural background (Swedish Integration Policy 2009).

Migrant integration is a complex process that can be done in different dimensions. A. Unterreiner and A. Weinar put together a table including a number of actors that could affect the integration of migrants. They include the following spheres of integration: economic integration, education, religion, access to nationality, civic and political participation, language, social interaction, spatial integration. In all of the aforementioned spheres, the non-governmental organization played a crucial role in addition to the governmental bodies and the government itself. Importantly, the media has also been mentioned as an integrational actor.

Language is one of the most important tools of integration of a person. Undoubtedly, if a migrant is capable of speaking the language of a host state, then he/she expands the communication circles by the inclusion of people who are not able to speak international languages. It has been underlined that women are particularly vulnerable when it comes to a new language learning process. The language is of a paramount necessity for entering the job market. However, if a woman is not planning to get a job due to the mothering or the cultural or religious specificity that does not allow women to work, she does not find an incentive for learning a new language. Simply, frequently, she does not possess financial independence to spend money on educational courses or there is no opportunity to finance or allow a babysitter, or to seek permission from a husband. For more isolated women, their weak network and ignorance of the host country make them unaware of organizations and linguistic training. At the same time, mothering can be a source of motivation to learn a language, however, it comes later in a child's life.

In Sweden, Red Cross ("Röda Korset") is an organization that provides anyone who wants to learn Swedish language courses free of charge. There are several time-slots and levels. The courses are run by the volunteers. The Red Cross Swedish courses are also a good way to learn a language without a personal identification number that is often required to be enrolled in a school, a university or courses. Migration Agency provides special training for immigrants, SFI. However, in order to be eligible for it, a migrant has to have a residence permit in Sweden and have registered in the population register. Undeniably, these requirements create a gap in the engagement of those who are undocumented migrants or are waiting for a residence permit. Language cafes are also a very important way to learn Swedish and integrate into society by making friends and network. Those language cafes and other programs aimed to make language learning easier and more fun cooperate with local volunteer organizations, churches. "Building bridges between immigrants and natives" is a program currently run in 160 municipalities all over Sweden. The main results of this program are faster and more efficient language learning and cultural understanding on both sides. The creators of a program claim the evidence of a reduction in ignorance, segregation and prejudice.

Culture is a highly broad notion; therefore, it encompasses a wide range of factors that need to be considered when discussing a socio-cultural integration. "Socio-cultural integration is concerned with the question of whether ethnic minority groups become part of the receiving society or whether these groups remain distinct from the host country" (Gsir, 2017). Sonia Gsir, for example, believes that socio-cultural integration shall be examined through the lenses of social interactions between migrants and natives in different social contexts: intermarriages, interethnic friendships, interethnic relations at workplace and encounters in the neighbourhood (Tejeda & Dominguez, 2019).

Frivillighet för delaktighet (volunteering for participation) was a weekly meeting space where local could interact with the newcomers or anyone who felt that he/she is not included in the Swedish society. Several areas around the big cities are characterized by exclusion and segregation; in many suburbs, some residents feel that they do not feel like part of Swedish society - stated at the *Frivillighet för delaktighet* web page. Thus, the weekly interactions were proposed as a solution. Another Red Cross project includes free access e.g. to a swimming pool. This approach is highly interesting as it involves integration through leisure and activities. Some initiatives come from people

themselves. The United Invitations or Department of Invitation is a good example. It is a non-profit organization founded by Ebba Akerman who was teaching Swedish to immigrants in the suburbs and found out that most of the immigrants are struggling to be part of society. The organization connects locals and newcomers within a community, by having them share a homecooked meal. Both newcomers and natives could invite each other to the dinner using the website database. Starting as a one-person organization, the United Invitations became an international network with the potential to be incorporated in most of the countries (Parvizian et al, 2015).

Sex education and gender education is one of the most important things to learn in order to understand the society one is living. It is relevant both for women and men. Women need to learn about the way women in other countries live and perceived. When tackling the question of sex education and gender and related human rights, the question will always come to the universality of human rights. Is it good to impose so-called "western values" and ideas to the people from another cultural background? Is it good to prohibit or criticize traditions that have been followed through the decades and centuries despite the fact they are sexist? Some Swedish organizations undertook those paths partly. *Riksförbundet för sexuell upplysning* (RFSU), Swedish Association for Sexuality Education is an organization that works with information, education and advocacy by arranging courses, conferences and participating in debates. RFSU is not entirely focused on the migrants and their education, it is rather general organization. However, the Swedish government funded the furthering of the project by providing around \$416,000. This project is a series of animated films cover all aspects of sex, pregnancy, sexually transmitted diseases, abortion and female genital mutilation. The videos are translated to Arabic, Dari, Somali, Persian, Northern and Central Kurdish, English and other languages.

In my view, a person can feel integrated when he or she feels that a state can protect him/her. Therefore, the integration in a legal framework might contribute to the general integration. Women migrants are more vulnerable when it comes to the protection of their rights. There are several reasons for that including the dependence of a spouse. Sweden is a part of a SWIM project, Safe Women in Migration - is committed to fight against gender violence and contribute to the protection of migrant women, girls and asylum seekers who are victims of violence or find themselves in a situation of risk. The risk of gender-based violence could occur at every stage of migration: at a home state, during the transit to a host state and in emergency and hospitality centres upon arrival. The European Directive 2012/29 /EU enshrines equal access to justice to all victims of violence and abuse, regardless of their legal status. However, migrant feels fear, lack of knowledge, fear of deportation that prevent them from accessing their rights and be protected. The project is unique in that sense that it tackles both migrants and actors who work with them. Thus, the project arranges training for professionals working in the migrant hospitality sector that enable them to identify the situations most at risk and to guarantee adequate support to all women and girls who must access the judicial system in each of the member countries of the European Union.

Undoubtedly, the media plays one of the most important roles in the public perception of migrants. Media also gives migrants an idea of who are they in society, where they stand. Sweden is a highly advance in incorporating social advertisement. The most frequently appearing ads include the immigration, tolerance and sustainable way of living. One of the most recent examples of the ad that was a topic of a conversation is the ad of Swedish department store *Ahlens* it is shown how a father reading a bedtime story to his daughter - a piece from the Swedish children's book *Pippi Longstocking* - in Dari, a dialect of Persian spoken largely in Afghanistan. While the mixed reactions to the advertisement, such advertisements could be perceived as a statement and migrants can feel represented which is a positive move for the integration.

Frequently neglected in the empirical research and in governmental statements unwillingness of migrants to be integrated indeed exists in practice. First and foremost, due to the diaspora and the linguistic community. The people who speak the same language and live in the same area regardless of whether they are relatives and family or strangers from the same country or language-speaking area. Those communities constitute “protective enclaves” which can become “captive spaces over the years” Others are afraid not to be actually accepted in a new community. While the third group thinks that the integration and adaptation to new society and culture might affect their national identity. Indeed, the large-scale migration lead to the diversified world transforming communities challenged the notion of cultural and national identity. Interestingly, the “danger” for national identity exists for both the host state identity and newcomers’ culture (Dixon, 2018).

The problem of losing cultural identity often discussed in a political arena as well. Migration Policy Institute and MPI Europe stated that most people fear that the common norms and values that bind societies together will be weakened irretrievably if newcomers do not adapt to the host-country language, culture, and identity. The report shows that the concentration of homogeneous populations of newcomers are seen as more threatening and more likely to emphasize their own subculture rather than integrate into the mainstream (Migration Policy Institute and MPI Europe 2012).

4 Summary

Language, culture, media and education are the main pillars of the social integration of migrants. Learning the language of the host country gives more opportunities to find a job, new friends from the native population and feel more secure. Culture and education can teach about the values and principles the government has undertaken. Media can be regarded as a mirror of societal change and can make migrants more or less welcome. Women are more vulnerable in all of the aforementioned areas due to their status as caretakers, mothers, wives. In addition, they are more like to experience gender-based violence and fell hopeless when it comes to legal protection.

5 Conclusion

Integration is of paramount importance in the era of globalization and people being in a move. However, while understanding the importance of the integrations in the area of employment and general education, governments do not pay the same attention to the cultural and social integration that lead of the absence of feeling of belonging. In order to ensure the protective and inclusive environment, society needs to find a way of connecting natives and newcomers. Sweden is a good example of how integration is incorporated. Nevertheless, some claim that Sweden being a good country with good immigration and asylum-seeking country fails in integrating people came. The article shows that there are areas that need to be paid more attention in regard to integration, e.g. legal integration, social integration. As the article shows sometimes non-state actors and private organizations are capable of providing social integration better than the official authorities.

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LINGUISTIC GUESS AS THE FACTOR OF STUDENTS' SUBJECT COMPETENCE DEVELOPMENT

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Abstract. Developing international contacts and present socio-economic realities require a high level of proficiency in a foreign language even from students of non-linguistic specialties. The linguistic guess is considered a significant component of the compensatory competence and one of the linguistic skills necessary for active language learning. In this article, the linguistic guess is regarded as a developed linguistic skill, which is the result of all learning and life effects, participating in the independent semantization of language units using various types of verbalised or non-verbalised supports. The mechanisms of formation and development of linguistic guessing among students of non-linguistic specialties are determined. The main semantic supports contributing to the final semantization are analysed. The role of derivational elements which lead to the successful implementation of a linguistic guess during translation is revealed. The interrelation of language guess with context is substantiated. The possible phased work on this skill.

Key words: international contacts, socio-economic, compensatory competence, linguistic skills

1 Introduction

The problem of linguistic guess is not new to the Methods of Foreign Language Teaching. The mechanisms of its occurrence, formation and development were considered in due time in the works of Berman I.M. (Berman, 1970), Rogova G.V., Rabinovich F.M., Sakharova T.E. (Rogova, Rabinovich, Sakharova, 1991), Bolshakova N.G. (Bolshakov-3, 1977); (Bolshakov-4, 1977) and others. At present, this problem is still relevant and requires detailed study. As is known, the primary purpose of teaching a foreign language is the formation of communicative competence, which has a multi-component character and includes linguistic, sociolinguistic, strategic, sociocultural, discursive, social and, in particular, compensatory competences. The development of such skills as language guess, forecasting, abstracting, interchangeability of lexical units in the information exchange is determined by the compensatory competence (Teplova, 2014). Language guess being one of the essential components of compensatory competence leads to the activation of a chain of mental operations that ultimately allow a student to semantize an unfamiliar lexical unit, both in writing and in oral speech. The skill of semantization is considered to be an integral part of foreign language communication (Dudova, 2018).

In addition, in the conditions of the modern world, a graduate of a university must possess the skills and abilities of translation activities, including, among other things, comprehension of specialised professional-oriented texts. Therefore, one of the main directions in teaching a foreign language to students of non-linguistic specialties is reading and analysing texts, the subject and content of which are similar to the student's professional sphere of interest. In this case, the trainee's ability to guess the meaning of unfamiliar words, based on the logic of constructing phrases and sentences in the target language, analysis of word-formation elements and context, plays a unique role. Possession of this skill greatly facilitates the work with the text. Firstly, it saves time, which could be spent on searching for a lexical unit in the dictionary. Secondly, methodologists note that concepts with "guessed" meaning are usually remembered easier than those concepts, the meanings of which are memorized purposefully. Besides, it is much easier for a student with advanced language guessing skills to pass any part of the English language exam, such as reading, listening and speaking practice because he surely meets unfamiliar words, the meaning of which should be revealed. It is evident that a language guess is a useful skill, the development of which facilitates the study of a language and also increases the foreign language proficiency level.

2 Methods

In the methodology of teaching foreign languages in the broadest sense, the term "language guess" means the skill of self-semantization, that is, the ability to reveal the meaning of an unfamiliar word (word combination). According to A.P. Kuleshova, "a language guess, which results from all learning and life influences and experiences, is a developed linguistic skill participating in independent semantization of language units and taking into account various kinds of verbalised or non-verbalised supports" (Kuleshova, 2009). For the development of language guessing skills, it is essential to form the ability to recognise semantic supports. Semantic supports, as a rule, are classified depending on their belonging to linguistic and non-linguistic phenomena. A.V. Parakhina identifies supports of a linguistic nature, including international vocabulary, basic word-building elements, studied grammatical constructions, and extralinguistic supports (Parakhina, 2009). According to the researcher, extralinguistic supports include the international scientific symbols, schemes, formulas, graphs, drawings, knowledge of the whole considered in the text matter, proper and geographical names. All of them provide a semantic guess.

A.S. Karton identifies three groups of such types of prompts, dividing them into intra-language, interlanguage, and extralingual supports (Karton, 1976).

Non-linguistic prompts derive from the knowledge of facts and phenomena of reality which signs of time, place, proper names; or listing the days of the week, seasons, months in a particular sequence. (For example: Istanbul is the only city in the world located on two continents – Europe and Asia. If a student knows the translation of the words city, world, continent, then it is quite easy for him to guess the meaning of the word located, especially since the Russian language has the word "location" with the meaning "the place where something happens or is situated"). It is clear that the extra-linguistic guess does not arise spontaneously; it is directly related to the person's life and linguistic experience. It is subjective since the hint for one student at the same time remains an unrecognised lexical unit for another. However, special exercises for training make this property of the thinking process more manageable. The sphere of scientific knowledge or the area of life which the text belongs to can also act as an extra-language hint. For instance, second-year students studying geology who are already familiar with the terminology of their speciality are able to give a correct and adequate translation of the sentence "In a conglomerate the particles are angular" (Titova, 2000) (Even if they do not know the meaning of the word "angular", it is restored from the context).

Borrowings, international words, phrases formed according to a general word-building, syntactic and semantic model (social, academy, progress, clerk, contact, energy, journal, problem, consultant, university, etc.) refer to interlanguage hints. International words, as a rule, do not cause difficulties in use. Their meanings are easily determined both in context and in isolation. This also applies to those cases when proper names begin to be used as nominal, for example, the names of literary heroes. In this case, a student needs to have a particular outlook to correlate the name of the hero with the speech situation in which this name is used.

3 Results

Intra-language hints are connected with a specific grammatical category of the word and its function in the sentence. The word-formation elements, which act as intra-language clues, play a leading role in the development of language speculation since most of the words have a morphological appearance and are formed according to one or another word-formation model. Intra-language clues are associated with a specific grammatical category of a word and its function in a sentence. The word-formation elements, which act as intra-language clues, play a

leading role in the development of language speculation since most of the words have a morphological appearance and are formed according to one or another word-formation model. The productive methods of word formation in the modern English language include the following: 1) affixation: suffixation and prefixation; 2) conversion; 3) composition; 4) abbreviation/shortening. An analysis of geological texts, usually offered to students for translation, shows that an average of 150–200 cases of use per thousand words are derived words, 30–40 examples are complex words. There are also isolated cases of conversion. Graphic abbreviations of Latin origin usually represent abbreviations. Therefore, at the initial stage of training derived words formed according to specific word-formation models should be chosen as educational lexical units for the development of a guess (Bolshakova, 1977). It is necessary to teach students to identify the roots, suffixes, prefixes, as well as to determine their meanings and carry out the transfer of already known to similar cases. If students are not able to consciously distinguish the constituent parts of words, they do not correlate words to a common root; they do not perceive derived words as related. For the formation of these skills, students can be given an illustrative basis in the form of a scheme containing most common word-formation elements. Quite a common mistake is to perceive the word in isolation. Language, the vocabulary of a language is a system of interconnected elements. Therefore, translating an unfamiliar word, a student can try to include it in one or another group of familiar words based on some common features. Students should understand that the word-formation component forming the word is also present in other words with the same meaning. And if they know the meaning of the word root (or of the generating base) and the word-formation element, in some cases they can guess the meaning of the word. For example, when studying professions related to the oil and gas industry, new lexical units can be introduced on the basis of a familiar model for students: V + er / or = noun (profession): driller, welder, supervisor, operator, (land) surveyor, etc. (Naunton, 2011).

The structure of the English language at the same time facilitates the assimilation of new words (since the structure of the word is visually presented) and makes it difficult (since there are numerous models). That is why, the key for the semantization of the word is the context in which the word is used.

Being extremely important for practical language acquisition the development of a linguistic guess through context is an effective way to present and semanticize new words, along with using visibility and working with monolingual and bilingual dictionaries (Bolshakov, 2007), synonyms dictionaries, followed by active training of a separate word in various contexts.

We consider the context as the minimum segment of speech, necessary and sufficient to determine the possible meanings of using a polysemantic word. At such approach, the semantization of a new for the student linguistic phenomenon is possible through different types of contexts: 1) the lexical context representing a set of lexical units, words and fixed phrases which take part in determining the meaning of a lexical unit (a heavy load, table - "heavy"; heavy rain, wind, storm, snow - "strong"); 2) the grammatical context in which the meaning of a word is clarified using the words with which it is combined (the meaning of the word "make" - "make somebody do something" is derived from the following structure: make + the / noun + verb (make somebody laugh, make somebody work; the meaning of the word "make" - "to become" is derived from the structure: make + adjective + noun (to make a good wife, to make a good teacher); 3) the extralinguistic context, which is the case when the meaning of a word is determined through immediate speech situation.

Methods of Foreign Language Teaching offers a wide range of techniques and methods for the development of language guessing.

It is necessary to take into account some aspects of students' successful linguistic guess development while studying a language in class. First of all, it is necessary to pay attention to the

mechanisms by which learners form a guess, to the presence of a basis by which the associative perception of the language occurs. It is also necessary to take into account the language proficiency level. Work on the development of linguistic guess varies with the low and high level of language proficiency.

Features of the work on the development of linguistic guess with a low level of language proficiency:

- The leading role belongs to the teacher; the teacher must raise the basic notion in the student's mind (in some cases with the attraction of visualisation).

This is due to the fact that at the initial stage of learning, when the accumulation of the active vocabulary is just beginning and the students are not good at speaking, reading, pronunciation, graphics of the English language, it is difficult to familiarize yourself with the words in the process of conversation and listening to connected speech. Therefore, at this stage, the methods of revealing the meaning in which the central role belongs to the teacher prevail (Radhy, 2019).

- Using graphic images of words and phrases.

The graphic representation of words and even phrases also contributes to the rapid and durable memorization of the material.

- Introducing context.

At this stage, the development of a linguistic guess through the context is considered to be the most difficult for a teacher and the most important for practical mastering of the language. In this situation, the character of the text is also essential.

- Reliance on the native language and the student's sense of the native language, through which recognition of a lexical unit takes place.

The student, recalling his experience of learning his native language and relying on the feeling of his native language, attempts to assimilate a lexical unit.

Features of the work on the development of linguistic guess with a sufficient/high level of language proficiency:

- The perception of a word is based on the knowledge of word formation.
- Acquaintance with the word through consideration of its components.

The perception of words in the case of proper language proficiency should be more profound, based on the knowledge of word formation; therefore, whenever the nature of the word itself makes it possible to explain it with the help of word formation, the consideration should begin with the word's constituent parts.

- Identifying the word's meaning through the context.
- Reliance on a foreign language.

It involves the use of definitions for interpreting the meaning of a word, words with similar word-formation elements, as well as synonyms and antonyms.

When selecting exercises for the development of linguistic guess, it is advisable first of all to deal with cases that have a particular coincidence in the language being translated and, therefore, provide more opportunities for the development of a language guess, moving on to matters that do not have such correspondences and impede the formation of linguistic guess. This approach supposes the work consisting of some stages.

The first stage is working with words that coincide in form and meaning with the words of the target language. For example, the suffix "-ant/-ent" is not productive in English, but it is present in a number of words with the meaning of a person or object in Russian (consultant, assistant, correspondent, oxidant). For medical students studying Latin in parallel with English, the analogy with this language is useful, because borrowing

Latinisms belonging to common or professional vocabulary throughout the development of English has led to the fact that the vocabulary of the modern English language contains an extensive layer of Latin origin words (Krasnova, 2018). At the same time, cases of borrowing medical terminology with complete coincidence are quite frequent: radius, apex, bronchus, glomerulus. However, in some cases, there is a change in pronunciation (as is the case with the word "thorax"), which can lead to speech errors. When borrowing, the coincidence of the forms of a word may be partial. Even in cases of falling out of the ending (vitaminum - vitamin, persona - person, musculus - muscle), replacement of the ending (therapia - therapy, curo - cure, usus - use), substitution of letters in the root of the word (cura - care, tabuleta - tablet, febris - fever), adding the ending (suffix), adopted in English (palpatio - palpation, finis - finish, solutio - solution) changing the form does not affect determining the meaning of the word.

The second stage is working with words with simple deducibility of meaning. These are the cases when the meaning of a word is derived from a combination of the meaning of the root and word-forming affixes. In some cases, preliminary work is needed to get acquainted with the meanings of affixes (Golkar et al, 2014).

The third stage is working with words, "complicated with structural differences attributable to words with complex deducibility of meaning, as well as working with false cognates understood as a false association which occurs when rethinking a word and creating an image based on it" (Pavitskaya, 2017). Secondary meanings of the word, in some cases far from the original meaning, may make it difficult to translate or lead to an incorrect translation (depression: 1) depression; 2) deepening. ("The inner concave margin of the kidney presents a deep depression...").

For the development of linguistic guess, the following types of exercises involving word-formation models are used: imitative, differentiated, substitutional and transformational.

Imitation exercises are exercises in which to perform a specific task it is necessary to find language forms, lexical units in the sample and use them without changing. Developing linguistic guess exercises include those that combine words, formed according to one word-formation model or one word-formation method and demanding to make up a new word according to a given pattern. At the initial stage, it is logical to start with exercises combining words formed according to one word-formation model or one word-formation method:

- Verb + tion / sion / ion = noun: to contract – contraction; to expand – expansion; to crystalline – crystallization.
- Adjective / noun + en = verb: flat – to flatten, strength – to strengthen; length – to lengthen.
- Verb + able / ible = adjective: to combust – combustible, to change – changeable; to bear – bearable.

Differentiating exercises are exercises on distinguishing the structure, form, meaning of linguistic phenomena. This type includes numerous activities involving translation of derivative words into Russian based on the semantics of the root, prefix, and suffix; the selection of morphemes, that is, the decomposition of the word into familiar significant parts; the formation of derived words based on data roots and affixes; definition of parts of speech by word-formation elements; selection of the appropriate interpretation of the derived or complex word. All kinds of differentiating exercises can be divided into three groups:

- Exercises which are aimed at the distinction of the structure and form of language signs. Differentiation of the structure of characters is done according to a pattern or on the basis of rules and includes the decomposition of a word by a student into familiar significant parts, that is, the selection of morphemes.

- Exercises which are aimed at differentiating the meanings of linguistic phenomena. It implies a definition instead of translating an unfamiliar word and allows a student to switch to an actual

English-language experience that can suggest an approximate meaning.

- Exercises aimed at distinguishing the use of linguistic phenomena in speech, which implies listening to audio and watching videos.

4 Summary

Substitutional exercises are exercises in which the substitution of lexical units into the structure of a grammatical form takes place. Tasks of this kind contribute to the distinction between derived words with the same root, belonging to different parts of speech. Depending on the level of preparedness, you can offer exercises with or without the support of appropriate words:

- 1) This is ____ better than that. In fact, there is really no ____.
- 2) Scientists have made ____ tests on the new drugs (a) incomparably; b) comparison; c) comparative).

Transformational exercises - exercises that require a certain transformation of a given structure. Transformational exercises are classified according to the method of transformation: exercises for the replacement of language units, their expansion or reduction. Examples of transformational exercises developing linguistic guess are:

- Exercises on the conversion of words belonging to different parts of speech with following their semantization (a head - to head a delegation).
- Exercises on the selection of synonyms for the derived word (easily-readily, primarily-chiefly).
- Exercises aimed at replacing the phrase with the corresponding compound word.

In view of the above, we can say that it is necessary to carry out purposeful step-by-step work on the formation and development of the linguistic guess of the students, necessary for further successful mastering the language.

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METHODOLOGY OF FORMING OF THE PROTECTED INFORMATION SYSTEM OF A TRADING ENTERPRISE

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Abstract. The article discloses a methodology for building a secure information system (IP) of a trade enterprise. Information resources are classified taking into account the peculiarities of the trading activity of the enterprise. Their contents are disclosed. The basic principles of the formation of a protected IP trading enterprise taking into account with the specific activities. The requirements for a secure IP are defined. Recommendations are given for its formation. The purpose and content of the IP security policy are disclosed. The theoretical foundations of the organizational and administrative component and the technical component of the protection system are formulated. The conclusion is drawn on the universality of the presented methodology, which allows for the construction of a secure IP trading enterprise.

Key words: secure information system, basic principles of the formation, IP

1 Introduction

In accordance with the national standard of the Russian Federation "GOST R 51303-2013. Trade. Terms and Definitions" (National Standard of the Russian Federation GOST R 2017), a trading enterprise is a property complex located in a shopping center and outside a retail facility used by trade organizations or individual entrepreneurs to sell goods and provide services to trade. The information resources of a trading enterprise are the totality of all received and accumulated information in the course of practical activity of the employees of the enterprise and the functioning of special devices used in the management of a trading enterprise. The information of the trading enterprise is the data extracted from the business documentation of the enterprise, concerning the sale of goods and the provision of trade services and received from the partners in the order of information interaction, that is, the process of transmitting and receiving information, while enabling the collection, processing, production, archiving, broadcasting information by means of information and communication technologies (ICT) (Robert 2010; Robert 2009). In the trading enterprise, the main sources of information are people (employees of the enterprise), as well as electronic and paper data carriers. At the same time, the number of electronic and paper media in the process of information interaction between users is equal.

2 Methods

We will disclose the classification of information resources of a trading enterprise. The use of paper carriers complicates the operations of collecting information, producing, accumulating, storing, processing and transferring it, but making it less vulnerable to an attacker. Currently, the implementation of software and hardware information protection tools in ICT facilities of a trading enterprise (such as electronic digital signature, firewall and so on) in the process of information interaction of users is not enough. In addition, it is necessary to document the trade operations, so the presence of paper data carriers is still relevant. Taking into account the specifics of the sale of goods and the provision of trade services, the information resources of a trading enterprise are subject to the following classification:

1. Information about customers. This information is stored in the database of the information system of the trading

company. This is the data on physical or legal persons who cooperate with the trading enterprise. Access to customer information is limited. Confidentiality of information about customers is due to the fact that its intentional distortion or loss can lead to negative consequences, and in particular to loss of profit by the enterprise. At the same time, under the information system of a trading enterprise operating on the basis of ICT facilities, we understand the system for the transfer and reception of information from a trading enterprise, consisting of a source of information, a transmitter, a communication channel, an information receiver, and a source of interference (Robert 2010; Robert 2009).

2. Information about employees. This information includes personal data of each employee, including passport data, place of residence, marital status, data on the previous place of work, etc. When applying for work, each employee provides his personal data to the staff of the trading company. In doing so, he gives written consent to their processing. After that, a personal file of the employee is entered, which includes his personal data. Personal data is organized and stored in the personnel body of the enterprise. In accordance with Federal Law No. 152-FZ of July 27, 2006 (as amended on July 21, 2014) "On Personal Data" (Federal Law of July 27 2017), this information is confidential. Access to it is available only to employees of the cadre body, as well as persons authorized to do so in accordance with the job description. The main carriers of information about the employees of the trading enterprise are paper carriers. At the same time, there is a named set of data on employees of a trading enterprise in the information system. This means that there is a database that includes key information about employees and is protected by software and hardware.
3. Communicative information. This information provides information interaction between employees of the trading company and external counterparties. This information is freely available (usually on the site of the trading company) and includes the form of ownership and name of the trading company, actual and legal addresses, telephones for communication and so on. This information is not protected.
4. General information. This information includes standard indicators that characterize the activities of a trading enterprise, without taking into account its specifics. This information is freely available and is not subject to protection.
5. Financial information. This information is very valuable for the attacker from a commercial point of view, which implies its reliable protection. This information includes information about the company's accounts, its financial operations, financial assets of the enterprise, employee salaries and etc. Thus, it fully describes the financial condition of the trading enterprise at a given time or a particular period of time. Violation of the integrity, confidentiality and accessibility of financial information can lead to disastrous consequences for the trading company, so do not neglect its protection. Most financial information is stored in digital form and processed with the help of special software, which makes it the most vulnerable and accessible from outside for intruders. Therefore, in the process of information interaction between users of a trading enterprise, the protection of financial information must be given increased attention.
6. Legal information. This information is public and can be disclosed without any negative consequences for the trading company. This information includes the charter of the enterprise, orders regulating the work of the enterprise, memoranda (agreements) on cooperation with external contractors. Thus, these documents are a legal superstructure of the trading enterprise and regulate the internal and external legal relations of the enterprise. Legal information is stored, as a rule, on paper. At the same time,

with the gradual introduction of electronic document management systems, many documents are kept in digital form and signed with the help of an electronic digital signature, which is an analogue of the signature of an individual obtained using ICT tools and cryptographic transformation of information. After expiration of the established period of storage, legal documents are handed over to the archive, where they are stored in the future.

The above types of information have a different degree of significance for the trading enterprise, therefore, have a different degree of commercial and other value to the attacker.

Now we will reveal the principles of the formation of a protected information system of a trading enterprise. Based on the analysis of the possibilities of ICT tools as a means of processing information in the information system of a trading enterprise in the conduct of office work and automation tools for making managerial decisions, and also analyzing the importance of the information resources of a trading enterprise, the construction of a secure information system should be based on the following principles (Gafner, 2010):

1. The principle of continuity is the first and most important. The essence of this principle is the constant control over the security of the information system. In identifying weaknesses, as well as potentially possible channels of information leakage and unauthorized access to the system. And also in updating and supplementing the protection mechanisms, depending on the changes in the nature of internal and external threats, justification and implementation on this basis of the most rational ways of protecting information.
2. The second is the principle of complexity. It proceeds from the nature of the actions of intruders, seeking to extract important information for competition by any action. In this principle, it is legitimate to say that the weapon of defense must be adequate to the weapon of attack.
3. The third is the principle of system. The greatest effect is achieved in the case when all the means, methods and measures used are combined into a single, holistic mechanism, that is, to the information system protection system. Exceptionally in this case, the system properties of information system protection appear that are not applicable to individual elements, and also the ability to manage protection and redistribute resources to ensure the continuous operation of the information system.
4. Fourth - the principle of legality, reasonable sufficiency and professionalism of employees. The most important conditions for ensuring security are lawfulness, sufficiency, respect for the balance of interests of the individual and the enterprise, the high professionalism of employees involved in the protection of the information system, as well as the training of users and compliance with established rules for the protection of information, mutual responsibility of managers and specialists of the enterprise, information interaction with state and law enforcement agencies.

3 Results

Dedicated principles allow to determine the thematic filling of requirements for a protected information system of a trading enterprise (Cheluhin, 2014).

1. The system must be centralized. The management process of the information system is always centralized, therefore the structure of the system implementing the process of its protection should correspond to the structure of the system itself.
2. The system must be scheduled. The planning process is carried out to organize the information interaction of all structural units of the trade enterprise in the interests of implementing the adopted policy of protecting the information system. Each service and department develop detailed information protection plans in the sphere of their

competence and taking into account the overall goal of the enterprise (Bahremand, 2015).

3. The system should be specific and focused. Specific information resources, which may be of interest to potential competitors, must be protected.
4. The system should be active, that is, provide protection with sufficient degree of perseverance and purposefulness. This requirement presupposes the presence in the system of protection of forecasting tools, expert systems and other tools that allow implementing along with the principle of "detect and eliminate" the principle of "foresee and prevent".
5. The system should be reliable and universal, that is, cover the whole complex of information activities of a trading enterprise. Methods and means of protection of the information system must reliably cover all possible channels of information leakage and counter ways of unauthorized access, regardless of the form of information, the language of its expression, and the type of media on which it is located.
6. The system should be non-standard in comparison with the information system of other enterprises and diverse in the methods of protection used.
7. The system should be open to change and supplement the measures to ensure the protection of the information system.
8. The system should be cost-effective. This means that the costs of forming a secure information system should not exceed the amount of possible damage.

Along with the principles and requirements, there are recommendations that should be applied when building a protected information system of a trading enterprise:

1. "Mechanisms" for the protection of the information system should be simple for maintenance and "transparent" to users.
2. Each user must have a minimum set of "privileges" required for information interaction.
3. It should be possible to disable the "mechanisms" for protecting the information system in "special" cases, when the mechanisms "interfere" with the information interaction of users.
4. Independence of "mechanisms" of protection from the system itself.
5. Developers of "security mechanisms" should assume that users have the worst intentions, and also that they will make serious mistakes and look for ways to bypass protection mechanisms.
6. Lack of excessive information on the existence of "mechanisms" for protecting the information system.

The system of protection of the information system of the trading enterprise should include two components: administrative and technical.

1. The administrative component is based on a set of internal documents regulating the issues of ensuring the protection of the information system:

a) documents of the first level of the information protection policy, defining the strategic objectives of the management of the trading enterprise in this area;

b) documents of the second level of the policy, including administrative documents regulating the issues of organizing and conducting work to protect the information system;

c) documents of the third level of policy, including executive documentation, job descriptions and documents regulating protection issues.

The administrative component in the construction of a protected information system of a trading enterprise should include the activities performed in the process of creating and operating the system in order to ensure the protection of information. These activities cover all components of the structure of the system, as well as elements of its protection at all stages of the life cycle.

Activities to implement organizational measures in the construction of a secure information system of a trading company relies on the regulatory framework for the protection of information and should include:

- a) limited physical access to the elements of the system and implementing measures to ensure confidentiality;
- b) limited ability to intercept information from the system;
- c) restricted access to system resources by distinguishing between access and using cryptography methods for data transmission;
- d) creation of backup copies (including paper ones) of "critical" information;
- e) fight against computer viruses;
- f) organization and maintenance of access control, control of visitors, security of premises and territory;
- g) organization of information protection in the information system, including the appointment of a person responsible for the protection of information at the enterprise, systematic monitoring of personnel activities, compliance with the procedure and rules for accounting, storage and destruction of documents.

Activities to implement organizational arrangements with employees of a trading enterprise should include:

- a) job interview;
- b) familiarize the employee with the rules of work;
- c) employee training in the rules of work;
- d) briefing on the need to preserve trade secrets upon dismissal from work.

With a candidate for a vacant seat, an interview is held, after which the question of hiring is decided.

Familiarization of the employee with the rules of work in the information system of the trading enterprise, as well as his training in the rules of work in the system, involves the formation of knowledge and practical skills of work (Gazizov, 2017). And it concerns work with the information representing a trade secret of the enterprise.

Instruction an employee about the need to preserve a trade secret when he leaves his job aims to prevent its disclosure.

The security policy of the information system of the trading company is an organized set of information security tools, methods and activities aimed at ensuring the integrity, confidentiality and availability of the company's information resources.

Security policy is one of the key components of the overall program for protecting the information system of a trading enterprise. Security policy is the political statement in which the initial requirements for the protection of the information system can be formulated.

The security policy of the information system of the trading company should establish:

- a) the importance of information, that is, to establish the position of the company's management on the value of information;
- b) responsibility, that is, appoint employees of the enterprise who will be responsible for protecting information in the information system;

c) the enterprise's obligations to protect information in the information system;

d) area of application (segments of the enterprise information system, to which the policy applies).

The security policy after its approval should not be adjusted. For example, the requirement to use a specific package for virus detection, including the name of the package, may be too specific in terms of the pace of development of antivirus programs. It will be more correct to designate that the virus detection software should reside on the personal computers of users, servers and so on, which will allow IT system administrators to determine the specific type of antivirus software themselves.

2. The technical component should include:

a) the anti-virus protection subsystem, which must meet the following requirements: organization of antivirus activity monitoring, organization of two-level antivirus protection with application of antivirus applications of various manufacturers, provision of antivirus protection of server equipment;

b) a backup and archive subsystem that must meet the following requirements: the creation of appropriate documents and instructions (regulating the backup and archive process and related to the production need), the organization of backup for all servers (specified in the backup rules), the development of procedures, regular execution and testing of backup copies;

c) the e-mail protection subsystem, which must meet the following requirements: the use of secure mail exchange mechanisms within the information system; ensure user authentication when sending e-mail;

d) an attack detection subsystem; in order to control and promptly respond to unauthorized operations in the interfacing segment and server segments of the information system, it is recommended to implement an intrusion detection system designed to detect attacks on the nodes of the information system in a timely manner;

e) subsystem of protection of data transmission channels, which will significantly increase the security of information interaction between external counterparties and employees of the trading enterprise;

f) a subsystem of user identification and authentication to centralize the management of authentication information and ensure that the information system conforms to the requirements of the regulatory documents of the Federal Service for Technical and Export Control of the Russian Federation.

4 Summary

The presented concept of building an information system of a trading enterprise is universal. It will allow to ensure the secure functioning of the information system in the implementation of activities aimed at the implementation of the process of sending and receiving information, in the implementation of feedback, ensuring the possibility of collecting, processing, producing, archiving, broadcasting information within the trading enterprise.

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Primary Paper Section: A

Secondary Paper Section: AE, AH

SPEECH ETIQUETTE AND SPEECH BEHAVIOR OF FOREIGN STUDENTS (ARAB STUDENTS) IN THE PROCESS OF INTERCULTURAL COMMUNICATION

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Abstract. In today's rapidly changing world new forms of communication between people of different nationalities, especially modern youth, are being established. The use of language involves the choice of a certain type of behavior which applies equally to language in a general sense and to any particular language. At present, large spaces for the implementation of educational activities outside the country are open, thus, the popular direction in Russia is to attract a large number of foreign students. The article discusses the features of speech etiquette and speech behavior of foreign students, especially from Arab countries, arriving to study in Russian universities. The practical significance of the research of the speech etiquette of foreign students of Arabs lies in the definition and comparative analysis of the Russian, Arabian, and English versions of the clichéd vocabulary used in the most common etiquette situations: greeting, farewell, mode of address, apology.

Keywords: different nationalities, modern youth, speech etiquette

1 Introduction

Knowledge of local characteristics and norms of communicative behavior and speech etiquette is an important condition for adaptation in an ethno-linguistic environment in the process of intercultural communication. In modern conditions almost any industry is directly or indirectly connected with the outside world.

The aim of this article is to reveal features of intercultural communication, sociolinguistic and ethno-cultural aspects of speech etiquette and speech behavior of arab speaking students with the consideration of clichéd vocabulary of arabian speech etiquette.

The teaching of speech etiquette and behavior are the subject of numerous studies by scientists Brown P, Levinson SC, Coulmas F., Baimuratova SM, who claim in their works that learning based on the development of speech ethnocultural traditions of behavior and speech etiquette contributes to cognitive development and meaningful study of Russian language (Coulmas 1991; Baimuratova 2018).

By speech etiquette we mean the system of communication rules that are prescribed by society to establish communication between interlocutors for communication between people with different social statuses in formal and informal situations. Etiquette rules are related to the traditions and customs of people, so their comparison can be very useful for studying the national characteristics of communication. Speech etiquette exists in the form of stereotyped clichéd phrases, stable communication units (Odlin 2012; Brown & Levinson 1987).

The concept of speech behavior is studied through the prism of communication and in the context of culture in the scientific literature. So, in the monograph by N. N. Formanovskaya the nature of communication is analyzed in the aspect of communicative linguistics. And the work of R. Ratmayr describes the functioning of apologies in the Russian language and in Russian culture, which blends concept under research into the context of intercultural communication (Krysenko Sukhanova 2011; Uspensky 2009).

The university is one of the main institutions most closely associated with the problems of communicative, ethnic and cultural differences. It is hard to imagine modern large universities without foreign students. Often, they have to learn two languages simultaneously: the intermediary language (usually English) and the state language of the country where they study.

When foreign student arrives in Russia to get higher education, they face such adaptation problems as:

- New living and climatic conditions;
- A new language of communication by studying which students learn the values, norms and traditions of another country as well as features of national culture;
- Socio-cultural environment.

Taking into account the ethnocultural and ethnopsychological characteristics of students will allow them to adapt successfully to the new socio-cultural environment, in which the teacher plays an important role as a representative of the university. The teacher's task is to ensure the transfer of full-fledged education to foreign students. Therefore it is necessary to study the ethno-pedagogical, ethno-linguistic, ethno-psychological, ethno-cultural characteristics in addition to language. Thus it is necessary to pay attention to the selection and adaptation of current curricular programs as well as to develop and apply new ones (Sapin 2011).

Krysenko T. V. and Sukhanova T. E. propose to use didactic games (role-playing functions by immersion in the language environment) to assist in the formation and improvement of communication skills and to use specially designed electronic manuals to improve the level of speech culture of students. According to Fedosov V. A. it is also necessary to work with speech formulas during study of texts, thus it is possible to recognize cases of speech behavior and to distinguish them into forms of correct and incorrect use of words (Nikulicheva 2014; Miller et al 2016; Ratmayr 2003)

Most of the Arab students coming to Russia to get an education usually have a minimum level of knowledge of the English language (the intermediary language), so that makes communication much easier (Sohrabi, 2017).

2 Methods

The following methods were applied in the course of this study:

- observation and interviewing. The main forms of clichéd vocabulary currently used by Arab students were presented and analyzed with the help of observation and interviewing;
- comparative analysis. This method shows the distinctive features of Russian, Arabic and English forms of speech etiquette;
- descriptive method. This method describes the main situations of speech etiquette of Arab students;
- theoretical analysis. This method was used to review and study the general situation of intercultural communication.

3 Results And Discussion

Each speech situation has its own set of clichéd phrases. We considered the options for clichéd vocabulary of speech etiquette in Russian, Arabic and English in the following etiquette situations: greeting, farewell, form of address, apology. In the course of the study, in order to achieve the most relevant results of transmitting clichéd phrases in Arabic, students (Arabs) were observed and interviewed. Within the study achieving the most relevant results of the transfer of clichéd phrases in the Arabic language was conducted by observing and interviewing Arab students (Fathi & Dastoori, 2014).

One of the important forms of speech etiquette is greeting which represents an expression of courtesy and goodwill. The official greeting in Russian is the word "Здравствуйте" which means to wish health to another person. It is accepted to use both in formal and informal communication. Unofficial is "Привет". It is not difficult to learn these forms of greeting for Arab students. But in

comparison with Arabic and English they can't say "Привет" to the teacher. It is unacceptable in the Russian speech tradition.

The Arabs greet each other by wishing each other peace because *سلام* in Arabic means peace, security, prosperity. In the Arabic language there is no respectful pronoun "You". Thus, the Arabs express greetings to all present people around them.

As for the English language here the official greeting is "Hello" which correlates to the Russian "Здравствуйте!" (Fedosov 2015; Kovyrshina 2007).

The next form of speech etiquette is farewell.

In Russian the official form of farewell is "До свидания" which means "see you again", "Until next time". Also foreign students often use the expression "До встречи" in relation to the addressee combining it with a respectful pronoun "Вы".

According to the English speech tradition it is customary to use "Goodbye!" And in Arabic the official farewell *مع السلامة* means "Goodbye", "До свидания" in the meaning "With Peace!". But also Arabic official farewell! *مع السلامة* can be interpreted like unofficial "Bye" which correlates to unofficial Russian "Пока" and "Давай, пока". It is necessary to prevent this speech error in time in order to avoid violation of the accepted alignment of social roles and familiar behavior towards the teacher.

Unlike the Russian language in English and Arabic There are no formal distinctions between the forms "Ты" (informal Russian address "You") and "Вы" (formal Russian address "You"), so students need to know the information about the correct use of a particular form. Russian speech etiquette is the right choice of form of address in the use of which students may have difficulties mainly due to the fact that the whole range of meanings of Russian pronouns is enclosed in one English form "You" and in Arabic form *انت* corresponding to Russian formal "You".

The next important form of speech etiquette is an official appeal to the teacher, which has its own specific characteristics. In Russian speech etiquette is adopted a three-name system of address: surname, first name and patronymic. In formal and informal situations the way to address adults and the way students address to their teachers is using name, patronymic and pronoun "Вы". The address by the position held or profession practically is not applied except for the use of the address "Professor". Unlike Russian in English speech etiquette the use of the name of a person's profession is considered the norm, for example, "Учитель" (Teacher). Also students often use "Madam" which is a mistake in relation to the Russian teacher.

In Arabic as in English the official form of address to the teacher is considered to be "استاذة" ("Teacher"). Also the most common expression of Arab students addressing the teacher is "Miss" which have many meanings in English and can be interpreted as "to feel sad because you can no longer see somebody or do something that you like". Thus the wrong interpretation can put the student in confusing position.

The next form of speech etiquette is an apology. As a rule when apologizing in case of any misconduct "Извините" or "Простите" is used adding a more polite "Пожалуйста" form, as well as when we address to a stranger with a request thereby disturbing a person (Krysenko & Sukhanova 2011). Russian lexemes are freely used in place of English versions, all it takes is to change the intonation and context (Scanavi, 2005).

A distinctive feature of expressing an apology in English speech behavior from a Russian is a mutual apology when a person says "Извините!" and "Простите!" to "Извиняю!". Insufficient knowledge of the rules of speech etiquette of a representative of another nationality can sometimes confuse the interlocutor.

English "Excuse me" may have a translation "Извините" and "Простите" and Sorry may have a translation "Простите" and

"Мне очень жаль". If you are to blame then you say "Sorry" and if you are just going to bother someone then you say "Excuse me".

In Arabic speech behavior as in Russian, *معذرة* ("Извините") and *اسف* ("Простите") are used when expressing an apology, but when adding a polite form "Пожалуйста" the expression *من اسف* *من فضلك* is used (Простите / Извините, пожалуйста). If the address is for the purpose of any request then *عفو* is used.

4 Summary

So the following conclusions can be made.

In the course of the study the features of using cliché-phrases of greeting, farewell, address to the teacher, apologies in Russian, Arabic and English language cultures were identified and analyzed. In the course of studying the main aspects of speech behavior of representatives of different cultures and nationalities, various formulas of speech behavior were also analyzed. They may differ depending on the situation in the process of intercultural communication.

Due to the identified differences the system of the following exercises can be very useful: dialogs with substitution, problem-searching types of tasks, acting out situations simulating some moment of communication, composing dialogs, documents, role-playing games, visual and multimedia stuff (Odlin, 2012).

5 Conclusions

It seems relevant that the understanding of interdisciplinary connections, the use of knowledge related to the ethnic group and culture, traditions and etiquette of the country of the studied language significantly improves the quality of practical, scientific and theoretical training of students: "Students learn to integrate concepts and theories, solve problems, ask questions in ways that go beyond single» (Efremova, 2018). A significant advantage of this approach to learning is that students master the generalized nature of cognitive activity.

It is important to develop skills and abilities in the assimilation of various situational and social rules that native speakers follow. It is necessary to master the basic rules of speech etiquette in intercultural communication, depending on the speech situation and to respect the values and traditions of other nationalities in order to avoid misunderstanding and conflicts of interest.

Having studied the main aspects of speech behavior in Russian, Arabic and English and analyzed the options for their use depending on sociolinguistic factors and functions, we defined the address as a etiquette speech unit which plays a major role in interpersonal communication and creates a special communication space.

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Primary Paper Section: A

Secondary Paper Section: AO

PHOTOGRAPHERS' NON-CODIFIED LEXEMES: PRAGMALINGUISTIC PRINCIPLES OF GENERATION

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Abstract: The article is written in the framework of pragmatic and contrastive linguistics and is devoted to the problems, factors and trends in the formation of non-codified lexemes, denoting photography equipments, of Russian and English versions of photographers' professional language. The research is exemplified by 535 Russian and 520 English non-codified lexemes of professional photographers' language, used by people engaged in photo industry: professional photographers, assistants of photographers and amateur photographers. In the course of the study, the reasons of the non-codified lexemes generation were identified, which made it possible to identify the symmetry and asymmetry of the principles of generating non-codified lexemes of the Russian and English versions of professional photographers' language.

Key words: pragmatic and contrastive linguistics, non-codified lexemes, professional photographers

1 Introduction

A prerequisite for the existence of professional languages is the continuous development of practical and mental activities of a person in society, contributing to the emergence of special signs that serve as a means of communication for persons of a specific industrial and professional group, arising from the various professional and social needs of communicants.

For more than a half of the century of its existence, photography has undergone from an ersatz of naturalistic painting to a way of documenting real facts and diagnosing all types of human activities. Photography is a relatively new kind of fine art, but has already firmly entered the life of modern society as a way of capturing historical and significant moments, transmitting information, a means of agitation and propaganda in the media, raising the status of a person in society, as well as a vast area of theoretical and practical human knowledge.

Photography as a specific area of human activity corresponds to a specific type of language, defined by us as the professional photographers' language. The professional photographers' language is "a functional variety of a national language, operating among photographers in the conditions of both formal and informal conditions of photographers' communication" (Mikhailova, 2017). The discourse of a professional community "always functions as a normalizer of professional and social values since it has a great impact on the community and the society as a whole (Mikhailova & Solnyshkina 2017).

The professional language that serves the communication of a particular team, united by the principle of the unity of professional activity in the performance of production duties, is heterogeneous. The verbalization of professional knowledge in the field of photography is expressed by the lexical-semantic apparatus of the professional photographers' language, the basis of which are terms (codified lexemes). When maintaining communication in the professional sphere often non-codified lexemes are used. "A feature of non-codified lexemes is the creation and parallel use of a system of lexical units corresponding to the terms" (Solnyshkina, 2005). Non-codified lexemes of professional photographers' language are lexemes that nominate and partially duplicate the codified nomination of phenomena and objects used in Russian and English versions of photographers' languages.

2 Sources Of The Material And Data Collection

Domestic and foreign linguistics do not have a comprehensive comparative study of the Russian and English versions of

professional photographers' language. The speech portraits of photo sites' users (Popova et al 2012), Russian professional folklore of photographers (Golovanova, 2011) and problems and principles of streamlining the terminology of photographic (Teneneva, 2001) are described. The terminological (codified) explanatory dictionaries of photographers, as well as dictionaries of non-codified vocabulary of persons employed in the photo-industry have not been published except the bilingual dictionary "English-Russian Dictionary of Photography and Cinematography" (Sakharov, 1960).

The sources of research materials were: 1) monolingual and bilingual dictionaries and vocabularies of the Russian and English languages, posted on photo forums and personal pages of photographers; 2) dictionaries of Russian slang (youth slang dictionary) and English slang (Urban Dictionary) languages; 3) text materials (comments) posted on the Russian photo forums "КлубFoto" and "ПентаКлуб" from 2015 to 2019 and the American photo forums "PhotoNet" and "Digital Photography Forum" from 2015 to 2019 on the following topics: Weddings and Events, Beginner Questions, Medium Format, Large Format, Travel, Macro. (Communicative Platform "Club.Foto.ru" 2018; Communicative Platform "ПентаКлуб" 2019; Communicative Platform "PhotoNet" 2018; Digital Grin Photography Forum 2019).

The article studies the volume of text messages is 540,889-word usages in the Russian language and 610,035-word usages in the English language. The research is based on 535 non-codified lexemes of the Russian language and 520 non-codified lexemes of the English photographers' language, used by people engaged in photo industry.

3 Methodology

The implementation of the comparative study led to the use of the following research methods: the continuous sampling method was used to collect linguistic material – non-codified lexemes of Russian and English versions of professional photographers' language, the descriptive method made it possible to describe the course and results of the study, the semantic analysis method made it possible to identify the total and particular meaning of the lexemes which are under study in denotative and connotative macro components of the lexical meaning.

4 Results And Discussion

The absence of lexemes denoting certain concepts or realities in the codified photographers' language causes the emergence of a significant part of lexemes for naming objects, so some lexemes of the professional photographers' language fill the voids in the codified substrate.

Supporting the views of L. F. Kakhovskaya (Kakhovskaya, 1983) we note that the extra-linguistic conditioning of lexical changes is associated with the development of interethnic cultural ties and the scientific and technological process. Factors "cause the need for mass nomination of a number of newly emerging phenomena on the basis of improving the known nominations or through the application of new methods of derivation (Kakhovskaya, 1983).

The extra-linguistic pragmatic principles of photographers' non-codified lexemes generation.

Among the main extra-linguistic factors contributing to the process of generating Russian and English non-codified lexemes of professional photographers' language, we note the rapid development of mass media (communication (forums) and information (sites) platforms for photographers, blogs and vlogs of photographers to exchange information), the discovery of new photographic processes, the creation and improvement of

photographic equipment and graphic editors. For example, бандинг (banding) 'a kind of noise in the form of regular straight stripes', заблюрить (to blurry) 'to make the image less clear through a graphic editor', бelfie '1) a photo of somebody with an alcoholic drink, mainly with beer; 2) a photograph of somebody, taken from below in such a way that buttocks are shown', ACR (Adobe Camera Raw) 'an addition to the software Adobe, which allows to process and convert files.'

Realization of a non-lingual reason comes down to borrowing a word along with a concept, object, or phenomenon. Often, in connection with the need to name a new reality, a cumbersome descriptive phrase or phrase is replaced by a shorter version. The extra-linguistic conditions of lexical changes in the language of photographers is related to the socio-professional request to give names to new phenomena: photoshopper 'person / photographer using the Adobe Photoshop graphics editor', pnetter 'user of the "Photo.net" site.'

In all cases of creating non-codified lexemes of photographers' language, there is a tendency toward nominativity in order to overcome language redundancy: горизонт (horizon) 'horizontal lines, objects in a horizontal position on a photograph / computer monitor', портретник (portrait) 'a lens that specializes in portraits', birder 'a photographer of birds', duckface 'self-portrait photograph with extended lips in a tube.'

The intra-linguistic pragmatic principles of photographers' non-codified lexemes generation

The enrichment of the nominative fund of the professional photographers' language mainly occurs under the influence of intra-linguistic factors, which may be due to the fact that the lexemes does not demonstrate the required denotative, connotative or functional semes. New concepts do not mean new objects, they are used to name existing realities that do not meet the requirements of communicants.

The intra-linguistic factors include primarily the desire for savings. The desire for savings is combined with the tendency of regularity of intra-linguistic relations, which is realized by the abbreviation of the lexemes: shelfie (shell + selfie 'photograph of oneself') 'photograph of a bookshelf', lelfie (legs + selfie) 'photograph of legs', belfie (beer + selfie) 'photograph of himself with an alcoholic drink.'

Phonetic changes occur in order to create a compact duplicate replacement. Due to the desire to save speech effort, three articulations are replaced by one in Russian language. For example, пятьдвак (pyadvak) < 5d2 (five-d-two); пятрик (pyatrick) < 5d3 (five-d-three) or complex articulation is replaced by a light one in Russian and English languages: пентрих (pentuh) < pentax, олик/оля (olik / olya) < Olympus, pix < pictures.

The tendency to differentiation is caused by "the need to give a separate name to each species of one kind or another and thereby establish logical genus-species relations" (Solnyshkina, 2005). For example, res (resolution) 'image quality', hi-res (high-resolution) 'a raster image containing a large number of pixels per area of the photo / image', lo-res (low-resolution) 'a raster image containing a small number of pixels per area photos / snapshot.'

The need for new emotional and expressive notation of well-known concepts is associated with the constant expansion the range of synonymous tools in the vocabulary that allow to clarify the concept, emphasize its characteristic feature using the connotative macro component of the meaning, which is undoubtedly connected with a tendency to differentiation. For example, a derogatory fauxtographer 'a photographer who tries to take a good picture without changing settings', an ironic gearhead 'an aspiring photographer who does not understand equipment and programs', an approving cameraist 'a photographer', cameraman 'a photographer', shooter 'a photographer.'

The reasons for the appearance of a number of English abbreviations in the photographers' language are the need to eliminate information and seal communication. For example, TTDPA (Take the Damn Picture Already), PhD (Press here Dummy).

To a greater extent, the appearance of non-codified lexemes of Russian and English versions of professional photographers' language explained by the principle of least effort. "Linguistics considers the principle of economy as the most important principle that regulates the functioning of the language system and, in particular, determines the relationship between grammar and dictionary: irregular language forms are more economical to store in the dictionary without generating them each time using unique formulas" (Reformatsky, 1967). The result of the principle of least effort is truncated forms and abbreviations: pic (picture) 'photograph', 3П (background) 'background of the photograph.'

The principle of redundancy is a semantic-pragmatic principle caused by the need to report a new meaning based on the existing form of the lexeme, which contributes to the creation of the abbreviation. For example, JPG 1) Joint Photographic Experts Group 'a joint group of photography experts'; 2) 'compressed raster graphic image format'; 3) Just Goody Pixels 'file type for low quality photos.'

The principle of emphases is "caused by the need to update the form in order to create an aesthetically acceptable, psychologically attractive reduction, to express a slightly different evaluative attitude" (Bloch & Sergeeva 2014). For example, golden hour/ magic hour 'time of day, usually towards the end of the day, when the sun reaches its highest point.'

In the professional photographers' language lexemes oriented towards rough form, nominating photographic equipment, photographers and photographers, are subject to the principle of dysphemism. Synonymous and / or antonymic lexemes arise under the influence of the need to introduce additional shades of meaning (Reformatsky, 1967). Generation of non-codified synonymous lexemes nominating photographic equipment, photographers and photographed objects, comes down to create a form that demonstrates a negative meaning. Negative seme is observed in the nominations of photographers and photographed people. For example, fauxtographer < faux (false) 'a photographer who tries to take a good picture without changing the settings of the camera', bridezilla < bride and Godzilla 'the bride, whose behavior becomes extremely nervous in the process of preparing the wedding.'

5 Conclusion

The analysis allows us to conclude that the symmetry of the mechanisms of generating non-codified in the Russian and English versions of the professional photographers' language is determined by the implementation of the pragmatic principle of economy, principle of redundancy, principle of dysphemism, principle of emphases and principle. The reasons for the non-codified Russian and English photographers' lexemes generation are reduced to two main and obvious ones: 1) the absence of a name; 2) the need for communicants in additional denotative, connotative, functional macro components of the lexical meaning. Russian and English non-codified photographic lexemes appear using the following means: intrinsic motivation, imagery, word-building capabilities and associative connections.

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Primary Paper Section: A

Secondary Paper Section: AI

PUBLIC-PRIVATE PARTNERSHIP IN INFRASTRUCTURE: BUDGET EXPENDITURES' EFFICIENCY INCREASE IN RUSSIA

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Abstract. The article contains a methodology for formalized evaluation of alternative models of replacement of budget funds by private investment in the public infrastructure projects in the PPP's forms. The theoretical explanation of the origin of PPP as a structural relationship of economic system capable to organize the optimal combination of formal and informal institutions allows an economic system not only to stabilize the pace of economic growth but also to stimulate its long-term increase. In the situation of economic growth slow-down in Russia, it is extremely important to determine some standard of PPP in the sphere of public infrastructure projects, that could allow to reduce capital expenditures of the budget and their replacement by private investment. To organize the optimal hybrid forms of PPP-projects in infrastructure there have been modeled their alternative structures, which give different economic results in terms of reducing budget expenditures and growing GDP rates.

Keywords: public-private partnership (PPP), formal institutions, public infrastructure projects, budget deficit, fiscal consolidation, budget capital expenditures.

1 Introduction

The global crisis of 2008-2009 has made the obvious trend of the global economy' slow-down, despite the differences in GDP growth rates in various groups of countries (IMF, 2017). According to EBRD' experts, starting from 2018, the global economic growth is likely to vary around 3% (EBRD, 2018). Accepting this trend as a given, the article raises the question of the possibilities of national communities to institutionalize such forms of potential investors' cooperation that would allow in the foreseeable future to damp the negative economic trends using the potential of organizational forms of business. The latter are directly connected with factors of inclusive economic development that have been little studied today (World Economic Forum, 2018).

Taking into account the low economic growth rate in Russia it should be of great importance to solve the problem of the multiplier effect of budgetary investment in public infrastructure in the conditions of growing budget deficit, increasing cost of its servicing and the resultant fiscal consolidation. Thus it becomes clear that the stable formal institutional conditions for private investors as to transactional costs, risks, financial parameters could bring the ratio of budget and private financing of public infrastructure PPP-projects to 1 to 3 (Infrastructure Investment Analytical Review, 2018).

The contributions of this paper are as follows. The methodology section presents a revision of the investigations dealing with characteristics of formal and informal institutions, ensuring the optimization of PPP in the public infrastructure.

Section 2 discusses the methodology of modeling the substitution of budget funds by private investment in public infrastructure PPP-projects, including the essence of the category of PPP from the institutional economic theory. Among numerous organizational forms it has been proven the acceptability of hybrid forms of PPP-projects in the sphere of long-run capital-intensive public infrastructure.

Section 3 evaluates the negative and positive impacts of the budget consolidation as well as replacement of budget expenditures by private investments through hybrid organizational

forms of PPP' projects in public infrastructure. The obtained estimates demonstrate the possible economic effects of attracting different amounts of private investment per unit of capital budget expenditures through infrastructure PPP projects' realization, which could reduce the negative consequences of fiscal consolidation down to zero or achieve positive return.

Section 4 discusses the conclusion and implications.

2 Methodology

2.1 The essence of the category of PPP: institutional attitude

The solution of the problem of extrabudgetary financing of infrastructure PPP projects in the public sector is directly related to the need for macroeconomic assessments of state' activities. The society's assessment of the quality of the state's activities deal with terms of the effectiveness of the state's disposal of the property and assets delegated to it; fulfillment of the functions imputed to him and provision of public goods and services (Alesina, et al 2017).

All participants of PPP enter the complex interactions or "alliances" with one another, that can be characterized from the viewpoint of partnership or cooperation. The private interests are determined by the desire to maximize profits, or market share, or cost of a public company, or others. As to the state, its aim is to save budgetary funds, as well as to increase the quantity and to improve the quality of public goods, financed from the budgetary funds (Batini, 2014).

Using the structural approach to interpretation of the numerous forms of exchange institutionalization in general, three basic groups have been identified: the market forms, the firms (or hierarchies), and hybrid agreements. These organizational forms institutionalize virtually all the transactions in a market economy, including these that occur between public and private sectors. Agreeing with R.A. Posner's position, any decision taken by the state as a regulator must meet the welfare maximization criterion or transaction costs minimization one for the purpose of satisfying the whole society' needs. For these purposes, formal institutions (legal rules), created by the state, should imitate the market: distribute property rights like a market in conditions of zero values of transaction costs, which quite suits economic agents (Posner, 1998). The degree of this ideal situation' implementation is a kind of criterion for assessing the effectiveness of the state as an organizer of hybrid forms of PPP in the sphere of public infrastructure.

2.2 Public infrastructure PPP-projects in Russia and the budget expenditures' efficiency increase

Traditionally, the financing of public infrastructure in the form of PPP projects was carried out mainly at the expense of budgetary funds of authorities of all levels. In the developed countries on average around 15-16% of expenses on fixed assets annually are invested by the budget, the record low figure is in Germany - 10.6%, but much higher than the average level, for example, is invested in less developed Latvia - 19.2%. So Russia in this parameter falls in a general tendency, but up to a point that it lags behind on the development of infrastructure from the countries listed in the chart - France, the United States and Great Britain (Fig. 1).

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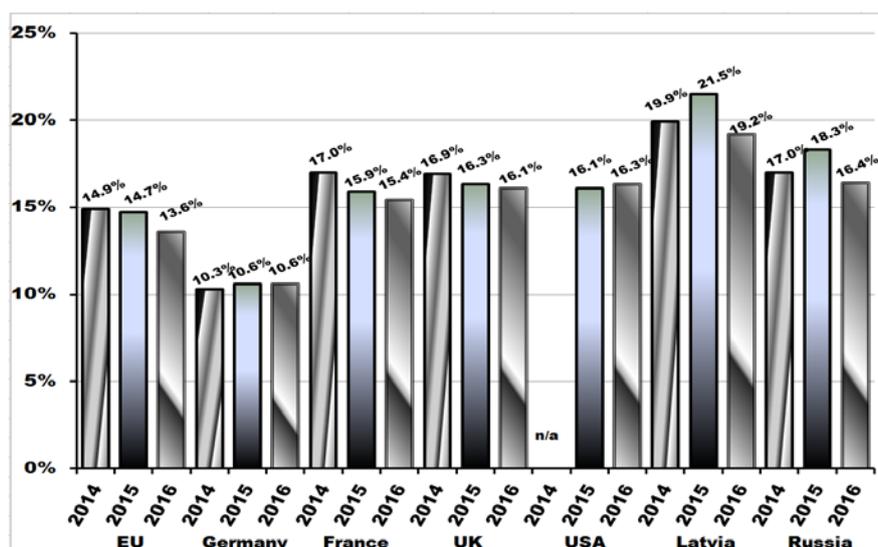


Figure 1. Budget expenditure of some national governments on infrastructure, % of total fixed assets
Sources: Composed on the materials of EU Open Data Portal, World Bank, InfraONE calculations

In order to ensure high rates of economic growth in Russia, the total expenditure on infrastructure should be at least 4-5% of GDP per year (more than 4 trillion rubles) (McKinsey & Company 2013). But for the period 2012 - 2017 years the share of state

investments in public infrastructures decreased from 3.7% of GDP to less than 2.4%, respectively. So the budgetary system of the Russian Federation has been showing the record low figures as to public infrastructure PPP-projects' financing at the expense of the budget expenditures (Fig. 2).

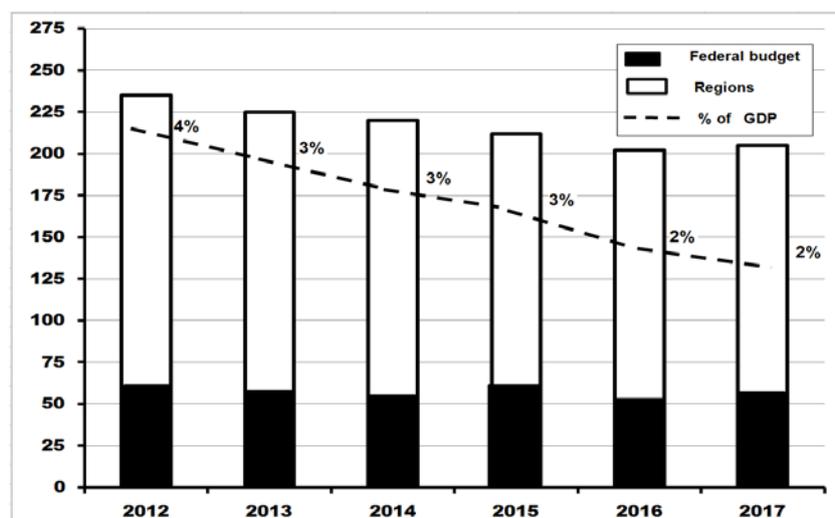


Figure 2. Budget system's expenditures of Russia on infrastructure for the period 2012-2017 (Preliminary estimates), billion rubles
Sources: Composed on the materials of InfraONE, Treasury's data

In conditions when yearly GDP growth rates are planned at 1.5% for the next three years, due to the sanctions against the Russian economy which are likely to remain until the end of the planned period, the unstable revenues of the oil and gas export that form one-third of the federal budget, the government begins to implement the fiscal consolidation program applied to the federal budget for 2018-2020 (Ministry of Finance of the Russian Federation, 2017).

So there should be found the alternatives that could help to realize budgetary consolidation without negative influence on the GDP growth rates. They deal with effective realization of hybrid forms of PPP' organization in the sphere of public infrastructure.

3 Results and discussion

The solution of the problem of large-scale construction and reorganization of the public infrastructure in the country is possible only within the framework of complementary long-term

financing of a system, including the resources of the power structures, institutional and private investors. In other words, subject to consolidation of budget funds, the state should change the structure of the financial market institutionalizing the emergence of debt financing segment oriented on public infrastructure PPP projects financing.

In Russia, for example, this situation could be radically changed only after realizing the new mission of the state in the development of public infrastructure: not spending budget funds to finance PPP projects, but attracting private investment with the help of fiscal instruments. Now the ratio of budgetary and extrabudgetary PPP project financing in Russia is 1 to 1. But in perspective this ratio could be changed in favor of private business to 1 to 3. However, the potential size of the Russian financial market for infrastructure PPP projects is much larger and estimated at 2.3 trillion rubles in 2017 (Deryugina, & Vlasov, 2018). More than a quarter of its segment is represented by demand for private investment. According to expert estimates, it is possible to ensure a minimum level of the country's

development by offering at least 300-500 PPP projects of different values within 5-10 forthcoming years with a total cost of all of them at least 6 trillion rubles (Adamchuk, & Papchenkova, 2017).

According to the estimations of InfraONE staff, the use of alternative forms of state support will help to invest additional 0.34-1% of GDP to the infrastructure for three forthcoming years, depending on how actively the authorities work with investors and initiators of projects and stimulate the use of different forms of support within different projects.

In other words, the significance of the Russian state is great as compared with developed countries, which becomes obvious estimating the elasticity' coefficients. To demonstrate the elasticity of GDP in terms of federal budget expenditures there have been estimated the dynamics of Russia's GDP growth rates over the period 2000 - 2018 (forecast indicators) as well as correlation with changes in federal budget revenues and expenditures. The federal budget parameters have been chosen because of their dominance in the consolidated budget' revenues and expenditures of the country (Fig. 3). Note, that GDP' dynamics in Russia was investigated within the framework of the trend-seasonal Holt-Winters model (URL).

The changes, shown in Fig. 3, show that the revenues and expenditures of the federal budget vary ambiguously: in current prices their dynamics are multidirectional. Thus, the average parameters of federal budget expenditures fluctuate above the polynomial trend. This tendency indicates a predisposition of the federal budget to an increase of the budget deficit, which justifies the budget consolidation as a government program for the forthcoming 2018-2020 years. At the same time, federal budget revenues change in a more limited range than expenditures for the same periods of time (Sadeghpour et al, 2017).

According to the data of Table 1, the involvement of one additional private ruble could increase the potential of budget expenditures for infrastructure development by 2 times. So if in 2012 the federal budget expenditures for infrastructure were 565.7 billion rubles, this amount could double till 1 179.4 billion in the case of 1 additional ruble attraction of private investment in the same year. (IMF, 2017). The more significant results are given in the third column of Table 1, where the attraction of 3 additional rubles of private investment per one ruble of budget funds in 2012 could increase the whole expenditures for infrastructure development by 4 times till 2358.9 billion rubles the same year without raising budget funds at all.

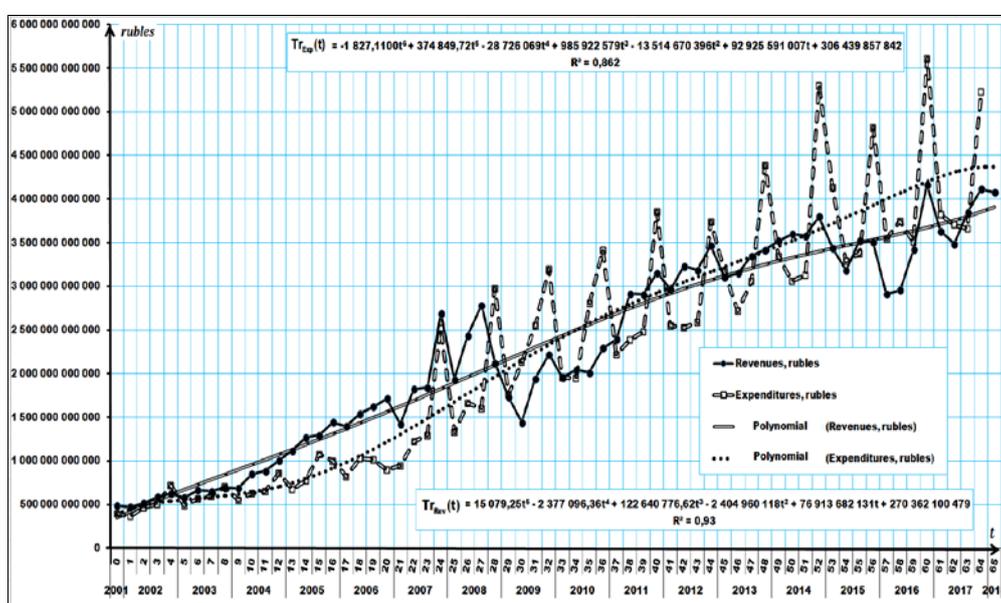


Figure 3. Dynamics and trends of quarterly changes in revenues and expenditures of the federal budget of the Russian Federation for the period of 2001-2018 (in rubles)

Sources: the authors estimations on the base of official data of Rosstat

Table 1. Assessment of the effect of scale obtained from attracting private investments to the ruble of budget funds into the infrastructure projects in current prices (in billion rubles)

Sources: the authors estimations on the base of Rosstat' data

Year	Average elasticity of GDP by federal budget' expenditures	Effect of scale of capital expenditures of federal budget, billion rubl.	Effect of scale of capital expenditures of federal budget in the ratio: 1 budget ruble : 1 private ruble (billion rubl.)	Effect of scale of capital expenditures of federal budget in the ratio: 1 budget ruble : 1.5 private rubles (billion rubl.)	Effect of scale of capital expenditures of federal budget in the ratio: 1 budget ruble : 3 private rubles (billion rubl.)
2012	1,042343	589,716318	1179,432637	1474,290797	2358,865275
2013	1,042343	571,729627	1143,459255	1429,324068	2286,918509
2014	1,042343	726,468372	1452,936744	1816,17093	2905,873489
2015	1,042343	686,652759	1373,305518	1716,631898	2746,611036
2016	1,042343	628,574590	1257,149181	1571,436476	2514,298362
2017	1,042343	594,792800	1189,585601	1486,982002	2379,171203
Forecast	1,042343	609,770761	1219,541524	1524,426905	2439,083048
2019	1,042343	604,559046	1209,118092	1511,397615	2418,236184

On the base of above discussed results (Table 1) it is constructed the regression of the growth rate of GDP by the growth rate of

expenditure which approves the tendencies. Fig. 4 describes dynamics of the economic effect of scale obtained from attracting private investments to the ruble of budget funds into the infrastructure projects in current prices for the period 2012-2020.

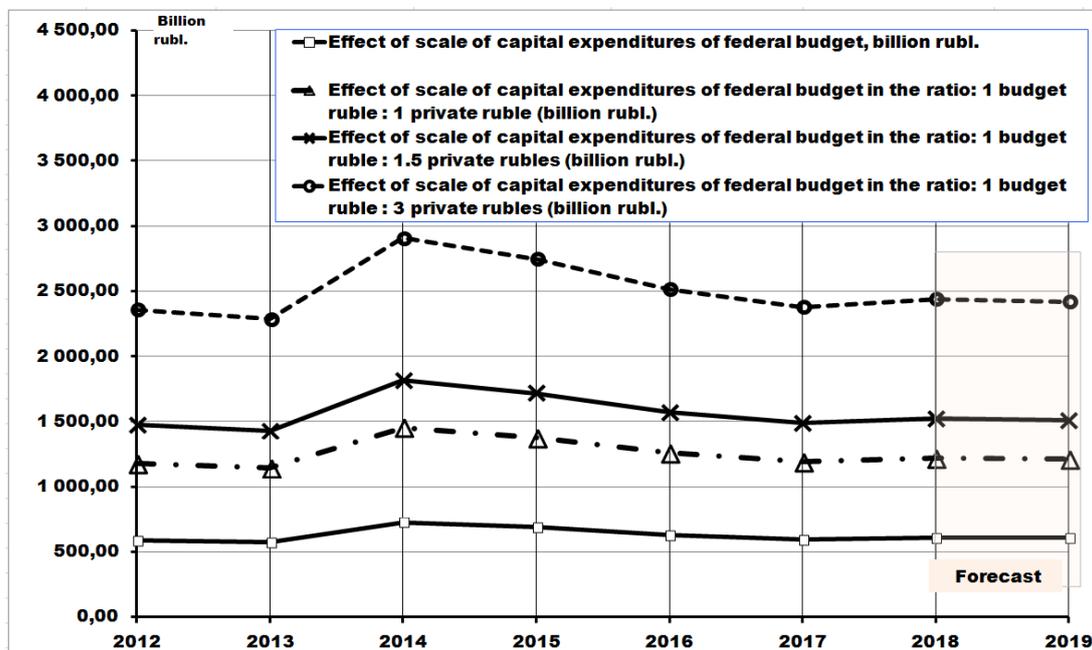


Figure 4. Dynamics of the effect of scale obtained from attracting private investments to the ruble of budget funds into the infrastructure projects in current prices (in billion rubles)
Sources: the authors estimations on the base of Table 1

The economic effect will be much higher than the averaged indicators for the elasticity of GDP by federal budget expenditures. So even in the case of a stagnant economy and fiscal consolidation, the budget expenditure' policy could be extremely effective if the state could increase the effectiveness of its activities as to public infrastructure financing of the properly organized PPP-projects.

4 Conclusion and implications

The public infrastructure projects, being a public goods, have turned out to be exclusively capital-intensive, requiring long-term investments, controlled by the state. And under certain circumstances, their effective implementation could bring a multiple economic return. The analyses and estimations have proved that modern public infrastructure building and restructuring are the fundamental factor of the Russian economy' accelerated growth (Razavi et al, 2015).

The problem of replacing effectively budgetary funds with private capital in financing public infrastructure PPP-projects, provided that the state offers the necessary administrative and institutional support, has not yet been solved by researchers or practitioners. It can manifest itself only if the government uses budget funds not so much to finance infrastructure projects as to create appropriate conditions for private investors, including institutional players. The latter means primarily the stable formal institutional conditions for private investors, low transactional costs, attractive financial parameters, that could bring the ratio of budget and private financing of public infrastructure PPP-projects to 1: 3. The base of evaluation is data variation of budget and private investment' tables as well as official and private statistics of PPP' infrastructure projects in Russia and all over the world.

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Primary Paper Section: A

Secondary Paper Section: AH, AE

RELIGIOUS VALUES AS SOCIAL ENGINEERING TO FORM BUSINESS ETHICS IN POST-CAPITALIST SOCIETY

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Abstract. The purpose of this work is to describe the function of religious values as social engineering to form the ethical business behavior in post-capitalist society. Toward the post-capitalist era, the religious institution, especially Jewish, Christian as well as Islam is playing some roles in business activities. The religious leaders issue the regulations in order to govern their follower in business activities, which refer to religious principles. The aim is to implement religious values in business activities due to protect the religious society. Philosophical questions arise, why religious values must be implemented in business activities, as well as how religious values become as social engineering and are able to form ethical behavior in business activities in post-capitalist society. This work tries to answer these questions from some philosophical approaches.

Keywords: function of religious values, social engineering, philosophical approaches

1 Introduction

B. Wilson writes the definition of religion, which is “a set of beliefs, attitudes, and dispositions concerning, and activities directed toward, super-empirical entities, states, objects, or places (Stolz, 2011). E. Durkheim (1912) analyzes that religion is a social phenomenon (Pickering, 2009). According to M. Reville, “Religion is the determination of human life by the sentiment of a bond uniting the human mind to that mysterious mind whose domination of the world and itself it recognizes, and to whom it delights in feeling itself united” (Madan, 2010) Many definitions or interpretations from philosophers arise. Religious values are ethical principles founded in religious traditions, texts, and beliefs. In contrast to personal values, religious-based values are based on scripture and a religion’s established norms. Deontological moral theories, having to do with adherence to duties and overarching principles, have taken myriad forms, both religious and secular. The predominant religious conception of deontology is usually referred to as “divine command” theory, while philosophical theories range from the work of I. Kant and W. D Ross to the divergent justice theories of J. Rawls and R. Nozick.¹

Max Weber in 1904 delivers his theory that religion has relation with economic and become one of the main factor affecting the society and economic development. Economic consist of trade activities of products and services between members of the societies. Weber observes that the religious values of Protestantism become the spirit of the society to change the social attitude from the traditional economic system into modern capitalism.² Since that time, many researchers have been doing to prove the existence and influence of religion in economic development in society.

2 Methods

Mansell (2013) notes that the understanding of trade, or market exchange, constitutes a form of human action. Further, he explains that it is an instrumental form of action, a means to the satisfaction of some of the purposes or goals of the individual who engages in trade. The understanding of trade as a means for satisfying individual expectation, the assumption of rationality can be seen as a key part of the concept. By rationality, the capacity of an individual to conceive a specific goal or purpose of his or her action and to make a judgment (however temporary) as to what actions will be most effective in achieving this goal (Mansell, 2013). Every religion is led by religious leaders and they have their own concern to rules and conduct their follower

base on their ethical and moral codes, which thought by religious traditions. Some of these values are implemented in economic as well as business activities. They play the role in economic and business decision-making.

3 Results and Discussions

Herring (2006) writes that in Europe where people live in a modern and good living, they still feel dissatisfaction and emptiness. According to him, there is a growing realization that humanity has a spiritual dimension and that we are not just rationalizing biological machines, something especially prevalent among the young generation (Herring, 2006). Spiritual starving is one of the reasons that make people become religious. In addition, there are still many people who believe that religion is a source of moral teaching.

3.1 Religious Values As Social Tools

Religious values can be implemented as social tools and become moral instruments in society, as long as it has a religious institution, which control it. As described by Pound (2017), that morals have not had so effective an organization behind them. Further, he notes that religious organization was an effective agency of social control but then they're lost their power over the mass of mankind. Social control all but completely secularized (Pound, 2006). The beginning of law took over religious institutions and religious precepts and put the force of the state behind them. Religion still has an intimate relation to the ideal element in law and one of the leading jurists of today tells us that for our measure of values, which he considers philosophy cannot give us, we must turn to religion (Pound, 2006).

3.2 Analysis Approaches

In understanding business behavior and the role of business in society, social ethics takes center stage with the concept of simultaneous realization of norms of efficiency, humane technology, sustainability, morality, and justice (Pound, 2006). Religious institutions play a role as social control over the human conduct in business activities involving members of the community either as business actors themselves or as consumers as well as supporters of the business process. Some approaches are used to analyze the function of religious values as social engineering to form the business ethics in post-capitalist society, can describe as follows:

Historical approach. Historically, it has been noted that religious moral values have become one of the main legal sources to regulate human conduct in society. Pound (2017) notes that men ought to obey the law for four reasons. First, laws are prescribed by God; Second, they are a tradition taught by wise men who know the good old customs; third, they are deductions from an eternal and immutable moral code; fourth, that they were agreements of men as to their relations with each other, binding them because of a moral duty to keep their promises (Pound, 2000). Fukuyama (2011) writes that law was rooted elsewhere, either in religion, such as: as in the edicts regulating marriage and the family or in the customs of tribes or other local communities (Fukuyama, 2011).

Political philosophy approach. Politics and religion play an important role in the construction of economic systems and business processes of business in society. Newell (2015) writes that religion in politics thus has at least two roles. First, it can offer ideas about the appropriateness of specific policies in promoting the common good. Second, it can strengthen the role of religious values in political discourse - and thus comity in our constitutional system. To play these roles well, people of faith - and most especially political candidates who claim that faith

¹ Stolz Jorg, Op.cit.

² “The Protestant Ethic and the Spirit of Capitalism” is the most well-known and most controversial work of Max Weber, first published in 1904. In this book, Max Weber opposes the Marxist concept of dialectical materialism and connects the rise of the capitalist economy with the Calvinist belief in the moral value of hard work and the fulfillment of his worldly duties.

guides them - need to keep in mind not only their rights but also their responsibilities.

Social philosophy approach. Religious institutions have important roles to establish and maintain the good relations of their followers in society, especially in the fields of law, politics, relations between members of society, economics, social culture, education, and family relations. Rawls describes that one of the assumptions of his discussion of justice in national system is that the people living in the sort of country he considers have different sources for theory sense of values. Some of these sources are religious, but different people derive different values from their different religions. Other people in the sort country he describes do not have any religions, and so do not derive their sense of values from this source. Somehow, he says, the basic law and institutions must be agreed upon by all of these people, with their diverse sources of values. His discussion illustrates well the difference between religious sources of values and philosophical sources (Gilbert, 2012).

Modern business policy approach. When religious society wants corporations to apply their religious values as business policies, it will have some impacts on company management policies such as the high cost of production, cost of licensing, cost of marketing, etc. It will arise business considerations to keep longer the sustainability of the business. The level of competition in the marketing of products or services increasingly stringent. It will make a corporation to take into account the magnitude of the opportunity to benefit from the policy to be taken.

Jevons (2014) writes that now, a religious institution is not the only institutions which an early people possess. It has also social institutions, such as those which regulate marriage, the organization of the family, the vengeance to be taken for the murder of kinsman, the holding of property, the government of the community, etc. (Jevons, 2014).

4 Summary

The major agencies of social control are morals, religion, and law. At the beginning of law, these are not differentiated. In ethical theory, the balance between rights and obligations for each member of society is very important to be applied as part of the moral category among civilized societies in the business sphere.

Base to the history, it could say that religious values were used as a basic source of the law. Religious organization was an effective agency of social control. From the point of view of philosophical politic, religious values can offer ideas about the appropriateness of specific policies in promoting the common good, as well as it can strengthen the role of religious values in political discourse - and comity in our constitutional system. Further, base on social philosophy approach; refer to theory sense of values by Rawls, religious values are one of the different values that exist in the society.

5 Conclusion

From moral and ethical views, religious values are implemented in business due to some reasons. First, to protect the religious believers who practice business. Second, to protect consumers from "social violence" by corporations, who use their products or services. The third, the realization of religious values in business, is an expression of public loyalty to religious principles that they adhere to and believe. When managing their business, corporations should know that it is not only their rights in the sense of making a profit and doubling their profit, but more than that, it is an obligation and responsibility to form ethical business behavior.

However, there is an exception that relates to a wide market that becomes competitive and consists of different religious believers. Not all goods or services will be consumed in the market by all religious believers. Religious values related to specific religious principles will be sold only to those consumers who believe and

practice these specific values. The difference values from various religions in society will cause difficulties to implement as general regulations in diverse communities.

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RISK ASSESSMENT IN LEASING ACTIVITY

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Abstract. Leasing business in Russia originates from "Leasing (Finance Lease)" Federal law adoption. In the article up-to-date leasing industry development features are considered, the main difficulties in strengthening of a financial position of leasing companies are designated, risk sources for lessors as well as for the parties interested in more effective work of the companies are defined. Also necessity of risk assessment for leasing companies is considered, the risks arising at various stages of the leasing transaction are singled out, some leasing activity risk assessment methods application peculiarities are analyzed and necessity of system approach application to leasing activity risk assessment is considered. A long-term trend of leasing development is increase in number of such transactions. Key characteristics for assessment of leasing contracts efficiency are the recoverability of loans, lack of expensive actions for overdue loans return, contracts dynamics in separate leasing companies.

Keywords: Leasing (Finance Lease), Federal law adoption, assessment methods application

1 Introduction

Leasing activity is a specific type of investment activities on property acquisition and its transfer to leasing under the contract of leasing. Main types of leasing are financial and operational leasing. By financial leasing one should understand leasing with full payback of leased objects, with the long term of the contract and the involving property right transition to the lessee. Operational leasing is in a greater degree the transfer of an object of property to temporary possession and usage, assuming return of property after contract term. Now financial leasing prevails. The leased asset is the property of the lessor or the bank that finances this transaction (Kovalyov, 2017; Chugunov & Alentsina 2015; Adamov & Penchukova 2014; Asyaeva et al 2016).

Russian leasing companies depend on subsidies and banking institutions. The external analysis of financial solvency of the leasing companies still remains inefficient that Russian accounting standards don't allow to see a real financial position of the leasing companies, besides, in comparison with the foreign leasing companies, at the Russian companies the award for risk is higher (Hromtsova & Panenko 2014). In the present risks of leasing activity are considered only at an evaluation stage of the possibility of non-receipt of leasing payments though risks can arise practically at each stage of the leasing transaction and finally lead to the unprofitable transaction or will threaten the conclusion of the transaction. Risk assessment problem, in particular leasing activity, is the difficulty of assessment mathematical apparatus which has not been put into practice of the companies yet. An integrated approach to risk assessment in leasing activity which will include a possibility of risk assessment at various stages of activity is necessary (Iravani et al, 2015).

2 Methods

When conducting the research training and scientific materials on the research problem, periodic literature and also data of the rating and analytical agencies were used. Economic aspects of risk category in domestic economic literature are considered in the works of I.R. Balabanov, M.S. Bakanov, Yu.N. Voropayev, P.G. Grabovy, M.V. Lapusta, N.B. Ermasova, R.M. Kachalov, L.E. Skripko, etc. In foreign economic literature the problem of economic risk is developed in a more detail, and it is historically explainable: studying of economic risk has long-term history in developed economies. In the thesis J.M. Keynes, F. Knight, T.L. Barton, M. Krui's works, etc. were used. Works of such authors as were devoted to issues of development of the leasing industry: V.V. Kovalyov, N.A. Batayeva, L.K. Ulybina, O.A. Okorokova and others. The leasing risk was investigated by domestic scientists such as: V.D. Gazman, V. Shabashev, T. Filosofova, E.

Kiselyova, A. Gerasimovich, A. Martynov, V.G. Shibakov, R.Ya. Zaripov, M.S. Mishina, etc.

The following work methods were used in the research: monographic, methods of the analysis and synthesis, general scientific induction and deduction and others.

Methodological bases of work are the theory of risk, the theory of the economic analysis, the theory of corporate finance and management and also the concept of a system of the balanced indicators.

3 Results And Discussion

In many countries leasing became one of powerful components of investment policy, the conventional catalyst for modernization of production base, a key method of innovative activity financing (Zeynalov, 2017). The state subsidizing of trucks sales and realization of pent-up demand led to increase in number of leasing transactions and, as a result, growth of the segment of SME by 52% (Zeynalov, 2017).

The leasing credit is followed by need of studying of leasing risk which is presented by risk of failure to pay and/or decrease in leasing payment under the contract of leasing crediting. In this case the leasing payment acts as a random variable; absolute and relative level of leasing risk will calculate taking into account change of leasing payments on the credit (Saenko, 2011).

The arrears share in the loan portfolio at the independent leasing companies makes about 1.1%, at the companies connected with banks – 3.7% (Moiseyev & Morgunova 2017).

The following private risks are peculiar to leasing operations: marketing risk, price risk, risk of death or damage of an object of the leasing credit and risk of moral obsolescence of an object of the leasing credit. Separately it is necessary to specify directly credit risk of the lessor (Kord et al., 2017).

In leasing activity risks arise at various stages of the leasing transaction. Features of emergence of risks at each stage of the conclusion of leasing transactions are reflected in table 1.

Table 1. Risks inherent in consecutive stages of the leasing transaction

No.	Stage of the leasing transaction	Emerging risk
1	The lessee chooses the property and the seller of the property (the lessor chooses the seller)	The risk of changes in the price of goods, reputational risk, operational risk
2	Conclusion of a contract between the lessor and the lessee	The risk of changes in the price of goods, rep. risk, operational risk, legal risk, credit risk, strategic risk
3	Purchase of property by the lessor from the seller of the property and transfer of property to the lessee under a lease agreement	The risk of changes in the price of goods, reputation. Risk, operational risk, legal risk, credit risk, strategic liquidity risk
4	The lessor mobilizes financial resources for the purchase of a leasing object	The risk of changes in the price of goods, rep. risk, operational risk, legal risk, credit risk, strategic risk, liquidity risk, regulatory risk
5	Leasing object insurance	Also as in line 4

There are enough methods of risk assessment, but not all of them can be identical to be applied successfully at risk assessment of leasing activity. Characteristic of some methods of leasing activity assessment is presented in table 2.

Table 2. Advantages and shortcomings of some methods of risk assessment for separate risks of the leasing companies

Risk assessment method / types of risks which are estimated by the method	Advantages of the method	Method shortcomings
The structured interviews and brainstorming / Risk of the change in price of an item; reputation risk, operational risk, legal risk, credit risk, strategic risk, risk of liquidity, regulatory risk	<p>a) Advantages of the structured interview:</p> <ul style="list-style-type: none"> - structured interviews allow to analyze a problem. - Exchange of information "in private" can let consider a problem in all its aspects. <p>b) Advantages of brainstorming are:</p> <ul style="list-style-type: none"> - development of independent way of thinking of participants which helps with identification of new types of risk to find new solutions; - involvement of the key involved parties and, therefore, exchange process improvement information; - speed and ease of application of the method. 	<p>a) Shortcomings of structures. interview:</p> <ul style="list-style-type: none"> - the structured interview demands big expenses of time of the interviewer for receiving and processing various and numerous opinions on a problem. - The method allows bias and unwillingness to discuss a problem in group. <p>b) Brain storm method shortcomings are the following:</p> <ul style="list-style-type: none"> - The lack of skills and knowledge of participants of discussion for effective generation of the ideas is possible. - It is difficult to check comprehensiveness of discussion and to confirm, that all dangers and types of risk are identified. - Some participants having the valuable ideas, can not prove while others dominate at discussion.
Business Impact Analysis (BIA) / The risk of changes in the price of the goods; reputation risk, operational risk, legal risk, credit risk, strategic risk, liquidity risk, regulatory risk	<p>The advantages of the BIA method are:</p> <ul style="list-style-type: none"> - providing insight into critical processes to achieve established goals; - ability to assess the required resources; - possibility of revising the production process to increase the sustainability of the organization 	<p>The disadvantages of the method are the following:</p> <p>a) There may be insufficient competence of survey participants, interviews or meetings;</p> <p>b) The dynamics of work in a group can influence the entire analysis of the functioning of a critical process;</p> <p>c) Simplified or super-optimistic estimates of recovery requirements are possible.</p>
Causal analysis / The risk of changes	The advantages of the method	Disadvantages of the method:

in the price of the goods; reputation risk, operational risk, legal risk, credit risk, strategic risk, liquidity risk, regulatory risk	<p>are:</p> <ul style="list-style-type: none"> - involvement of competent experts in the work of the group; - the use of structured analysis; - consideration of all possible assumptions and hypotheses; - graphical display of results in an easy-to-read form; - etc. 	<ul style="list-style-type: none"> - A group of experts may not have the necessary competence; - to develop recommendations, the method should be applied only as part of the root cause analysis; - the method is intended for brainstorming, but not self-analysis; - separation of causal factors into main categories at the beginning of the analysis.
Failure Types and Effects Analysis (FMEA) and Failure Species and Effects Analysis (FMECA) / Operational risk, legal, risk, credit risk, strategic risk, liquidity risk, regulatory risk	<p>The advantages of the FMEA / FMECA method are as follows:</p> <ul style="list-style-type: none"> - The method is applicable to the types of failures associated with personnel errors, malfunction of hardware and software systems and processes. - The method allows to identify the types of component failures, the causes of these failures and their consequences. for the system and present them in a user-friendly form. - Allows you to avoid costly equipment modifications with technical service through identification and troubleshooting early in the design phase. 	<ul style="list-style-type: none"> - The FMEA / FMECA method can only be used to identify individual failures, not their combinations. - Without adequate control and special focus, research can be time consuming and expensive. - The application of the FMEA / FMECA method can be time-consuming for complex multi-level systems.
Modeling by Monte Carlo method / Risk of the change in price of an item; operational risk, credit risk, strategic risk, risk of liquidity.	<p>Advantages of a method:</p> <ul style="list-style-type: none"> - The method can be adapted to any distribution of input data. - Models are rather simple for work and can be expanded. - The method allows to consider influences and interrelations, including such conditional dependences. 	<p>Method shortcomings:</p> <ul style="list-style-type: none"> - Accuracy of decisions depends on the number of iterations which can be executed. - Big and difficult models can present difficulties for specialists in modeling and complicate involvement of interested persons. The method can not adequately model events with

	<ul style="list-style-type: none"> - Models are clear, interrelation between entrances and exits – transparent. - The method allows to reach the required accuracy of results. - The software of a method is available and inexpensive. 	very high or very low probability of emergence that limits its application in risk analysis.
<p>Bayesian analysis / Risk of the change in price of an item; operational risk, credit risk, strategic risk, risk of liquidity.</p>	<p>Advantages of a method is the following:</p> <ul style="list-style-type: none"> - For use of a method knowledge of prior information is enough. - The output statements are easy for understanding. - Application of a method is based on Bayes formula 	<p>Shortcomings of a method is the following:</p> <ul style="list-style-type: none"> - Definition of all interactions in Bayes' networks for complex systems is not always feasible.

The analysis of methods of risk assessment in leasing activity in terms of possible application in practical activities of the companies is presented in table 3.

Table 3. Selection of methods of risk assessment for the leasing company

Group of methods of assessment of risk	Risk assessment methods	Level of uncertainty of assessment	Degree of complexity of application	Opportunity of received data	Integr. method assessment
Observation methods	Check sheets	Low - 3	Low - 2	No - 1	5
	Preliminary analysis of dangers	High - 1	Average - 2	Net- 1	4
Auxiliary methods	Structured interview and brainstorming	Low - 3	Low-2	No - 1	6
	Delfi method	Average - 2	Average - 2	There is no-1	5
	Structures	Average-	Average	There	5

	analysis of the scenarios "What if?" (SWIFT)	2	-2	e is no-1	
Analysis of scenarios	Analysis of the prime cause	Low-3	Average -2	No - 1	6
	Analysis of scenarios	High - 1	Average - 2	No - 1	4
	Analysis of impact on business	Average - 2	Average - 2	No - 1	5
	Cause and effect analysis	Low - 3	Average - 2	Yes - 2	7
Functional analysis	Analysis of types and consequences of refusals (FMEA) and analysis of criticality of types and consequences of refusals (FMECA)	Average - 2	Average - 2	Yes - 2	6
	Analysis of the latent defects (analysis of parasitic chains)	Average- 2	Average - 2	No - 1	5
	Research of danger and working capacity (HAZOP)	High-1	High-1	No - 1	3
	Analysis "tie bow"	High - 1	Average -2	Yes - 2	5
Statistical methods	Modeling by Monte Carlo method	Low-3	High - 1	Yes - 2	6
	Bayesian analysis	Low-3	High-1	Yes - 2	6

4 Summary

Within the research in terms of application in leasing activity according to criteria: level of uncertainty of assessment, degree of complexity of application, a possibility of obtaining quantitative data are chosen the following methods:

- 1) The structured interview and brainstorming – 6 points;
- 2) The analysis of the prime cause – 6 points;
- 3) The cause and effect analysis – 7 points. (It is the structured method of identification of the possible reasons of an undesirable event or a problem. This method allows to group possible causal factors in the generalized categories so that it was possible to investigate all possible hypotheses. Application of this method allows to identify the actual reasons.);
- 4) The analysis of types and consequences of refusals (FMEA) and the analysis of criticality of types and consequences of refusals (FMECA) – 6 points;
- 5) The Markov analysis – 6 points;
- 6) Modeling by Monte Carlo method – 6 points;
- 7) The Bayesian analysis – 6 points.

The presented methods of risk assessment were chosen as the most acceptable for more detailed risk assessment taking into account branch specifics of leasing activity. The first three methods of risk assessment, from six specified in table 3 (gathered the highest assessment in terms of applied efficiency) can be applied as practical activities. Methods of the strategic analysis (including the applied strategic analysis within

PROGRAM STATUS WORD methodology – the systems of the balanced indicators), a case-study method, a method of expediency of expenses, group of analytical methods (the analysis of sensitivity, a method of the analysis of scenarios). There is an interrelation between the chosen methods: the analysis of sensitivity allows to establish interrelations between separate events quantitatively, however the analysis of scenarios allows to see interrelation between groups of indicators that it is necessary for full creation of a system of the balanced indicators.

5 Conclusions

Leasing activity is accompanied by different types of risks. And not only identification of risks and ability to estimate possible risks is complexity. The complexity represents lack of system approach and complexity in risk assessment of leasing activity. Within risk assessment of leasing activity it is necessary to analyze risk not only as risk of non-receipt of possible leasing payment, it is necessary to consider risks of leasing activity at all stages of the leasing transaction. As the direction of the solution of problems there can be an application of cyclic approach to risk management on the basis of the administrative technology known as the system of the balanced indicators. The concept of a system of the balanced indicators as the general conceptual scheme will allow to carry out the cause and effect analysis and the assessment, and also to form the possible directions of overcoming risk situations

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THE FUNCTIONAL-SEMANTIC FEATURES OF THE LEXEM "A STAR" IN THE POETIC LANGUAGE OF K. D. BALMONT

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Abstract. The article is devoted to the analysis of the functional and semantic features of the lexeme "a star" in the poetic language of K. D. Balmont. The article deals with the poetical and semantic realization of the image of a star, describes the features of the objectification of its symbolic and figurative-associative attributes. The author's individual semantic filling of the "star" lexeme in the idiolect of K. D. Balmont is in the sphere of the analysis. As a result of the research, the specificity of the functioning and representation of the lexeme in the poet's works is determined, the authors of the article took into account the uniqueness of its semantic volume. Balmont a special esthetic and symbolic content representing the author's world view (the embodiment of the world of "ideal entities", the manifestation of the divine principle, the link between the earthly and supernal worlds, the source of light, hope and love, the standard of comparison in the image of the beloved created by the poet, etc.)

Keywords: semantic features, semantic realization, manifestation of the divine principle.

1 Introduction

The study of the mechanism of linguistic embodiment of reality in a poetic text from the point of view of the individual author's perception of the world has been a relevant direction of modern linguistics (Patridge, 1976; Tarabaeva & Alefirenko 2017; Panteleev & Kuleshova 2014). The study of the functioning of lexical units in the poetic speech of a particular author, identifying their semantic features, characterizing the figurative potential that reveals the specifics of the writer's worldview, allow to recreate certain fragments of the picture of the world of a particular linguistic personality, to present the originality of its idiosyncrasy.

The artistic system of one of the most talented representatives of the Silver Age, K. D. Balmont is bright, original and specific. The work of this great poet is distinguished by an impressionistic style of imagery, acute subjectivism, mythological subtext, an orientation towards the sensuous-emotional sphere, and prohibitive associativity. The artistic space of the works of K. D. Balmont is a complex system of interconnected symbols, many of which belong to the field of metaphysical understanding of existence.

The system elements of the artistic world of K. D. Balmont become the names of the heavenly bodies, bearing in the texts of the poet a special semantic and artistic load. The lexeme "star", which is characterized by a rich philosophical and symbolic content, is of special significance in the poetic language of K. D. Balmont.

2 Materials And Methods

The material of the study is the poetic texts by K. Balmont.

In the study, the following practical material analysis and methods were used: contextual analysis of literary text, literary interpretation, continuous sampling, descriptive analysis.

3 Results And Discussion

The star is an integral part of the celestial space along with the Sun and the Moon, which occupy an important place in the philosophical-panteistic concept of the world created by K. D. Balmont (Shtyrlina & Antropova 2018). The astral images are symbols in the work of the poet, which reflect the phenomena of ontological character and act as the direct voice of the "other" world sought by the lyrical hero.

As it is well known, K. D. Balmont reflects the concept of romantic dual world in the lyrics, according to which human life varies between the poles of the real and the ideal of existence and non-existence (Serebriakova, 2009). Signs of the heavenly world (the sun, the moon, stars) become the favorite images of the poet,

to which he relates throughout his entire work and with which he associates ideas about the true, transcendence and ideal. Heavenly bodies not infrequently become the central images of the works of K.D. Balmont. The poet often writes their names with a capital letter, demonstrating their importance and value in the poetic model of the world he creates: *Восходящее Солнце, умирающий Месяц, // Каждый день я люблю вас и жду // Но сильнее, чем Месяц, и нежнее, чем Солнце // Я люблю Золотую Звезду. // Ту звезду золотую, что мерцает стыдливо // В предрассветной мистической мгле, // И в молчании вечернем, холодна и прекрасна, // Посылает сияние Земле. // Тем, кто днем утомился и враждой и заботой, // Этот блеск о любви говорит, // Для того, кто во мраке тосковал беспросветно, // Он с высот упованьем горит. // Оттого так люблю я ту Звезду-Чаровницу: // Я живу между ночью и днем. // От нее мое сердце научилось брезжить // Не победным, но нежным озем (Rising Sun, dying Month, // Every day I love you and wait // But stronger than the Month, and more tender than the Sun // I love the Golden Star. // That golden star which twinkles shyly // In the pre-dawn mystical darkness, // And in the evening's silence, cold and beautiful, // It sends light to the Earth. // Those who got tired during the day with hostility and care, // This shine speaks about love, // For the someone who in the darkness pined hopelessly, // He burns with hope from heights. // Because I just love that Star- Enchantress: // I live between night and day, // From her my heart learned to glimmer // Not victorious, but delicate fire) (Balmont, "Rising Sun, dying Month ..." 2019). The image of a star in the above poetic context is closely related to the semantics of light, expressed through a large number of light designations ("twinkle", "shine", "burn", "dazzle", "fire"). The lyrical hero feels the discrepancy between the earthly and celestial worlds ("darkness", "hopelessness" of earthly life are contrasted with "brilliance", "shine" coming from the heights), but the line between them is thin: the beauty of the heavenly world descends on the earthly world, bringing light of otherness into people's souls. Thus, a star radiating light sends its shine to people for whom it becomes a messenger of love and hope.*

The abundance of light designations, that characterize the image of a star, is used by K. D. Balmont in his other works: *Прекрасен лик звезды с прозрачным взором, // Когда она, не рдея, не скорбя, // И зная только Небо и себя, // Струит лучи нетающим узором, // Среди дальних звезд, поющих светлым хором. // Но как она светлей самой себя, // Когда, воспламененным метеором, // Огни лучей стремительно дробя, // Горит – пред смертью, падает – любя! (Beautiful star's face with a transparent gaze, // When she, not blushing, not grieving, // And knowing only Sky and herself, // stream rays with nonmelting patterns, // among distant stars, singing in bright chorus. // But how is she brighter than herself, // When, by an ignited meteor, // Fires of the rays are rapidly crushing, // Burns - before death, goes down - loving!) (Balmont, "Brighter than myself" 2019). In the quoted poetic passage, the author, using a variety of tropic means, draws the image of a star at the time of its fall on the earth, focusing on the brightness of the light emitted by it. The Light-denoting vocabulary is used in the very title of the poem – "Brighter than myself" – which represents a semantically atypical model of a comparative degree, where the one and the same object (star) acts as an indicator and benchmark. Interestingly, the lyric of K.D. Balmont is characterized by the anthropomorphic image of a star, which the poet animates, gives the ability to experience the same feelings and emotions as people. In this regard, it is noticeable that the moment of the fall of a star is accompanied in the works of the poet by a description of the star's feelings (for example, see the above context: "... falling – loving!"). The transition from the heavenly to the earthly space is described by Balmont as seduction (see lexemes "seduced", "like an angel criminally in love"), succumbing to the extent to which the star undergoes changes (see "shone more clearly", "burnt", "burned down", "burning, "blushed"), which lead it to death: *Золотая звезда над Землю в пространстве летела, // И с Лазури на сонную Землю упала захотела. //**

Обольстилась она голубыми земными цветами, // Изумрудной травой и шуршащими в полночь листьями. // И, раскинувши путь золотой по Лазури бездонной, // Полетела как ангел – как ангел преступно- // влюбленный. // Чем быстрее улетала она, тем блистала яснее, // И горела, сгорала, в восторге любви пламеня. // И, зардевшись блаженством, она уступила бессилью, // И, Земли не коснувшись, рассыпалась ярко пылью (The Golden Star above the Earth flew in the space, // And from the Azure to the sleepy Earth, it wanted to fall. // It was seduced by the blue earthy colors, // The Emerald grass and rustling leaves at midnight. // And, cast the golden path by the bottomless Azure, // Flew like an angel - like an angel criminally // in love. // The sooner it flew away, the clearer it sparkled, // And it burnt, burned down, thrilled by the burning/ flame of love. // And, blushed with bliss, it gave way to impotence, // And, without touching the Earth, fell apart with bright dust) (Balmont, "Golden Star"2019). The used impersonation technique allows K.D. Balmont to create in his works the image of a star, different from a special emotional and expressive coloring (Bakhshandeh et al, 2015: Peranginangin et al, 2019).

The kingdom of the stars, the heavenly height aligns the poet with the ideal world, with the world of harmony and beauty: "In Balmont's poetry, the images of the heavenly height, stars become symbols of the ideal world. The image of the sky is not located in the artistic world in relation to the opposition to the image of the earth, since the earthly is also often deified by the poet. But the sky is the final goal to which the lyrical hero strives – to achieve a world of harmony and purity" (Zenzina et al 2004). The lyrical hero K. D. Balmont is focused on the heavenly beauty, giving birth to faith in his soul in the realization of a miracle and in the fulfillment of a dream: *Любовь есть свет, что сходит к нам оттуда, // Из царства звезд, с лазурной высоты, // Она в нас будит жажду чуда. // И красоты <...> И, если дух людской пронизан светом, // Что шлет ему небесная звезда, // Он жадно мчится за ответом, // Гудя, туда (Love is the light that comes off to us from there, // From the kingdom of the stars, from the azure height, // She/it awakens in us a thirst for miracle. // And beauty <...> And, if the human spirit is riddled by light, // What does the heavenly star send to him, // He avidly sweeps for an answer, // There, there)* (Balmont, "Italian Flower"2019). Such concepts as "beauty", "light", "purity", "height" become in Balmont's poetic language the markers of a perfect world, the personification of a supermundane existence, in which a person finds peace and tranquility: *Вдали от Земли, беспокойной и мглистой, // В пределах бездонной, немой чистоты, // Я выстроил замок воздушно-лучистый, // Воздушно-лучистый Дворец Красоты. <...> Я полон в том замке немым упоеньем, // Немым упоеньем бесстрастной звезды. // Со мною беседуют Гении Света, // Прозрачные тучки со мной говорят, // И звезды родные огнями привета, // Огнями привета горят и горят (Away from the Earth, uneasy and hazy, // within the bottomless, mute purity, // I built an air-radiant lock, // Air-radiant Palace of Beauty. <...> I am filled with mute ecstasy in that lock, // Mute ecstasy of a passionless star. // Geniuses of Light talk to me, // Transparent clouds speak to me, // And native stars with lights of greetings, // Lights of greetings are burning and burning)* (Balmont, "Away from the Earth").

In the work of K.D. Balmont, the image of water (pond, lake, river, sea) turns out to be directly linked with the image of a star: *Дрожит в углубленной лазури звезда, // Лучи устремив с вышины, // Ответного шарой играет вода, // Неверная зыбь глубины (Shivers in the deep azure star, // Rays directed from the height, // Response by chara plays water, // Wrong swell depths)* (Balmont, "Swell Pupils"). The reflection of the heavenly height in the water surface gives birth to the idea of merging heavenly and earthly in the artistic world of K.D. Balmont, which represents a peculiar transition to a unified existence, a macrocosm, embodying philosophy of unity: *Какая грусть в прозрачности Небес, // В бездонности с единственной звездой. // Изваян, отодвинут в Вечность лес, // Удвоенный глубокою водою (What sadness in the transparency of Heaven, // In the bottomlessness with a single Star. // Izvayan, move*

back into the Eternity of the woods, // Doubled by deep water) (Balmont, "Crystal air"). The height and depth in the texts of the poet act as intertwining beginnings, "parameters of the invisible world", "qualities of a specially spiritualized existence" (Petrova, 1999). The immensity of height and the bottomlessness of depth characterize such general attribute of the world as vastness: *Все мне грезится Море да Небо глубокое, // Бесконечная грусть, безграничная даль, // Трепетание звезд, их мерцанье стоокое, // Догорающих тучек немая печаль (Everything I dream of is Sea and deep Sky, // Endless sadness, boundless distance, // Flutter of the stars, their hundred-eyed twinkling, // The burning-down clouds mute sadness)* (Balmont, "Everything I dream of is Sea and deep Sky ..."). It is interesting to note that creating in his works the image of stars, the poet often has resorted to using the tropical means of water semantics: *В Море вспыхнул светлый мост, // Ярко дышат брызги звезд (In the Sea flashed the bright bridge, // vividly breathe splatters of stars)* (Balmont, "Month Charms"); *Над болотом позабытым брошен мост, // За болотом позабытым брызги звезд (Over the swampland the forgotten abandoned bridge, // Behind the swampland forgotten splatters of stars)* (Balmont, "Over the swampland").

The image of a star in the lyrics of K. D. Balmont can also be interpreted through religious themes (poems "Star in the desert", "Qur'an", "Response", "Soft air", etc.). For example, the shining of the stars is the glorification of God: *Звезды золотые блещут без конца // Звезды прославляют Господа Творца (Gold stars shine endlessly // Stars glorify the Lord Creator)* (Balmont, "The Milky Way") or *Чтоб славу Господа непогранный сберечь, // Восславить Господа должны Его созданыя. // Все от Него – и жизнь, и смерть. // У ног Его легли, простерлись бездны, // О помыслах Его вещает громко твердь, // Во славу дел Его сияет вечеч звездный (To preserve the downtrodden glory of God, // God should be glorified by His creations. // Everything from Him – life and death. // At His feet lay down, extended the abyss, // The firmament prophesies loudly about His thoughts, // For the glory of His deeds shines the Starlight)* (Balmont, "On the Psalm 18th"). The star in the poet's texts often acts as a symbol of the divine, its peculiar manifestation: *О, только бы знать, что могу я молиться, // Что можно молиться, кому я молюсь! <...> Но только бы верить всегда, // Но только бы видеть из бездны преступной, // Что там, надо мной, в высоте недоступной, // Горит – и не меркнет Звезда! (Oh, just to know that I can pray, // What can I pray for, to whom do I pray! <...> But just to believe always, // But just to see from the criminal abyss, // What is there, over me, in the inaccessible height, // Burns - and the Star does not fade!)* (Balmont, "Oh, just to know that I can pray ...").

The rapprochement of the image of the star and the beloved seems to us traditional in the work of K. D. Balmont (Shitova, 2003). The image of the woman is quite often poeticized by Balmont, she is likened to a star and as a source of light is contrasted to earthly darkness: *Ты вся – безмолвие несчастья, // Случайный свет во мгле земной, // Неизъясненность сладострастия, // Еще не познанного мной <...> Не знаю, смерть ли ты неожиданная, // Иль нерожденная звезда, // Но буду ждать тебя, желанная, // Я буду ждать тебя всегда (You are all - the silence of misfortune, // Random light in the earthly darkness, // Uncertainty of voluptuousness, // Not known by me yet <...> I don't know whether you death are unexpected, // Ile the unborn star, // But I will wait for you, desired, // I will always wait for you)* (Balmont, "I will wait"). In the poet's texts, the lexeme "star" is characterized by an atypical usage: it is combined with adjectivities characterizing the image of the woman, her nature: *Ты была как оазис в пустыне, // Ты мерцала стыдливой звездой, // Ты Луною зажглась золотой, // И тебе, недоступной богине, // Отдавал я мечту за мечтой (You were like an oasis in the desert, // You twinkled shy star, // You Moon lit up gold, // And to you, distant goddess, // I gave my dream for a dream)* (Balmont, "Oasis"). The poetic comparisons used by the poet in the above passage emphasize the sublime image of the chosen one, entailing the lyrical hero with her unattainability and inaccessibility: *Ты казалась мне высшим пределом, // За который нельзя перейти (I found you a high limit, // which cannot be crossed).*

4 Summary

Therefore, the lexeme "star", actualizing the direct nominative meaning, that K. D. Balmont has in the poetic language about a particular artistic and symbolic content, representing the author's world view (the expression of a world of "ideal entities", the manifestation of a divine beginning, a link between the earthly and heavenly worlds, a source of light, hope and love, the standard of comparison in the image created by the beloved poet, etc.).

5 Conclusions

The studied lexical unit acquires in the poet's texts multiple semantic increments not only within the context of a separate work, but also K. D. Balmont's poetry as a whole (philosophical-pantheistic concept of the world, a romantic model of dual world, philosophy of unity and so forth).

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THE PRINCIPLE OF FINANCIAL FREEDOM OF MUNICIPAL COMMUNITIES ON THE BASIS OF CONSTITUTION OF IRAQ

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Abstract: This article examines the principle of financial independence of local governments that are able to form their budgets within the framework of the current Iraqi constitution. At the level of municipal legislation, issues of decentralization of public finances are also considered in order to assess and implement the real budget of local government by creating new financial mechanisms while providing a full effective service of public services to the local population. At the level of municipal legislation, the possibilities of decentralizing the budget of local governments are also being considered through the creation of new financial mechanisms to provide more efficient public service to the local population.

Key words: financial independence, municipal legislation, municipal legislation.

1 Introduction

Financial resources, represented in the sources of financing (due to the availability of their own income and significant local taxation) are the most important means necessary for the local government in Iraq to exercise their powers.

The Iraq's Constitution of 2005 captures decentralization as a fundamental principle of the administrative organization, providing the local government with the important place in the economic and social development in the course of the integration with the state, especially in significant political and economic changes, determined by the international environment, which is aimed at strengthening freedom of the given decentralized units and the development of their regional and international role.

In order to exercise its administrative and financial functions, the municipality and the province should possess a certain degree of financial freedom and greater freedom in the preparation and control of their budget, the determination of its income and expenses, and also a possibility to carry out various financial transactions that they consider relevant to local needs, since the provision of financial independence to local government makes it possible to be a more reliable subject for private organizations and has a significant positive influence on local people's level of trust.

2 Methods

The methodological basis of the research is constituted by the general scientific dialectic methods of cognition, scientific methods of analysis and scientific forecasting, synthesis and deduction, systemic methods, as well as special methods of studying legal phenomena - historical-legal, comparative-legal, structural-functional, etc (Shariat & Nonahal Nahr, 2016).

3 Results And Discussion

Iraqi legislation has not explained the concept of financial independence of local government from the municipality, but only mentioned the expression "provision of financial freedom" in the first article of the municipal legislation (Federal Law of Iraq of November 22, 1964), the same for province, in the article I (Federal Law of Iraq of March 19, 2008), of the law on provinces. Thus, the legislation acknowledged the financial freedom of local government without clarifying its concept and nature. Such ambiguity in the text of the legislation leaves local government unaware of the practical aspects of this notion and deprives them of their existing rights due to the complexity of its concept.

Although the legislation of Iraq, as well as comparative legislation, does not provide the clear definition of the principle of financial freedom of the local government, just expressing it as provision of financial independence, we notice a deliberate desire

to create such ambiguity, with the aim to support state power at the local level and preserve its monopoly on the most important local resources, making them unknown even to those who have the right to them (local government).

Even if we understand and realize that this is mainly due to the political and economic choice of the state, which, as a rule, requires the universality of the legislative text, we do not downplay the role of local governments, which are part of the state and also participate in the formation of its state policy. However, the fact, that the legislation did not provide the clear concept of the mechanism, causes the loss of legal guarantees even at the level of the constitutional text. However, this did not prevent the legal doctrine from giving some characteristics and elements suggesting financial freedom for local government (Albadri, 2007), including:

- provision with sufficient own financial resources to the local communities
- independent and free determination of their income and expenses by the local communities while drawing up the budget, except the cases, stipulated by legislation;
- the following financial control of local governments and carrying out of every previous control only in exceptional cases;
- the distribution of financial resources is consistent with the responsibility and authority that they have.

This principle is applied to identify and determine the financial situation (the budget of local bodies and the sources of their financing, and also the freedom to receive income).

Probably, one of the most important reforms, which have been accepted by the legislator since 1967, is the is the amendment and creation of the Law on Local Governments (municipalities and provinces). It is aimed at reforming their finances, by developing mechanisms for their development and providing local governments with freedom or relative freedom of access to financial management, thus contributing to the fulfillment of their duties and functions in order to be able to fulfill any new task set by the state on a temporary or permanent basis (Federal Law of Iraq of June 04, 2004).

The municipal law No. 14 of 1967 approved the principle of self-government in all local spheres, especially in economic and financial spheres, but insufficient income did not allow fulfilling these obligations in the best way. Then the Law No. 21 of 2008 provided the municipality with the grant to help correct the negative situation, which arose as a result of Law No. 14, and namely, that every new task set at the level of municipality shall be accompanied by the financial reinforcement.

In this connection, the creation of local bodies possessing financial competencies should be provided with an independent budget prepared jointly with the elected body and approved by various laws of the municipality and the province.

According to various provisions relating to local authorities, since 1967 to 2005, each municipality has a special budget, including a schedule of income and expenses changes (Federal Law of Iraq of March 19, 1974).

This financial document is prepared for the municipality by the Secretary General of the municipality under the leadership of the chairman of the National Assembly, independently and within the time limits established by legislation (Hassan, 2005). As for the province, the head of the province is responsible for this task. The legislation provides freedom in the process of the revision of the municipality's and province's income and expenses, and also helps to maintain the administrative and advisory apparatus, without external influence on income and expenses, with the exception of cases specified in Art. 102 of municipal law No. 14,

which includes the intervention of the governor in the formation of the balance of the municipal budget to account for mandatory costs. At the same time, the legislator is interested in the compliance with the distribution process and limitation of mandatory costs. Local governments have the right to prioritize their income and expenses, as required by public accounting rules.

The legislator through municipal and state law also provided the expenses managers (the chair of National Assembly and the head of the province) the freedom to transfer funds from the source for the intended purpose within the frames of the budget, as far as possible in accordance with Art. 114 of the Law.

Iraqi legislator in the municipal law No.14 of 1967 assigned the responsibility for collecting income (property, budgetary resources ...) to the Secretary General of the municipality. The chairman of the People's Municipal Assembly manages the spending procedure, which allows the legislator to control the financial situation of the municipality and its treasury at any time, provided that this complies with the legal framework regulating the relations of the employee responsible for orders and the state accountant, according to the law on public accounting.

As for the province, in the frames of its financial resources evaluation, the legislator provided the province council with the freedom to review and collect local income, on the condition that it maintains financial balance between income and expenses. It also activated the role of the state treasury in order to cover the needs of the provincial treasury (i.e., the municipality and the province) with a part of the deduction from the budget, but not exceeding 10% of the government revenue, aimed at creating profitable property or preparing existing property that it considers appropriate for each local authority to improve the revenues of these bodies and their assessment, which allowed the legislator to appeal to the direct use method according to the provisions of Art. 11 of Municipal Law and Art. 13 of Province Law.

In accordance with the foregoing, decentralization requires local governments to freely determine the extent to which their domestic financial sources are filled, as well as the amount and rate of the tax rate. Nevertheless, several countries provide this freedom to local governments, and the absence of such freedom is a weakening of local tax policy and the responsibility of local authorities to taxpayers.

The administration of several taxes by central government and their complete transfer to the local governments also complicates the tax collection system. According to the classification of the Organization for Economic Co-operation and Development, the degree of independence and freedom of local governments related to the income is determined by two conditions:

- freedom to determine the tax base;
- Determination of the tax rate (al-Qaisiah, 2014).

Since domestic taxes are the main and most important part of local income budgets, the ability to control this ratio is a necessary and an important indicator of the independence and freedom of governance of local authorities.

Some professors, such as professor Ali Mohsen Jabari, and some other financial specialists consider that financial independence often does not reflect the existence of a budget authority (Jabari, 2010; Jaafar, 2007; al-sultan, 2009).

4 Summary

In our opinion, the legislator has the complete freedom to determine the competence of local authorities in this sphere, an also, according to the constitutional judicial system of Iraq, it must follow certain procedures and control measures in the exercise of jurisdiction and authority in establishing local fees 9.

For the purposes of the foregoing, Federal Supreme Court of the Iraq as a legislator in the process of the local self-government's

ruling rejected some of the arguments contained in the legislator's requests regarding the inapplicability of the principle of administrative freedom, as a result the municipality has the power to reduce local taxes and fees.

Even at the constitutional level the given argument is inadequate, because the local governments in fact do not possess the administrative freedom. At the same time, they cannot be allowed to adopt decisions on changing income from local fees, required to cover other new costs, since local government is not related to the importance of local fees 10.

Although the legislator deals with exceptions to the local tax system, it is entitled to abolish the freedom granted to local authorities in this sphere, which is approved by the constitutional judiciary in Iraq.

5 Conclusion

Thus, the self-government of the local fees is determined by the fact that the local governments are entitled to identify and evaluate local fees, not protected by the Constitution, the more especially this work is the exceptional competence of the legislator, as it was mentioned above (Mardani & Fallah, 2018).

The recognition of the existence of self-government within the framework of the Constitution shall be regulated by two basic principles guaranteed by the Constitution: firstly, equality of fees; secondly: equality before taxes.

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Primary Paper Section: A

Secondary Paper Section: AG, AH

THE SPECIFICS OF LEGAL SANCTIONS ON THE STOCK MARKET IN THE REPUBLIC OF IRAQ

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Abstract. The paper focuses on the study of the specificity of civil sanctions in the stock market, where the broker (company, bank) play a fundamental role in the circulation of these stocks, after the completion of the brokerage contract. This responsibility is achieved through the broker's monopoly on trading securities restricted in the market. As well as sanctions imposed within the scope of the stock market. The problem of the research is in the flaws of the Iraqi legislation and comparative laws, and namely Egyptian and French legislation, through the questions, raised in connection with these laws. The answer to them is the main aim of the research. The existing questions focus on the specifics of the civil punishment, implied on broker. Are there any means on the stock market under a brokerage contract that guarantee the rights of the client?

Keywords: Client, Securities, Broker, Existing questions.

1 Introduction

The decision of the client-investor to invest his money in the stock market is accompanied by the necessity to deal with brokers, and, of course, choosing the broker, who has enough experience and knowledge. As far as, according to the law, the task of dealing with securities limited by stock markets is related to agency in trading by an authorized broker, since these markets are one of the main pillars allowing mediation between money supply and demand in order to achieve a balance between the interests of the broker and client-investor, which are parties to the brokerage agreement, and which, as stipulated by law, have corresponding obligations to each other, because of the important role the majority of clients-investors, who do not have experience in the art of negotiating and finding the price levels for the purchase and sale of its securities, play. The absence of questions to the broker can also lead to indifference in its actions in the market.

If the obligations of the broker are the main basis in security trading, its contractual responsibility towards the client is the second consequential basis, which the legislator intended to regulate during the organizations of these obligations, as the presence of the broker lowers the risk for the client-investor in the process of searching for the companies, the character of financial activity and plans for the future, especially in the light of the economic events, which influenced the prices of the securities and the accompanying technological revolution.

2 Methods

We will try to solve all these problems and answer the questions, connected with the subject of research, through analyzing all the available information and ideas on the issue we are interested in, following the analytical and comparative methods of the corresponding law aspects, through comparison with the legislation of Iraq, on the one side, and the legislation of Egypt and France, on the other side, with the aim to identify and point out the laws and ambiguities associated with this topic. And we conclude this study with a summary containing the most important conclusions and recommendations.

3 Results and Discussion

The broker at the stock market is a legal entity that has a license to sell and purchase securities and trade them in the interests of the client for a certain commission, according to the brokerage agreement, it assumes a number of obligations, as it carries out clearing and settlement procedures and gives appropriate advice and recommendations, and also agrees to keep professional secrets, and fulfill its obligations without compromising the interests of the client, who also agrees to provide securities, pay the price, commission and expenses (Al-Thanoun, 2006).

The violation of the broker's obligations under the broker agreement in the stock market represents the main basis for mistakes in contractual responsibility, the provisions of some forms of violation of these obligations are similar, as will be indicated in the text of this study, but the consequence of the mistake is damage to the client and this is the second basis. The damage to the client should be the result of the broker's mistake, so the casual connection between the broker's mistake and damage to the client is the third pillar of the responsibility, the casual connection here is subject to the same general rules contained in the Civil Code. In this regard, we will rely on these rules.

Having determined the basics of the broker's contractual responsibility, we will have to state the provisions regarding this responsibility, since the enormous practical progress observed in the stock market is in decline, which is a consequence for all aspects of securities trade. These peculiarities clearly affect the legal positions of both the broker and the client, the broker's responsibility conditions towards the client, determine the limits of its obligations so as not to exceed or not violate them, and to be away from civil sanctions imposed on it.

Besides, the constant interaction between the broker and the client through a brokerage agreement in the stock market reflects the development of the economic activity and the fact that the success of this activity depends on its correspondence with the existing results of the development, not to mention its influence on the rules regulating the stock market.

Civil sanctions are based on the idea of remedy or compensation of damage, this idea is due to the general supremacy of law, according to the rules of damage, which are also recognized by Islamic law.

Besides, the majority of legislative acts, including the considered legislation and the economy, include various sanctions in order to counter the harmful actions of the broker in the stock market that could compromise the interests of the client.

Compensation is one of the most important of the sanctions. Initial compensation is determined by the judge's assessment. The court shall evaluate in cash the compensation equal to the damage incurred by the client as a result of the mistake made by the broker in the stock market, in addition to the profit loss evaluated in cash. In-kind payments can also be used as compensation, since, first of all, it is necessary to restore the situation existing before the mistake was made by the intermediary-debtor (Al-Hadithi, 1987).

Article 95 of the Regulatory Instructions stipulates that the intermediary-violator, which caused damage to the client, shall compensate for the damage caused to the latter.

The article states: "The seller, the buyer and the intermediary-violator, causing the damage, bear responsibility for the damage, cause as a result of the transactions carried out in the market, not subject to registration, due to violation of the provisions of the Law "On the Companies", the Law "On the Market", applicable laws and legislative acts."

In addition, the Egyptian law "On the capital market" stipulates that the broker shall pay compensation to the affected client, as indicated in the executive provisions of article 96 of this law: "A brokerage company acting contrary to the instructions of the client or for securities not legally used or not reserved, must provide substitute papers within one week from the date of the claim, or pay compensation to the client without compromising his right to refer to the offender."

In this text the reference to two kinds of compensation is mentioned, and namely the compensation in the in-kind form through obligation of the broker to provide the client with the alternative securities and monetary compensation if there is no in-kind compensation.

As for French legislation, the laws, relating to securities do not provide for compensation, in case the broker violates its contractual obligations to the client in the stock market, this issue is left to the discretion of the general rules governed by civil law (Faidullah, 2006).

It should be noted that Section 21 of the United States "Security Exchange Act" of 1934 provides clients with the right to file a claim for compensation as a result of the broker's violation of its obligations to the client. Some clients are able to file class action lawsuits with competent civil courts if these clients claim false statements regarding material facts omitted by the broker related to the sale or purchase of securities.

However, these group cases initiated by these agents are connected with some difficulties, since the claim of false statements by the broker must be confirmed by all affected customers.

The United States "Security Exchange Act" states that the amount of compensation is restricted to the difference between the purchase price of a security paid by the applicant, or the sale price received by the applicant, and the market price within 90 days from the date of correction of the incorrect information or from the moment of publication of information lost on the market (Al-Okaili, 2007).

In connection with this a question arises: what is the amount of the intermediary's liabilities in the case of the need to compensate others for the actions of its representative?

The intermediary acts as a commercial company, which puts us before implementing the provisions of the Law "On Iraqi Companies" No. 21 of 1997, as amended, to adapt its rules to be applied to this issue, and in this area the Iraqi legislator has provided for the regulation of relations between managers and companies without references to the liability of companies to the third parties for the actions of its managers, as stated in Section 121 of this Law (Yamlaki, 2006; Boroomand et al, 2016).

1. Each company should have an authorized manager from among its members or other persons, who possesses the experience and competence in the sphere of the company's activity. The company appoints this person and determines the terms of its duties, powers, salary and remuneration from the board of directors of the joint-stock company and the general body in other companies (Mardani & Fallah, 2018).
2. "It is not allowed to combine the position of the chairman or vice-chairman of the board of directors of a joint stock company and the position of an authorized manager. A person cannot be an authorized manager for more than one joint stock company".

The responsibility of the company before the third parties is assigned to the representative of this company, in addition to the statement describing him as a representative of the company. Correspondingly, to determine the responsibility of the intermediary for the actions of its representative, the representative while carrying out the transactions shall inform the person dealing with him that he acts as a representative of the broker, and bears responsibility for his actions (Jabrkomani, 2006). A representative signing a contract in his personal name is responsible for the consequences of his actions if the third party does not prove the fact that they interacted with the representative on behalf of the broker and his account (al-Nahi, 1949), in which case the latter will be associated with the actions of his representative. The broker compensates for losses incurred by a third party, but then has the right to apply to the representative for compensation in order to avoid the enrichment of the latter at his own expense for no reason, on the grounds of Article 243 of the Civil Code of Iraq No. 40 of 1951, as amended, which states:

"Any person or non-privileged person who made illegal profit at the expense of another person shall pay compensation to the affected person for the damage caused by this profit within the limits of his profit, this obligation remains valid even in case of late receipt of profit."

The intermediary's contractual liability is preserved, however, if the representative receives from it a special benefit relating to any representative, provided that the latter has concluded a contract on behalf of the intermediary under conditions of good faith, the intermediary has the right to get rid of liability, proving that others are aware that the representative was dealing with an intermediary in their own interests, i.e. interests relating to any representative (Al-Essa, 2013).

This provision is confirmed by article 17 of the repealed Law "On Iraqi Companies" No. 31 of 1957, which states:

"The company bears responsibility for the actions of its managers before the third parties, if such actions are within their authority, and the behavior refers to the image of the commercial company, and also in the cases of using its signature in its personal interests, if these actions are unconscientious".

As for the Egyptian legislation, the legislator emphasized the responsibility of the broker for the actions of its representative, in the cases, when the representative acts within his powers and ultra vires, as can be seen in the text of Section 55 of the Egyptian Law "On Companies", No. 35 of 1981, as amended, stating that "Any action or act issued by the general meeting, board of directors, one of its committees or any of the members of its administration in the course of the administration's activities in the usual manner is obligatory for the company". And in cases of any action or publication of an act by exceeding the authority, it is not the company's responsibility to pay for the acts and any actions actually performed, since the company is not authorized to carry out such actions or activities."

The French legislation is clearly exceptional with respect to the responsibility of the company for the actions of its managers in interacting with others, since the provisions regarding their authority are obligatory for all the parties (Tawfik, 2012).

Based on the above, we conclude, that the broker is responsible for the actions of its representative carrying out the transactions in the stock market with respect to bona fide third parties. In the case that any representative exceeds his powers, granted to him for trading in the market, according to the rules, related to the company's responsibility or the actions of its representatives, taking part in the aims of the company, and exceeding their powers, the broker shall compensate the damage caused by his representative, but it is also entitled to apply to the representative, with the aim to avoid his enrichment for no reason.

As a general conclusion regarding the recovery of compensation, we note that any client who incurred material or moral damage as a result of the sale or purchase of securities by a broker in the interests of the latter is entitled to demand compensation, provided that the sale of such securities was a violation of the Law "On securities", regulations, instructions and decisions adopted in accordance with it, the fact of losses was proved, and the recommendations provided by the broker, its advices or reports did not contain essential information for the adoption of the relevant decision, on the sale or purchase of securities, the availability of evidence that all those affected the decision to sell or purchase and compromised the interests of the client investing in the stock market (Abdul, 2007).

4 Summary

The punishment for broker's breach of obligations, entailing contractual liability, is not limited to compensation, but may also lead to the cancellation of the transaction or its invalidity, as specified in article 97 of the regulatory instructions for securities trading in the Iraqi market of 2004: "The manager of the trading platform is entitled to cancel the offers recorded on the board, if they constitute a serious deviation in prices prevailing in the market for the period of this session, and shall immediately notify the Executive Director."

The Egyptian Law "On the capital market" No. 95 provides the penalty for the cancellation of some unlawful breaches on the part of a broker, as the article 8 of the law in force states: "Anyone

wishing to enter into a transaction in excess of 10% of the nominal share in the capital of one of the companies offering shares by open subscription shall notify the company at least two weeks before the transaction. Within one week from the date of notification, the company shall notify each shareholder owning at least 1% of the company's capital. Violation of the provisions of the first paragraph entails the cancellation of the transaction without affecting the person responsible for the violation, and applies to shares owned by a member of the board of directors of the company or one of its employees with a nominal share of 5% of the company's capital."

The article points out, that the cancellation of the transaction represents the termination of the agreement, in accordance with which it was concluded, the avoidance of consequences and the restoration of the initial situation, as it was before the consummation of the transaction, so that the shares or bonds remained in the ownership of the original owner without transfer to the ownership of the buyer. The invalidity of the transaction or unlawful acts are the basis for non-execution of orders by the broker, and the client's offer is that all legal aspects of the transaction in question be avoided.

As for French legislation, in the cases of some breaches on the behalf of the suppliers of the investment operations, being intermediaries, relating to the rules of the market management and the breach of the rules of the monopoly on securities, which requires them to be responsible for their actions, then such actions shall be absolutely invalid, since they relate to public order.

In connection with this the French legislator demanded that the financial instruments were sold and transferred to the regulated markets through the suppliers of the investment services, otherwise the action would be void.

5 Conclusion

Having finished the comparative research on the specifics of civil sanctions in the stock market, we came to a number of conclusions and recommendations and summarized them:

The broker is a legally authorized entity, acting as a company or a bank, carrying out the sell and purchase of the securities, and acting at the expense of the investing client for the commission, paid by the latter to the broker.

The Iraqi legislator imposes a number of obligations on the broker under the brokerage agreement in the stock market, the breach of which leads to the execution of the broker's contractual liability, with the exception of the obligation to disclose the client, since the Iraqi legislator has not provided a text exempting the broker from contractual liability in case of violation of this obligation.

The client-investor is not entitled to the complete compensation of the damage, incurred because of the broker's mistake, if he took part with the broker in causing damage if the broker does not accept the mistake made by the client, and, consequently, the contractual liability is divided between them in the amount of the damage caused by each of them.

The compensation the client is entitled to shall be in the cash equal to the damage incurred by the client, without losses., but it is not the only way to remedy the consequences of the damage, because it can also be paid in-kind, obliging the intermediary to restore the initial situation .

The right of the client to the compensation is not absolute, because first he needs to prove that he incurred the financial damage as a result of sell and purchase of the securities by the broker in the violation of the legislation, norms and instructions on the securities.

The research shows that compensation is not the only penalty imposed on the broker, as comparative legislation provides the cancellation or the invalidity of the transaction consummated by the broker, if it represents a deviation in the price level or in the case of any illegal violations by the broker.

We recommend activating civil sanctions, imposed on broker in the stock market, and namely the compensation, cancellation or invalidity of the transactions, with the necessity to conduct some judicial procedures until a decision is made on the cancellation or invalidity of a transaction with warning the broker by a competent court, and also take some precautions to ensure adequate protection for the client.

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WOMEN IN INTERNATIONAL NEGOTIATIONS: SWEDISH EXPERIENCE

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Abstract. Security Council Resolution 1325 on Women, Peace and Security reaches 20 years mark in 2020. Since 2000 a lot has been done, however participation of women in formal peace processes remains extremely limited. According to report of the Secretary General on Women, Peace and Security Agenda of 2018. Low percent (4%) of military peacekeepers is also evident, caused by different levels of women inclusion in peace processes around the world. This article investigates Sweden as one of the well-known champions in gender equality. We try to find roots of Swedish feminism in the political and social history of the country and take a closer look on implementation of "feminist foreign policy" proclaimed by Swedish ministry of foreign affairs in 2014. Using empirical results, we also explain functions of Swedish Women Mediation network stating an example for other developed countries.

Key words: Security Council Resolution, Peace and Security Agenda, Swedish feminism

1 Introduction

2020 will be an important year to mark the results of the efforts of international community achieved in Women, Peace and Security Agenda. 2020 marks 20 years after Security Council's Resolution 1325, 25 years after Beijing declaration and 5 years after Agenda 2030 for Sustainable Development. All those documents are benchmarks of recognition by international community of importance of meaningful participation of women in conflict resolution and prevention. The international legal framework is there, supposedly having behind the will of the states to change the narratives towards women's participation in international negotiations and ensure inclusive peace processes.

In traditional understanding of international law, every international agreement is believed to be formed and sustained through the will of states (Valeev & Kurdukov, 2010; Aggestam & Towns, 2019). In the meantime, it is usually only one of the first steps to change the mindset and get true acknowledgement. The ideal world is not in treaties but in practice, however treaties are essential beginning and driving force. That is the reason why recently adopted Treaty on the Prohibition of Nuclear Weapons (2017) is so remarkable. It does not eliminate nuclear weapons as a matter of fact, however it declares commitment of majority of states to work towards elimination of nuclear weapons.

Analyzing the latest Security Council Meeting on Women, Peace and Security Agenda (October 25, 2018), it is evident that nobody is pushing for the new legislative framework, resolutions in this regard. What Secretary General and other particular members are seeking is action. Today, the main question is – HOW to make this agenda work?

Character of diplomacy and peace negotiations intimately linked to gender and practices of inclusion and exclusion of men, women, non-binary and transgender individuals in peace talks. There is convincing evidence that gender equality is directly linked to peace and thus enhancing meaningful participation of women in conflict prevention and management is fundamental to sustaining peace (Krause et al, 2018). Inclusion of women guarantees durability and sustainability of comprehensive peace agreements (Waylen, 2014). Feminist institutionalist theory has proven that participation of women is useful to unpack the "black box" of peace negotiation (Gelb, 1989). Nowadays, women have "proven" their strengths by rebuilding communities in Colombia; keeping dialogue alive in Guinea Bissau; contributing to negotiations between armed actors in Central African Republic and Mali; having negotiated local ceasefires, mediated the creating of civilian safe zones and coordinated humanitarian and relief initiatives in Syria and Yemen.

There is no need for more evidence of the benefits of women's participation. Women should be able to participate as mediators and negotiators simply because it is their right. As it was stated

before, success has already been achieved in some parts of the world. We are in this article looking closely to an example of Sweden to crystalize the most successful practices on ensuring meaningful participation of women in international peace negotiations.

2 Methods

Current research combines theoretical and empirical methods. The results are based on the analysis of literature on gender studies, international peace negotiations as well as context analysis of Swedish national acts and policy reviews.

Semi-structured interviews were conducted with representatives of Swedish Women Mediation Network and other women diplomats working in Sweden and abroad.

3 Results And Discussion

We examine the case of Sweden for several reasons. Firstly, since 1980s up until today, Sweden has been viewed as the nation in which equality has proceeded further than in any other Western country (Handbook on Swedish feminist foreign policy, 2018, 138). Secondly, in October 2014 Sweden was the first country in the world to launch a feminist foreign policy, which means applying systematic gender equality perspective throughout the whole foreign policy agenda. Swedish society takes as a matter of fact that gender equality contributes and sustains peace around the world as well as secures stronger economic growth, better health and social security for all.

The roots of Swedish feminism go back to the 17th century, when challenging perception of women's role in a society was discussed in particular circles with several exceptional women raising their voices. In the 1800s, women in Sweden gained the right to attend school, equal inheritance rights, and the right to conduct business in their own names. Women were formally awarded equal rights as male citizens only in 1921 and were first allowed into the Foreign Service career in 1948. It is interesting that feminism was incorporated into the structure and ideas of political parties in the absence of an organized liberation movement. Indeed, militant feminism was unacceptable in a consensus-oriented society. In 1989 Joyce Gelb called Sweden "a feminist country without feminists", claiming that cultural and theoretical feminism have never become a strong force in Sweden. Instead, gender equality was somehow logical result of equality between social classes. Of course, women organizations were vital for the development of such movement, but mostly using soft power - through capacity building and organizational support to women who want to join politics. The government had economic interest in sexual equality as well, which led to a first 1976 antisex discrimination act and 1979 Act on Equality Between Men and Women. It created an equality ombudsman and called to increase representation of women in public bodies. In the mid-1980s, the Rikstag (parliament) already included 39% female representation, while Stockholm City Council had 33%. 21st century gave a rise to women organizations and activism. In 2014 Sweden's Feminist Initiative became the first feminist political party to win a mandate in the European parliament. Currently, since the inception of Global Gender Gap Index by World Economic Forum in 2006, Sweden has never appeared lower than the fifth place. Finally, as it was stated before, in 2014 Sweden proclaimed "feminist foreign policy".

Therefore, Swedish feminism as it is historically was not result of aggressive women movements but rather through economically oriented labor organizations and unions. Even today, handbook on Swedish feminist foreign policy notes the one of the most important results of gender equality is social and economic development (The Swedish Government Offices' regulations and rules of procedure for the Ministry for Foreign Affairs, 2017, 103). However today the gender equality agenda, women's rights and more than 50 women organizations are quite active in sustaining the efforts and eliminating inequality gap completely.

Swedish Foreign Policy functions on clear 3 “R”s as starting points: rights, representation and resources that are based on Reality.

There are several factors that make Swedish feminist foreign policy more than just a concept. Firstly, leadership for the policy is clear and mainstreamed throughout all parts of the Foreign Ministry by means of continuous reference to the policy in official statements, speeches, social media, clear prioritization of such issues during official visits and concrete decisions. Secondly, despite being launched top-down, feminist foreign policy has been developed in consultations with the entire Swedish Foreign Service as well as civil society and academia (The Swedish Government Offices’ regulations and rules of procedure for the Ministry for Foreign Affairs, 2017, 34). Such inclusive method creates feeling of ownership and leads to joint responsibility for the effectivity of the policies. Thirdly, gender equality perspective is incorporated into ongoing operations and included into general Swedish Foreign Service’s operation plan, rules of procedure of the Ministry of Foreign Affairs (Nye, 2005), its budgeting. Finally, new institutions such as Swedish Women Mediation Network were established to support women diplomats (Eisvandi et al, 2015: García-Santillán, 2019).

It is important to state that “feminist foreign policy” is not only about meaningful political participation of Swedish women in diplomacy, but also adherence to principles of such concept. Margot Wallström - the foreign minister of Sweden announced: “striving toward gender equality is not only a goal in itself but also a precondition for achieving our wider foreign, development, and security-policy objectives”. What is more fascinating is that behind those declarations, she has proved her commitment with putting actual policies into place despite internal resistance and reputational risks. It was quite a scandalous ending of arms contract with Saudi Arabia which admittedly has been violating women rights. She asked a question: how could providing arms to a country that subjugates women fit with the idea of “feminist foreign policy”? The contract was over, despite all the criticism than was based on the forecasts about economic losses that Sweden will experience. However, Swedish foreign minister preaches and practices the concept of “smart power” as articulated by the American political scientist Joseph Nye (Swedish Women Mediation Network Handbook, 2018). By investing in global-scale problems and international development of particular regions, the country will benefit at the end. Unfortunately, today, with double standards leading the way, most of the Western leaders preach importance of human rights and international development while being silent on those issues as soon as immediate economic interests and political alliances are at stake.

On the international arena, Sweden has made the women, peace and security agenda (UN Security Council Resolution 1325 and subsequent resolutions) a main priority for its time on the UN Security Council. As a non-permanent member and a Chair of the UN Security Council in 2017-2018 Sweden did tremendous lobbying of women, peace and security agenda into each and every adopted Security Council Resolution. According to report of the Secretary General (October 2018), all outcome documents (written reports, verbal briefings and presidential statements) of five Security Council field missions undertaken in 2017 contained references to women, peace and security, either in written mission reports (Lake Chad Basin S/2017/403, Ethiopia S/2017/757) or in briefings by mission leads and co-leads. In 2017, references to women, peace and security were made for the first time in history in 100% of the Security Council’s presidential statements on crisis situations (The Swedish Government Offices’ regulations and rules of procedure for the Ministry for Foreign Affairs, 2017, 67). In July and August 2018, Sweden achieved gender parity among those providing briefings to the Council for the first time.¹

Sweden alongside with Uruguay was leading the Security Council’s Expert Group on Women, Peace and Security that help meetings on Afghanistan, the Central African Republic, Iraq,

Mali, Yemen and the Lake Chad Basin and helped to improve the quality situation analysis, concerns and priorities in each case.

Swedish Women Mediation Network established on 2015 is one among several other such networks² that work to support their members, as well as work towards empowerment of women conflict regions. Four pillars that the network is functioning on was identified:

1. Capacity building. The Network is focused on supporting women on the ground through socio-economic support, thematic trainings on women empowerment in conflict areas. Preventative diplomacy is one of the most important pillars, when empowering of local women is preferable than participation of members of Network in peace processes. Various mentorship programs are launched in countries around the world, towards capacity building as well as creation of safe spaces for women to talk and share experiences.
2. Direct support of peace processes. Despite of setting the goal to build the maximum capacity on the ground, members of such networks, by the request from local governments, sometimes directly participate in facilitating peace processes, post-conflict peacebuilding and reconciliation. Political, technical and financial support has been provided by Sweden in the past 5 years to peace processes in Colombia, Mali, Syria, Afghanistan and Somalia.
3. Policy and advocacy work by Members. Women diplomats make conflict analysis and share their experience and view on national and international platforms. Through its advocacy work in the past 5 years, Sweden has contributed to other countries drawing up and implementing national action plans for women, peace and security, including in Afghanistan, Bosnia and Herzegovina, Iraq, Canada, Myanmar, the Czech Republic and Sudan.
4. Strengthening the network and collaboration with others. It is important to be on one page with other colleagues from other Networks in order to support local women. Some connections are made between the continents, while it would be quite effective to connect to regional. As an example, if the Libyan colleagues contact Swedish network, FemWise as African based network would join the process as well.

Reaching and sustaining peace is not a one-day process and such process presumes long-term commitments. However, first results can be seen on the ground: successful Colombian peace process, participation of women in negotiations in Mali, as well as substantive help and support for women in Syria and Afghanistan. What is important for such networks is to keep being acknowledged on international level by highest authorities and keep working in close collaboration with UN Secretary General’s Office. Seeing results on the ground after long-term work as well as being able to respond promptly to key events in the world (as it was with Somalian coup) is important for such Mediation Networks. Strengthening collaborations between networks themselves, as well as connections between networks and local governments can provide needed flexibility and coordination in actions.

4 Summary

There is convincing evidence that enhancing meaningful participation of women in conflict prevention and management is fundamental to sustaining peace. Recent cases in Columbia, Central African Republic, Mali and Syria show some improvements in this regard. However, there are still numerous obstacles for inclusion of women in negotiations. Sometimes they are invited at the end of the peace process when comprehensive peace treaty is ready, sometimes they are not given voting power etc.

¹ Note: of the 20 people providing briefings to the Security Council in July, 11 were women and 9 were men.

² Note: there is also African Network of Women in Conflict Prevention and Peace Mediation, Commonwealth Women Mediators Network and Mediterranean Women Mediators Network

Swedish feminism as it is historically was not result of aggressive women movements but rather though economically oriented labor organizations and unions, supported afterwards by women organizations which were more of an empowering social institute than lobbying power (Lukashuk, 2008).

Based on normative analysis, it appears that Swedish feminist foreign policy is quite effective on both national and international arenas. Swedish membership in Security Council boosted inclusion of women, peace and security agenda into each and every resolution adopted.

Based on interviews conducted, it was identified that Swedish Women Mediation Network functions of four pillars: capacity building, direct support of peace processes, policy and advocacy actions, strengthening international networks. All these tasks are primarily external. The strengthening on international cooperation through joint projects and financial support for capacity building projects could help to develop confidence of women in fragile post-conflict societies around the world.

5 Conclusions

Nowadays, the comprehensive international legal framework on inclusion of women in international peace talks exists. This is complimented by data on durability and sustainability of comprehensive peace agreements when women are involved. However there needs to be shift in action.

The outlook on Swedish political history, society and mentality leads us to a conclusion that there are direct economic interests involved when granting women equal rights. Indeed, equal social opportunities means more people are working hard to build a state that reflects interests of population. More than that, women organizations play vital informative and empowering role even without hostile advocacy for women rights. Such soft power might be more effective in terms of capacity-building in most of the states today.

Swedish feminist foreign policy is a new level of inclusion of women rights into national and international narrative. Swedish membership in Security Council showed that there is no pushback if some country is constantly reminding and insisting on consideration and inclusion of women, peace and security agenda in resolutions, presidential statements and other documents. More than that, establishment of women mediation networks becomes a worldwide practice. In the developing countries, such networks are primarily working on internal capacity building and international connections. In developed countries, those networks are facilitating peace processes as well as empowering women in fragile post- conflict environment.

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APPLIED ASPECTS OF THE IMPLEMENTATION OF THE CONCEPT OF LEAN MANUFACTURING IN PRODUCTION

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Abstract. Modern business conditions are characterized by a high level of competition and a high degree of dynamism. To remain on the market in such difficult conditions, as well as to develop, management is forced to look for new mechanisms to improve the efficiency of the company. One such tool is the application of the lean manufacturing concept. The concept of lean production is a special approach to managing the organization, which allows to increase the consumer value of the product by reducing production losses. The article discusses a practical example of the formation and. The resulting effect can be divided into two parts: economic and social. Economic - reflects an increase in labor productivity, a reduction in the time of the production process and the saving of the wage fund of employees. The social effect is expressed in increasing the involvement of staff and changing the production behavior of staff for the better.

Keywords: Modern business conditions, high degree of dynamism, management.

1 Introduction

The modern economic environment is rapidly developing and unstable, therefore, almost any company operates in the face of fierce competition and constant changes. In such a situation, each leader at least once thought about how to increase the efficiency of his enterprise. The tougher and sharper competition in the market, the higher the rate of change, the more actively managers are forced to look for new effective ways to optimize the enterprise.

In a modern highly turbulent business environment, the main task of the enterprise is not only to simply develop a product, but also to constantly develop. Accordingly, the concept of lean production is becoming more and more relevant and in demand in business. This concept is one of the most effective ways of developing an enterprise, which is why today it is massively introduced in companies from different countries, including the Russian Federation. A properly and competently organized production system allows the organization to achieve significant success in the business environment, to occupy a leading position, and also to gain the trust of consumers.

The basic idea of lean production, in our interpretation, based on an analysis of the theoretical foundations of the concept, can be described as follows: a lean enterprise is in constant motion towards improvement, in which all employees are involved to achieve the ideal. The ideal is to instantly unhinderedly create the value that is currently needed by the end user. To achieve the ideal, continuous disposal of operations and actions that do not add value to the final product is carried out using a wide range of lean manufacturing tools. And since there is no limit to perfection, this movement is cyclical and endless.

The article considers a practical example of the formation and implementation of a project to improve the pilot section of an industrial enterprise based on the lean manufacturing concept tools.

2 Methods

The introduction of the concept of lean production at the enterprise means the transition of the organization to a completely

new, better level, which involves a change in the philosophy of the organization and the thinking of its employees.

This transition is a rather long, complex and fragile process, which can take years, and also include many serious difficulties, for example, employees' resistance to changes in the organization's habitual way of life (Thakur, 2016).

Undoubtedly, the introduction of this concept at each enterprise will have specific features that are associated with the existing structure of production relations, the current situation, the attitude of the management, employees and the capabilities of the enterprise (Stukalov, 2009).

However, in the theory and practice of lean manufacturing, there are many different algorithms that describe the key steps necessary for the successful implementation of the lean manufacturing concept (Storozh, 2016). Such algorithms can be a guide for a company that decides to start implementing lean manufacturing tools.

Analyzing the algorithms of lean manufacturing implementation that are available in theory and practice, we can say that they are all different: someone focuses on the strategic side of the issue (D. Liker (Jeffrey, 2004), someone emphasizes the importance of team building and the search for a vehicle for change (D Hobbs (Hobbs, 2003) and D. Wumek (Womack & Jones, 2003)), someone attaches particular importance to the development of personnel (T. Ono (Ohno, 1988)). But in each of them, in our opinion, one can read between the lines a special "skeleton" of lean manufacturing, which contains the main idea. This is a special foundation that can be represented as a cycle in Figure 1.

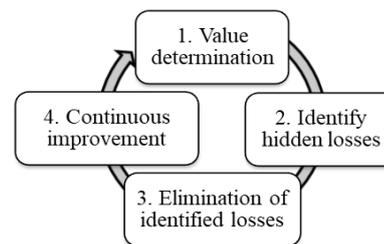


Figure 1. Lean Production Cycle

We took this cycle as the basis for the formation of the project for improving the pilot site of the enterprise in conjunction with the project approach for introducing the concept into pilot sites, which, according to experts, is the most effective (Kudryashov, 2016). The basis of this approach is the methodology for increasing labor productivity, the main purpose of which is to quickly find the potential to increase productivity, and in a few months to achieve the necessary improvements without much financial investment in modernization and global organizational changes.

The algorithm for the formation and implementation of the project on the implementation of elements of the lean manufacturing concept at the pilot site of the enterprise includes certain stages, which are presented in Figure 2.

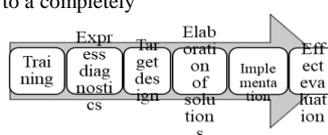


Figure 2. Stages of implementation of concept elements at the pilot site

Consider the essence of each stage, presented in Figure 2:

- As part of the preparatory phase, the goals and objectives of the project of introducing the concept of lean manufacturing in the pilot area were identified.
- At the stage of express diagnostics, work on the pilot site was monitored and interviews were conducted with employees of this site to identify hidden process losses.
- The target design on the pilot site was to take photographs of working time and identify the potential for optimizing work on this site, that is, the search for reserves to increase labor productivity.
- As part of the decision development phase, a system of measures was developed to optimize work on the pilot site.
- During the implementation phase, the proposed activities in a test pilot mode were implemented at the pilot site.

- The final stage was an assessment of the effect obtained from the implementation of the proposed system of measures.

3 Results And Discussion

For the formation and implementation of the project of introducing the concept of lean production at the enterprise (Kazan Homebuilding Plant - KDSK), a pilot reinforcement section was selected. The reason for choosing this site is that the reinforcement stage is the bottleneck of the production line, since it has the largest gap between the actual and design time of the process.

The situation is illustrated in Figure 3.

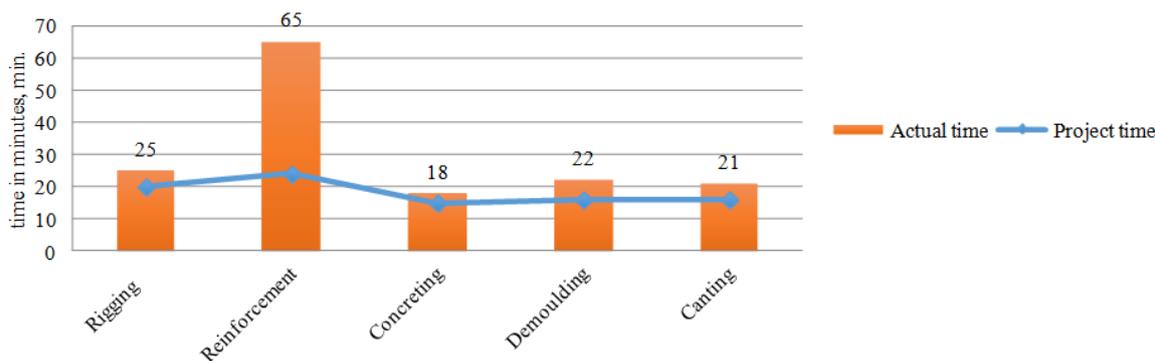


Figure 3. Actual and design time of the main stages production process

I would like to note that an equally important criterion when choosing a pilot site was the presence of hidden potential in order to maximize the effect in a short time, since tangible results set employees positively in relation to the concept and aimed at continuing the transformation of the enterprise along a lean path.

After choosing a pilot site, the main goal and objectives of the project to improve the processes of this production site based on lean production were formed (Rezaei & Nemati, 2017; Ingavale, 2013).

The goal of the project of introducing the concept of lean manufacturing at the pilot site for reinforcing products is to increase the productivity of the site by reducing losses by introducing the necessary elements of lean manufacturing. To achieve this goal, the following tasks were completed:

- Express diagnostics was carried out - the result: Ishikawa diagram;
- Target design (photograph of working time) was carried out - the result: maps of the current and future state of the process;
- a system of measures has been developed to reduce time losses and transition from the current state of the process to the future.

As part of the express diagnostics of the pilot site, the work of the employees of the pilot site was monitored, as well as a conversation with them, during which the main possible reasons for the high duration of the reinforcement process were formed, which include 4 units: components, working conditions, people and operations. The result of this stage is the constructed causal diagram (Figure 4).

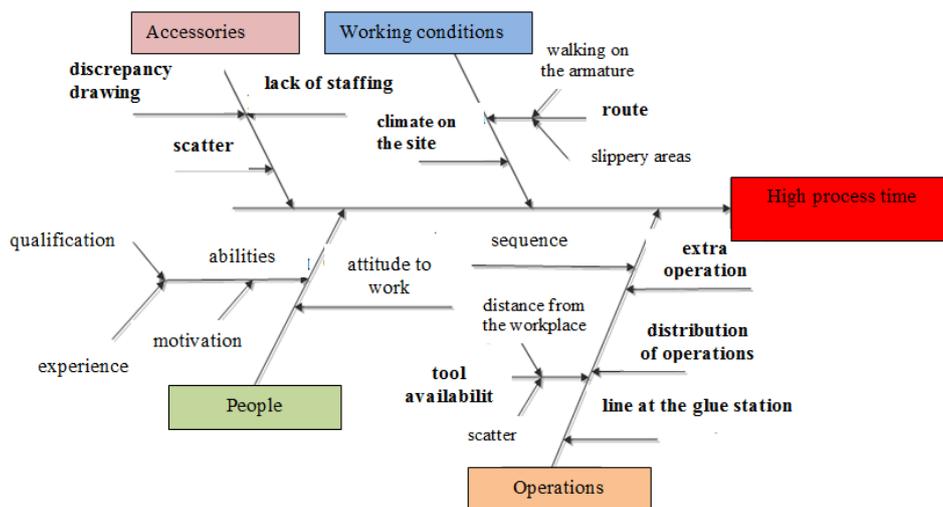


Figure 4. Causal diagram of the reinforcement section

As part of the target design, for a deeper diagnosis of the reinforcement process, as well as to identify hidden losses and possible reserves for increasing labor productivity, a photograph of the working time of workers was taken. Based on the results of a photograph of working time, the main losses of the process time

were revealed, shown in Figure 5, the bulk of which (29%, or 19 minutes from the product) was made up of losses associated with the movement of employees and the search for necessary materials and tools.

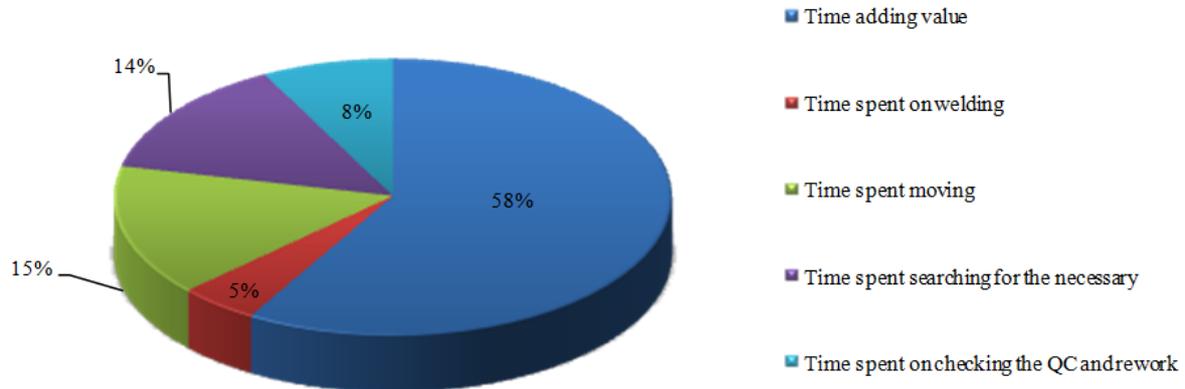


Figure 5. The cost structure of the working time of the reinforcement process

On the basis of the results of the photograph of working time, maps of the current and future states of the stream of creating the value of the reinforcement process were built taking into account the possibility of eliminating certain time losses (Figure 6).

Comparing the two maps constructed, we can conclude that due to measures to optimize the organization of the workspace and the process steps, it is possible to reduce the process time from 65 minutes to 48 minutes, and also to increase the efficiency of the process from 58% to 79%.

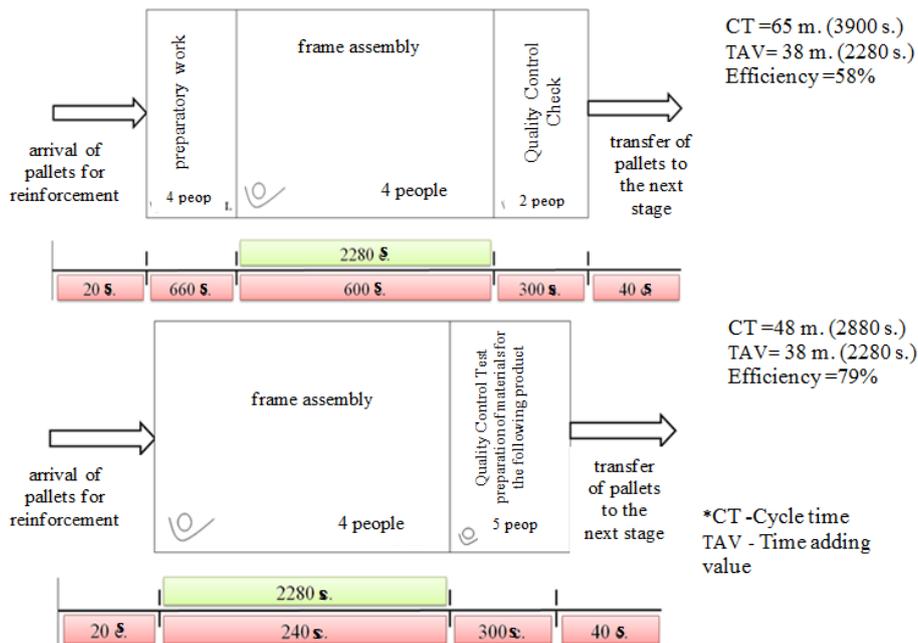


Figure 6. Current and future process value stream maps

Since the main losses are the time spent on moving and searching for the necessary (materials, tools, etc.), together with the value stream maps, we built “spaghetti diagrams” of the current and future state of the process (Figure 7).

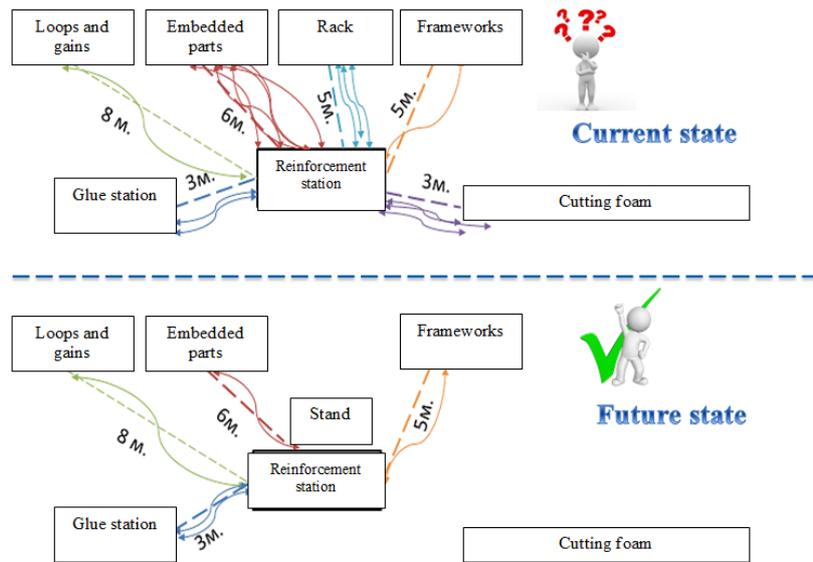


Figure 7. Current and future “spaghetti diagrams” of the pilot site

The current diagram was characterized by excessive movements behind embedded parts, polystyrene foam inserts, and tools. The future diagram involves eliminating unnecessary movements by optimizing the workspace and redistributing responsibilities.

kaizen. It is worth noting that the proposed activities do not require financial investments, as they are more organizational in nature. The system of recommended activities is presented in the Table 1.

To transition from the current state of the reinforcement process to the future state, a system of measures was proposed based on such lean manufacturing tools as the 5s system, visualization and

Table 1. The system of recommended measures to improve the pilot site

Problem	Purpose	Tool	Essence	Result
Long search for embedded parts	Reduced time to search for embedded parts	Visualization	The use of bright color cards for marking bins with embedded parts according to the nomenclature and projects	Reducing the time to search for parts from 10 minutes to no more than 2 minutes for one product
Long search for necessary tools	Reducing the time to find the necessary tools	5s	Implementation of a standardized tool storage stand near each post	Elimination of time for searching tools and moving to the rack
Lack of employee interest in improving their activities	Increasing employee involvement in the process of improving production processes	Kaizen	Implementation of a kaizen offer system with financial incentives for proposed and implemented activities	Involvement of employees in the process of improving production processes
Irrational distribution of process steps	Reduce time without value	Process steps optimization	Combining the preparatory phase with the final stage of the process	Reducing the time of not adding value in the preparatory and final stages from 16 minutes to 5 minutes

Thus, the proposed recommendations are aimed at optimizing the operations of the reinforcement process and the organization of the workspace by eliminating time costs that do not add value to the process, based on the tools of the lean manufacturing concept.

In order to achieve the economic effect in monetary terms, we consider the effect of increasing labor productivity, reducing the time spent on reinforcing one product, and also increasing the overall efficiency of the process (Table 2).

4 Summary

Table 2. Effect of the implementation of the recommended system

The effect obtained as part of the improvement of the pilot reinforcement section can be divided into two parts: economic, which can be expressed in figures and socio-psychological, associated with improved working conditions and increased staff involvement in the production process.

Options	of measures Before applying the proposed activities	After applying the proposed activities
Labor productivity	72 moldings per day	96 moldings per day
Time for reinforcing one product	65 min	48 min
Reinforcement Process Efficiency	58%	79%

It is worth noting that the proposed system of measures is based on the most fundamental tool of lean production - improvement and organization of the workplace together with visualization. In fact, the main form of the result that can be obtained is to reduce the process time.

It can be concluded that the processing time of the product on the site, as a result of applying the system of recommended measures, decreased on average by 17 minutes from one molding. Since the reinforcement time was saved by reducing the time, which does not add value, the process efficiency increased: from 58% to 79%, that is, by 21% as a whole. During the work shift, the time saved will total 153 minutes (17 minutes from each of the 9 molds). Due to the time saved, the number of moldings per shift at the experimental post will increase by 3 units, i.e., the productivity per shift will be 12 moldings. If the proposed system of measures, based on the philosophy of lean production, is extended to the remaining posts of the site, the potential productivity of the site as a whole can be 96 moldings per day, taking into account work in 2 shifts, that is, there is a potential increase in production volumes by 24 products per day.

As for the economic effect, the potential effect due to savings in the salaries of the employees of the pilot site per year will amount to 2,131,200 rubles. This effect will be achieved by increasing the efficiency of the process and increasing productivity, by reducing time costs that do not add value. That is, if earlier the workers of the site per shift did about 36 moldings, then after the implementation of measures to optimize the process time, this number may increase to 48 moldings, but the wage will remain the same. Therefore, in this case, the company receives savings, since the order will be completed faster, but the payroll will not increase.

As for the social effect, in addition to standardizing the work environment to stabilize the production process on the pilot site, the implementation of the proposed activities will make it clear to the team that improvements should primarily begin with jobs. In addition, the standardization of the workplace improves and makes working conditions safer, and this, in turn, gives a psychological effect: in a clean place where there is complete order, it is more pleasant to work than in chaos, and the return on work will accordingly be higher. Separately, it should be noted the long-term prospect of standardizing the workspace of the site, because optimization of the workspace is the basis for the introduction of other lean manufacturing tools.

5 Conclusion

Thus, we can conclude that in modern reality the concept of lean production is an effective way of thinking and one of the key ways to increase the competitiveness of an enterprise in a market economy.

We can say that there is no universal algorithm for introducing the concept of lean manufacturing that would be suitable for any organization, since there cannot be two identical projects for introducing lean manufacturing tools. Each organization chooses its own path, starting from its specific features, capabilities and understanding of this philosophy. But the most effective way to introduce the concept today is considered to be its implementation, on the basis of the project approach, by the pilot sites. The introduction of the lean manufacturing concept on the pilot site allows you to get immediate and tangible results that are demonstrated to employees of the entire enterprise, so that subsequent implementation of the concept is perceived by employees positively and with minimal resistance, which is especially inherent in the Russian mentality.

Acknowledgment

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Primary Paper Section: A

Secondary Paper Section: AE, AH

IMPLEMENTATION OF PEER LEARNING IN THE CLASSROOM FOR LINGUISTIC AND CULTURAL STUDIES

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Abstract. This article is a study of the relationship of professional interests of future specialists and country-specific tasks of the educational process. Taking into account the speciality of foreign students involves primarily the use of professionally oriented educational texts, the content of which allows us to make the key problems associated with the future work of the trainees an object of understanding and communicative interpretation. The lexical and grammatical features of professionally oriented country studies texts of natural science and technical specialties are analyzed. Particular attention is paid to thematic-functional groups of vocabulary, as well as to linguistic units with a national-cultural component of semantics. The article substantiates the relevance of addressing the geographic realities in teaching Russian as a foreign language, proposes a solution to optimize the assimilation by students of foreigners of the content of professionally oriented educational texts using interactive techniques. It is concluded that the appeal to a professionally oriented country study text enhances the cognitive motivation of the speech activity of foreign students, as well as the development and expansion of their country study and professional competence. The approach to the organization of joint work of students using the technology of collective mutual learning, considered in the article, provides favorable conditions for the formation of communication skills in all types of speech activity.

Keywords: Russian as a foreign language, professionally-oriented educational country-study text, updating of country-specific information, thematic-functional groups of vocabulary, language units with a national-cultural component of meaning.

1 Introduction

Modern requirements for the professional training of specialists in higher educational institutions dictate the need for systematic assimilation of a large amount of information, accelerate the pace of mastering it, and most importantly, independently deepen and improve the knowledge gained, and effectively apply them in practice.

The issue of professionally oriented teaching in universities is devoted to the publication of methodological scholars (Vasilieva, 2018: Akmajian et al, 2017: Shkurko et al, 2017: Nurullina et al, 2018: Matveeva et al, 2018), who are convinced that such a training system is relevant that, on the one hand, allows the use of traditional, already proven with a positive on the one hand, the elements of vocational training (work with texts, studying the features of the language and the constructions of the scientific style of speech, working with a dictionary article), and on the other hand, it requires widespread use in the training of personality-oriented technologies and introducing them into the communicative component (Yaparova et al, 2018: Kryukova et al, 2017: Nurullina et al, 2016: Tabueva, 2013: Vostryakova, 2014).

Professionally oriented reading as a means of forming communicative competence foreign students rely, inter alia, on professionally-oriented country-study instructional texts, considered as "a special type of study text, which implements the idea of linking materials on the country's culture with professional questions of students in the process of mastering them foreign language speech" (Fedorova, 1987, p. 142).

The purpose of the article is to analyze the relationship between the professional interests of non-philological students and the regional tasks of the educational process, the achievement of which contributes to the formation of a professional linguistic picture of the world - one of many private paintings in a complex global linguistic picture of the world, which "always has a national specificity and reflects national the cultural mentality of its carriers" (Fomina, 2011, p. 5).

A professionally oriented country study text as a special type of study text is defined at the junction of special knowledge and problems of social development, i.e. it is associated with the disclosure of the social aspects of science and technology. Thanks to the reliance on the professional interests of students, this text contributes to the formation of a significant part of the background country geographic knowledge of students (Fedorova, 1987, p. 144).

Considering the need for professional significance of the information, as well as the interest of foreign students in significant dates in the history of Russia and personalities directly related to these dates, work on a text dedicated to the Day of Russian Science, a holiday associated with historical events of the country, is relevant and of particular importance for Russia due to the fact that many Russian scientists and inventors have made (and continue to make!) the most important scientific discoveries, which in many respects changed the life of not only their country, but mankind. To form background knowledge and enhance linguistic units with a cultural component of semantics in speech, foreign students are invited to work with texts on the life and scientific activity of Russian scientists who have made a huge contribution to world science, - mathematician N. Lobachevsky, founder of military field surgery N. Pirogov, chemist D. Mendeleev, as well as a biologist and transplantologist of vital organs V. Demikhov.

2 Methods

The material of this study was served by regional geographic texts, both included in textbooks for foreign students studying Russian, and created on the basis of open sources of online publications.

In the process, the following methods were used: theoretical analysis of scientific literature, a descriptive method, a contextual analysis method, as well as a method for interpreting a popular science text.

3 Results and discussion

In teaching Russian to foreign students, an indispensable condition is to take into account the needs of their future profession, and this requirement applies to the content plan of educational texts.

The features of the substantive plan are already evident in the text of the text itself, as well as in its developing subtopics. As an example, we cite the work with texts intended for foreign students of science and technology, in which the topic is revealed through blocks of typical information.

In order to ensure that the work on the text does not break away from the tasks of teaching a particular material in a program, it is necessary to have a clear idea of the linguistic-stylistic potential of a professionally oriented educational text. For this purpose, the analysis of language material is recommended to be carried out with informational (semantic) blocks of text. This approach allows us to establish a correlation between units of meaning and units of language, which, according to E.L. Fedorova, "ensures the selection of communicative and significant linguistic material. In the process of such an analysis, a layer of linguistic means is also found, the semantics of which contains a cultural component" (Fedorova, 1987, p. 145).

3.1 In the semantic blocks filling the topic in the texts, became:

- 1) The lexical and grammatical material that forms the typical semantic blocks of the topic.
- 2) Linguistic units with a cultural component of semantics.
- 3) Qualification of linguistic material and its correlation with the stages of training.

Here are examples of filling some blocks of typical information, extracted from texts about scientists mentioned above:

3.2 The sense block: Time of activity of a scientist

- 1) *at the beginning (middle, end, first half ...) of the century; in the years (war, transformation ...), etc.*
- 2) Lexical units calling historical milestones: *Sevastopol defense (1854-1855), Russian-Turkish war (1877-1878), World War II, etc.*
- 3) Expression of temporary relations using constructions with pre-logs *in* and *on*.

3.3 The semantic block: The scope of scientific activity of a scientist

- 1) *to research (study) what?; conduct research (study) what?; work in the field of what? / on what?; pay attention to what?; be interested in (doing) what?; watch what? With using of what?; spend what? (experiments) on what? / on whom?; exploring (studying) what?, see (discover) what?*

Vocabulary: area, problem, theory, task, questions, research, study, development, etc.

2) Lexical units, calling:

a) scientific, scientific and technical centers, educational institutions of the country: *Russian Academy of Sciences (RAS), St. Petersburg Academy of Sciences, Moscow University, St. Petersburg University, Imperial Kazan University, Institute of Experimental and Clinical Surgery, Institute of First Aid n.a. Sklifosovsky (Sklif); gymnasium, FAS (factory apprenticeship school), etc.;*

b) state institutions, public organizations of the country (*Ministry of Education, Kazan Educational District, Krestovozdvizhenskaya Community of Sisters of Care, Main Chamber of Weights and Measures (now the All-Russian Research Institute of Metrology n.a. D.I. Mendeleev), etc.;*

c) structural units of educational and scientific institutions: *faculty, department, section, laboratory, Academic Council, etc.;*

d) professional, scientific, civil status of representatives of domestic science (*doctor, master, associate professor, extraordinary professor, court adviser, state councilor, candidate of sciences, doctor of sciences, professor, rector, academician, member of the Russian Academy of Sciences, corresponding member, trustee of the Kazan educational district, Honorary citizen of Moscow, etc.*).

3) Expression of object-predicative relations using constructs with direct and indirect objects

3.4 Semantic block: Factors that determined the direction of scientific lawsuits

1) a) *what was connected with what?; in connection with what happens what? why (due to, by virtue of what?) what happens?; what prompted whom?*

b) *studying what?, who? came to a conclusion / conclusion about what?; as a result of studying what? who? made a conclusion (put forward a hypothesis / assumption, expressed an idea / thought) about what? that...; Who? established that ...; Who? invented / formulated / developed / created / opened / displayed / installed what?*

Vocabulary: aspiration, need, necessity, importance; hypothesis, method, method, law, science, theory, classification; scientific rationale; practical use; put forward, encourage, undertake, etc.

2) Linguistic units calling actions / events that served as scientific discoveries: for example, the *scientific desire to prove with all mathematical rigor one of the main theorems of geometry prompted N.I. Lobachevsky to build a whole science - a new geometry.*

3) The expression of the relationship of relationship and the interdependence of phenomena, as well as cause-effect relations using simple and complex sentences with prepositions and conjunctions (Khorrami et al, 2015).

4 Summary

Methodologically justified inter-active work, based on the creation of active cognitive activity and aimed at finding solutions to problems, applying knowledge in practice based on the norms of the modern Russian language, allows the active assimilation of regional geographic material as a subject of productive speech activity (Safonova & Lukoyanova, 2016).

Various methods of interactive work are used to work with text, one of which is the technology of collective mutual learning (also referred to as everyone teaches everyone (Learning by teaching (LdL)), focused on the development of skills of independent cognitive activity, communicative student skills.

In the process of work of foreign students in mastering the content of texts using this technology, the teacher performs only the function of organizer and coordinator, prompting each student to independently study activities regardless of the level of their initial language training. The study group is divided into mini-groups, with each member becoming an expert in a specific area of the topic being studied and teaching others. The purpose of each mini-group is for all participants to master the topic in full. Mastering the material during the training session, the leader certainly stands out in the group, who organizes a peculiar model of tutor support, when the stronger one helps the weaker, while developing his potential organizational skills necessary for the future specialist. This method can be considered as part of communicative training. (Davlatova & Prokofieva, 2016, 85).

After comprehension of what has been read, when each member of the mini-group independently studied the contents of the expert sheet with the text, and discusses it with all members of his mini-group, an "meeting of experts" takes place, during which students, while exchanging information, adjust their individual knowledge for each text, and then actualize them when compiling a summary table with the reflection in it of all the blocks of typical information on the contribution of prominent Russian scientists to the development of world science (Peranginangin et al., 2019).

At the next stage – the stage of reflection on what has been read – members of mini-groups, according to their material, ask 1-2 mini-groups of questions to other mini-groups, and how "experts" in a particular area of the topic under study evaluate the correctness of answers. Typically, students are limited to issues that require accurate reproduction of information, events, facts (*who? what? when? how much?*). Rarely do any of them formulate questions aimed at describing the course of events (*how?*). And almost extremely rarely, students demand an explanation of the cause of an event or fact (*why? what is the reason? why did this event happen? what consequences did this event have?*), although to understand the significance of the results of cognitive activity of the scientist and his contribution to the development of science they are important. Therefore, at this stage, there is a need to include (already a teacher) questions on the establishment of causal relationships, during which students come to the conclusion about the patterns and features of the development of scientific processes, for example: *Why organ transplantation in the experiment, so far yes Is it only a short-term effect that is still so important for humanity?*

To summarize the classroom work on the assimilation of the content of microtexts, it is necessary to reflect on the lesson studied. For this, students are invited to evaluate the degree of their participation in the lesson, continuing the proposals: *I liked the message (about whom?), because ...; I would like to learn more about ...; I liked the explanation (whose?), because ...; It would be difficult for me to understand ...; I did not understand ...*

And at the end of acquaintance with the activities of scientists, it is recommended to write a short essay in order to understand the importance of its results and the contribution of the scientist to the

development of domestic and world science, answering one of the questions that require an analytical immersion of a foreign student in linguistic and vocational training material, for example: *What particularly fascinated you in the scientific path of D. Mendeleev? What qualities made him a great chemical scientist? Explain why?*

Reflecting on questions, a foreign student comes to an understanding of the processes taking place in Russia at the time when the scientist lived and carried out his scientific activities, is able to give a moral assessment to a particular event, phenomenon, facts, and most importantly, he can express his own opinion, own position.

5 Conclusions

Thus, updating the information of a professionally oriented country study text in the process of teaching Russian to foreign students using interactive technologies brings the learning process closer to natural communication, allowing you to “draw a large amount of country-specific information into the circle of the subject under discussion, promptly introduce her into active background knowledge of students, thereby contributing to their acculturation. Such work increases informational content of the text and leads to a fuller use of its regional geographic potential” (Devyataykina, 1987, p.98).

The results of the training of foreign students showed that the organization of various forms of students' speech interaction increases their communicative activity, ensuring a high level of their independence, forms a conscious, socially valuable motivation for learning, encouraging them to master the learning material not only for themselves, but also for to educate others.

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LEXICAL COMPLIANCES IN POETRY TRANSLATIONS OF A. AKHMATOVA INTO THE TATAR LANGUAGE

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Abstract. This article discusses the problems of translating a poetic text by the example of translations of poems by A. As a result of the analysis of lexical features, in particular neologisms and archaisms, it turned out that the latter are a frequent occurrence in the poetry of A. Akhmatova, which cannot be said about neologisms. Both archaisms and stylistic archaisms were revealed. All of them are translated into the Tatar language with active vocabulary. The study complements a number of works in the field of linguistics and poetics regarding the translation of Russian-language poetic texts into the Tatar language. In the framework of the work, the features of translating poems by A. Akhmatova into the Tatar language were identified, errors made during translation were identified. The main provisions, results and language material can be used in lectures on the stylistics and linguistics of the text, in practical classes in the Tatar language and translation studies.

Keywords: translating a poetic text, frequent occurrence, linguistics and poetics regarding.

1 Introduction

Poetic translation is the translation of a poetic text created in one language using a poetic text in the target language. The translator must create a new poetic text, equivalent to the original according to its conceptual and aesthetic information, but using, if necessary, completely different linguistic, and sometimes poetic forms (Girivenko, 2000, p. 11).

Questions of poetic translation were asked by L.S. Barkhudarov, V.N. Komissarov, V.S. Vinogradov, as well as a significant contribution to the field of solving the problems of translation from Russian into Tatar and vice versa were made by E.M. Akhunzyanov, R.A. Yusupov and many others.

The poetry of the beginning of the 20th century coincided with the period of women's struggle for equality. Women found a poetic voice in the person of Anna Akhmatova, so the choice fell on the works of this particular great author and their translations. Such a vivid poetry of A. Akhmatova, who embodied in her lyrics a difficult story about a female character in a critical era, could not go unnoticed. Today, her poems are translated into many languages of the world. Jean-Louis Bakes translated into French, Richard Wilber into English, Muhammad Afifi Matar into Arabic, Ahmatologist Adam Pomorski into Polish, Maria Shandurkova into Bulgarian. Along with these languages, there are translations into the Tatar language. For example, "Requiem" was first translated into Tatar by the front-line poet Kavi Latyp. Lena Shakirzyan, Laisa Zulkarnaya also have translations of some poems. The collection (Akhmatova, 2013), which we studied and saw the light in 2013, presents translations of poets of the "new wave": Rifa Rakhman, Ramis Aymet, Ilsiyyar Iksanova, Louise Yansuar, Lilia Gibadullina, Gulnaz Valeeva and Yulduz Minnullina.

This topic is relevant, since the translation of the works of A. Akhmatova is interesting and peculiar in terms of vocabulary. Despite the fact that there are some studies that highlight the features of poetry by A. Akhmatova (Kihney, 1997), questions of poetic translation in Russia in the first third of the XIX century (Girivenko, 2000), problems of translation of national realities (Yerbulatova et al, 2018), lexical expressive means (Fakhrieva et al, 2017), comparative constructions from Russian into Tatar (Gulnara et al, 2018), the identification of lexical difficulties in Russian-Tatar translations (Salakhova & Sibgaeva, 2014), the study of educational Internet resources in Turkic languages (Kabirova et al, 2018), this topic has not been considered in detail. Moreover, neologisms and archaisms were not previously studied

in the work of A. Akhmatova in comparison with the Tatar translation. The study of lexical correspondences and analysis of translation techniques contribute to the acquisition and consolidation of translation skills and help to penetrate deeper into the features of the language.

The purpose of the work is to analyze the translation of lexical features, in particular neologisms and archaisms, when translating the poetic works of A. Akhmatova into the Tatar language.

The subject of the research is lexical correspondences, namely: neologisms and archaisms in the translation of the poems of A. Akhmatova into the Tatar language. Consequently, the object is the original poems and their translations, which are given in the collection "Selected Works" - "Sailanma eserlur".

The theoretical significance is that the study complements a number of works in the field of linguistics and poetics regarding the translation of Russian-language poetic texts into the Tatar language. In the framework of the work, the specifics of translating poems by A. Akhmatova into the Tatar language were identified, the main errors made during translation were identified.

The practical significance of the work lies in the fact that the main provisions, results and language material can be used in lectures on the style and linguistics of the text, in practical classes in the Tatar language, translation.

2 Methods

In this study we used the method of extracting the necessary material (search method), as well as the method of comparative analysis, including observation, interpretation and description.

3 Results And Discussion

Under translation correspondences (equivalents) we mean words and phrases of the translation and the original, which in one of their meanings convey an equal or relatively equal volume of significant information and are functionally equivalent (Vinogradov, 2004, p. 83).

3.1 Neologisms and occasional words

As you know, in modern linguistics distinguish neologisms and individual neologisms (occasionalisms). Neologisms are new words that call new objects, phenomena. They are directly related to scientific and technological progress. As a rule, they are translated by the equivalent word into the translated language or transcribed (Millanej & Khalili, 2016).

Difficulties arise when translating individual author neologisms, and often even go unnoticed by translators. The meaning of such words is derived from their inner words and context. In this regard, two ways are distinguished for the translator: tracing and the creation of their neologism (Vinogradov, 2004, p. 122).

Below are examples of neologisms.

1. *The hundred-million people* (Akhmatova, 2013, p.64). Translation of this adjective is omitted. Only a translation of the word people - halkim (my people) is presented. The omission of neologism did not cause significant damage to the meaning, since it is synonymous with a word "large" (the word "people" already means a lot of people), but the author's style could not be reflected.
2. Mysterious *non-meeting* (Akhmatova, 2013, p.76) - Serle Ochrashmunat. The sentence is translated by means of tracing paper, but unlike the Russian language, in the Tatar

form Ochrashmau (not to meet) exists, and it does not constitute neologism.

3.2 Archaisms in the original and translation. Classification of Archaisms

Archaisms include obsolete meanings of words, such as, for example, bast shoes, boyar, smerd, etc. They are commonly called historicisms. This also includes archaisms proper - the outdated names of existing objects and phenomena: eye, lanits, this, those, etc.

In the modern Russian language, the so-called stylistic archaisms are also distinguished. These are the words "high style" characteristic of book speech. These include: city (city), bank (coast), mid (midnight). In colloquial speech, they are used quite rarely, since they are perceived by the carrier as passive vocabulary. Such archaisms are associated with the existence in Russian of the actual Russian and Church Slavonic languages, which subsequently formed such doublets. This is unique to the Russian language.

In translation, such lexical units are equivalent to archaism or a book word in the translated language. Usually the translation of archaisms does not cause any particular difficulties, unless these are national realities (Vinogradov, 2004, p. 138-140).

We proceed to consider some examples.

1. They need my tears ... - Kan tʏgel, tǝnnǝgen ʒylyta / Minim kʏz pounded the nurind (in a word Not a soul, but a body warms in the rays of my tears). Stylistic archaism must be omitted in the translation, but it is offset by a descriptive translation.
2. With luminous oblivion, wash away.... - Nur cǝcʝep ontlyu white [2: 114] (in a word radiating oblivion wash away). Stylistic archaism is luminous - the adjective is translated, firstly, as participle, and secondly, by active vocabulary.
3. In the evening thought... - Kichke shǝfǝkǝlǝr (in a word Evening sunsets). As you can see, the translation of archaism is omitted.
4. My eyes are a blue fire...(Akhmatova, 2013, p. 35). - Kʏz nurlarym - zǝngǝr yoldyzyk (Akhmatova, 2013, p.117) (in a word. The rays of my eyes are a blue constellation). And in this case, archaism was not preserved in translation. The equivalent is selected from active vocabulary, since the archaic version of the word is absent in the Tatar language.
5. Having sighed... (Akhmatova, 2013, p. 45). Translation omitted again. But the feeling of despair that this archaism conveys here is conveyed through the rhetorical question "Mǝnǝ nǝrsǝ?" (What is it to me?).
6. Prithina (Akhmatova, 2013, p. 80). - Agym (Akhmatova, 2013, p. 162). (flow; stream; stream; duct, duct). In this case, a not quite complete equivalent is obtained. According to the dictionary of archaisms, the word prithina means a place to which something is confined, attached. But if we consider the translation as part of the context, then the meaning is transmitted, although the stylistic coloring has suffered.
7. The falling star (Akhmatova, 2013, p. 82). - Yoldyz syman - tǝngǝ atylgan (Akhmatova, 2013, p. 164). (known as a star - fell into the night). Here again we see an example of an incomplete equivalent. Archaism is translated by active vocabulary, and without context, the meaning of what the translator wanted to express is not entirely clear.
8. The mouth (Akhmatova, 2013, p. 44). - Irennur (Akhmatova, 2013, p. 126). (Lips). Due to the fact that the Tatar language lacks the archaism of this word, the active word is used in the translation.
9. Blasphemy (Akhmatova, 2013, p. 44). - Khurlagan, tirgǝgǝn (Akhmatova, 2013, p. 126). (Offended, scolded).
10. And silence rest upon them (Akhmatova, 2013, p. 42). - hǝm and hǝ Kanyna tynichlyk (Akhmatova, 2013, p. 124).

(literally. And peace rests on the soul). Archaism "revered" is given by the pompous "and" - descends; lays down.

11. The words to utter (Akhmatova, 2013, p. 43). The translation of this archaism is omitted.

As can be seen from the above examples, relatively few neologisms were used, only two were hundred-million, non-meeting, however, only one of them was translated, the other was omitted.

Archaisms are a frequent occurrence in the poetry of A. Akhmatova. We have identified 15 of the most striking examples: archaisms proper and stylistic archaisms. Most of the translation was conveyed by words from active vocabulary, perhaps this is even due to the fact that the translators belong to the "new wave". In some cases, words expressing archaism, as well as the meanings of these words, are absent in poems translated into the Tatar language (Alkhateeb, 2019).

4 Summary

This study examined the lexical features of the translation of poetic texts by Anna Akhmatova.

The purpose of the work was to identify some lexical features of the translation into the Tatar language of poems by A. Akhmatova, namely, a comparative study of neologisms and archaisms in the original and translated texts by such poets-translators as Rifa Rakhman, Ramis Aymet, Louise Yansuar, Ilsiyr Ihsanova, Liliya Gibadullina, Gulnaz Valeeva.

As part of the work, it was found that the main function of a literary text is an aesthetic function. The main feature of lyric poetry when compared with epic and dramatic is the depth in itself, a description of not events, but internal experiences.

For the analysis of translations, 54 texts of translations of poems by A. Akhmatova from the collection "Selected Works" ("Saylanma ǝsǝrlǝr") were selected.

Based on the analysis of these translations, the following conclusions can be drawn.

The poetic manner of A. Akhmatova is based on associations. A certain fact of reality mentioned in her works evokes memories and similar experiences in the reader, helping to better understand the author himself. Her lyrics are allegorical, but at the same time she does not abuse metaphors, which facilitates the task of the translator and allows her verses to be translated almost "word by word". However, allegory is often hidden behind this external simplicity, and you should be careful when translating, since the probability of skipping used expressive means increases and there is a risk of inadequate translation.

The search for examples was done at the lexical level. Relatively few neologisms were identified, only two were hundred-million, non-meeting, however only one of them was translated, the other was omitted, which cannot be said about archaisms - they are very frequent in Akhmatova's vocabulary. There were 15 of them. The translation was mostly conveyed by words from active vocabulary or completely omitted.

When making translations, the authors did not always seek to preserve factual information, trying to pay more attention to the deep meaning of the statement.

In general, translations of Anna Akhmatova's poems are quite adequate in terms of translation.

5 Conclusions

In conclusion, it should be said that the translation of poetry is the most difficult type of translation, since in addition to the aesthetics of the transmitted information, which often reveals the

need to select other ways of expression, it is important for the translator to preserve both the external structure of the text and the internal content, as well as in ideal and rhythm, and the size, and type, and nature of the rhyme.

In the analyzed translations, translators were able to create an external form of poems, however, the content was not fully transmitted.

We managed to solve the problems, which consisted in analyzing the texts of the original and translation and comparing them. At the same time, attention was paid to the lexical composition. It was also possible to achieve the goal, namely to identify lexical features in translations of the poetry of Anna Andreevna Akhmatova into the Tatar language.

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Primary Paper Section: A

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HUMANISM AND HUMANIZATION FROM THE POINT OF VIEW OF PHILOSOPHICAL THEORY AND SOCIAL PRACTICE

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Abstract. The article raises the issue of the humanization controversial nature, which, when directed at philosophy, can turn into a kind of de-philosophization strategy. It is found that the idea of humanism in the modern world appears as the social practice accumulated in the phenomenon of humanization. This phenomenon, in fact, is the reduction of the traditionally metaphysical meaning of humanism to the ideologization and standardization of the social and humanitarian sciences. If traditional classical humanism proceeds from the idea of individualization, then the practice of humanization is the strategy of mass society, a producing mass person. Today we can observe the consequence of this phenomenon: the strategies of mass society push the need for a reflective attitude of a person to himself to the periphery, making redundant the classical philosophy issue of self-knowledge as a starting point of knowledge.

Key words: humanization controversial nature, de-philosophization strategy, traditionally metaphysical.

1 Introduction

The idea of humanism is one of the most attractive and powerful ideas that humanity has developed in terms of its effect on the consciousness of people. For several centuries this idea formed the principles of a man's attitude to the world, which were built within the logic of asymmetry, a special kind of centering, one-pointedness, the proclamation of the absolute right of the human will in relation to the world before him. Thus, the philosophizing "out of doubt" was formed, which, according to Antanas Matseyna, formulated a kind of ban on recognizing the possibility of a reverse oncoming movement from the world to a man: a doubt in the loyalty of the world and recognition of its "cunning" did not allow the world to doubt the loyalty of a man and suspicions of him as an insidious creature (Matseyna, p. 278). So the epistemological paradigm of the New time crystallized, presented both in science - natural and socio-humanitarian, and in philosophy. Orientation to the study of ways and means of cognition, the purpose of which is to master the world that lies before a person, also formed a social subject who saw social reality in front of him in the form of object forms that needed to be transformed and overcome. In any case, a person as a subject (whether of knowledge, or social action) was considered as the unconditional peak of natural and social evolution (Tabatabaei et al, 2014).

The 20th century was the time to overcome the idea of humanism. Too many events have occurred that have called into question the understanding of a man as the peak and goal of development - this is a series of World Wars, economic crises, and the rapid development of totalitarian regimes. However, being a strong idea, the idea of humanism could not be fully exhausted in the time allotted to it by history, which means it has a chance of returning. This chance becomes especially clear in the modern situation, which is traditionally called the situation of post-post-mo, or overcoming, outliving the postmodern. Paradoxical as it may seem, the postmodern situation was very close to the revival of this idea, since this era itself has an insurmountable resemblance to the Renaissance that generated the idea of humanism as a transitional era. Consequently, the elimination of the post-mo situation has a chance to reproduce states close to the state of the Renaissance obsolescence, that is, the state of early modernity, and to strengthen the moments of centering, asymmetry, pushing back the cautious "experience of the postmodern world oscillation," which, according to Gianni Vattimo, allows us to see in it a chance of a new way to be humane (Vattimo, 1989, p. 18). In such circumstances, the "new way to be humane" may not be demanded.

2 Methods

The work uses comparative and hermeneutic methods that allow you to analyze and find the dialogue points of various concepts of humanism, the ways to embed them in research paradigms and the possibility of their interpretation in a post-post-mo situation.

3 Results And Discussion

The ambivalence of the theoretical position of humanism is clearly manifested in the so-called practice of humanization. So, for philosophy, humanization is a kind of positivistic form of de-philosophization, if they may say so. This process is neither new nor unique and represents another attempt to erase the thin, but still existing line between science and philosophy. This is a form of "scientific" development for philosophy, which turns the latter into a kind of scientific utopia.

As Guy Debord precisely noted (Debord, 2019, fragment 84), the deterministic-scientific form of thinking categorically denying other than rational forms of comprehending the world and gaining true knowledge about it becomes the channel through which utopia creeps into theory (absolutely any theory!) and ideology in the roughest sense of the word. Using the metaphor of Allen Badiou, one can say that there is a kind of "philosophy filing" (by scientific or political-ideological discursiveness), or "filing by philosophy" (any theoretical or practical activity) (Badiou, 2019). At that, such forms of "filing" in relation to philosophy, are humanization (in the sense of scientific development) and de-philosophization at the same time. Nevertheless, this idea is very popular precisely where and when the idea of the possibility (necessity) of philosophy overcoming arises. This is especially evident in the modern education system, in which there are simultaneously two opposing trends: a kind of humanization of the natural sciences and the consistent ignoring and even denial of the social and humanitarian science specifics, their consistent de-humanization. Nowadays natural sciences are forced to orient their activities not only and not so much to receive the truth in its classical sense, but to build the formation of completely "humanistic" semantic principles that lie in the place and role of a man in the world - in fact, his essence and the goal of civilization development as a whole. Often this logic of the natural science development is expressed, in particular, in the greening and rapid development of bioethical issues. At the same time, one can observe the reverse process concerning the development of socio-humanitarian knowledge. A vivid example is the tendency to mathematize the humanities and social sciences, which today has acquired a stable methodological base - big data as the combination of mathematics and computer science (Tejeda & Dominguez, 2019).

Paradoxically, the practice (and the theory brought to it, although perhaps the other way around) of humanization, positioning itself as overcoming the logic of dehumanization that embraced philosophy in the 20th century, can lead to the reanimation of the idea of humanism in its narrow regenerative aspect. And this despite the existing experience of humanism idea analysis as an effective and valid idea, which led precisely to the idea of dehumanization. An attempt to revive the term, introducing a different meaning into it, is also doubtful, since together with the word, meanings creep into the space structured by the term that do not fit into the desired traditional logic of humanism interpretation, but which are generated by this logic itself and this becomes more and more obvious. It makes no sense to talk about this in detail, since the phenomenon of dehumanization as a product of the idea of humanism is analyzed in detail and very accurately by Martin Heidegger in the article "Letter on Humanism" (Heidegger, 1962). Another concern is the desire to use the idea of humanism in the rhetoric of political leaders who skillfully speculate on the surface meanings of the term. Thus, the effect of the "stolen word" is created when the positive meanings, the positive charge of the process fixed by the concept begin to corrode and gradually disappear. This is especially noticeable in a

situation of politicization, when meanings are pushed exclusively into the logic of a political strategy, or in a situation of a crisis of confidence in the government, when the rhetoric used by it automatically falls into the zone of meanings, painted negatively.

However, the elimination of the postmodern situation puts on the agenda the issue of a new research strategy development, new optics that can express the realities that are replacing the postmodern situation. If the post-modern state in theory raised the issue of the forms of criticism and in a certain sense suggested to replace the action of criticism by criticism with an action that eliminates the hierarchy of quality forms, then the post-post-modern state also requires the search for new forms of criticism. "Criticism of critical criticism" (Marx & Engels, 1955). becomes relevant again in some sense. In these circumstances, the idea of humanism, which carries the intuition of level, hierarchy, and qualitative differences, may also become relevant. At that, it is necessary to distinguish this intuition of qualitative differences from the widespread and legitimate modern (post-modern) – philosophy of permanent discrimination practice, which has become just a tool for a horizontally oriented surface discourse development.

Actualization of the idea of humanism can be developed in several (at least two) ways. The first is the recognition and legitimization of a certain model of humanity, that is, the return to Eurocentrism (or any other "centrism") that has never been overcome either in theory or in practice. This possibility is obvious if we take into account the crisis of multiculturalism, which cannot be denied recently. The second version of actualization is the recognition of different forms of normativity of humanism, which will inevitably lead to competition and conflict of these forms and faces. The consequences of this competition are unpredictable, although the trend has already been predicted by Samuel Huntington, who puts forward the idea of a clash of civilizations, gaining momentum in recent years (Huntington, 1993). Huntington quotes one of the heroes of Michael Dibdin's novel "The Dead Lagoon," the words of which can be considered a kind of epigraph to his book (although the author himself did not put them in the epigraph!): "There can be no true friends without true enemies. Unless we hate what we are not, we cannot love what we are. These are the old truths we are painfully rediscovering after a century and more of sentimental things. Those who deny them deny their family, their heritage, their culture, their birthright, their very selves! They will not lightly be forgiven." Of course, this attitude is hardly consistent with the idea of a tolerant society professing the ideas of multiculturalism, although multiculturalism itself has become fertile ground for such speculations. It doesn't matter whether there is a separation according to the traditional principle of "land and blood", or according to the principle of "language and culture" - the consequences are obvious. The conflict of humanism faces is inevitable in the complete absence of objective criteria of humanism. As A. Ya. Flier once remarked sadly and ironically, the victory of ISIS is a tragedy only from the position of a European (Flier, 2019).

4 Conclusions

The tendency towards simplification and even "flattening" of meanings, so characteristic of the modern multicultural world; the simulation of limitless tolerance - all this penetrates the axiological structure of civilizations. The erosion of traditional hierarchical levels takes place, which entails the formation of fragmented surface attitudes in the social subject, which are so seriously transforming cultural identity. This development path is most pronounced in the logic of an ambivalent relationship between the ideas of humanism (as a metaphysical ideal of classical philosophy) and the process of humanization (as a form of real expression of this process). The question of the essence of philosophy, raised by us in this vein, contributes to the construction of possible scenarios for the development of culture and civilization.

5 Summary

Of course, not everything is so simple. And the theoretical model is just the prescription of the ultimate scenario of this logic of development. But at the same time, there is no doubt about the need to develop an action strategy that will allow to avoid extremes in the desire to realize their model of cultural identity, labeled as "humanistic model of behavior" and at the same time preserve the feeling and understanding of the self-worth of each, and, therefore, my own identity. It seems to us that at that, the strategy of "oscillation", a kind of sliding along various practices, will inevitably be supplemented (or will be overcome) by the strategy of "decision" (S. Žižek), which suggests the possibility of turning to the experience of humanism (retro-active renewal by its nature), but does not at all imply the implementation of a humanitarian strategy (which is the one-dimensional application of modern optics to new historical, cultural and social realities), but considers a voluntary (arbitrary) gap (Losev, 1982, P. 42-43).

The reflections on humanism, which take the form of "passions on humanism" from time to time, are the reflections on philosophy in general to some extent, since philosophy is, first of all, the questioning of a person about himself. In any case, in that part where philosophy transcends the boundary of scientificity. And philosophy reveals its humanity in this. In this sense, the revival of the idea of humanism is quite possible. The main thing is to know that there is a dark side of the moon, the reverse side of Titanism, which, in its turn, is the form of the same humanism manifestation, and not to fall into the trap of abstract humanistic rhetoric charm.

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OBLIGATIONS OF A PERSON, AS AN INTEGRAL PART OF THE INTERNATIONAL LEGAL STATUS OF AN INDIVIDUAL

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Abstract. This article addresses the issue of an individual status in international law. The concept of international law subject is given. They performed the analysis of international law sources for the existence of recorded personal obligations. Person obligations are considered from the point of view of sociology. They justify the need for a person to have duties in order to maintain the normal functioning of all social groups within which normal development and existence of a person is possible. The authors point to the trends of international law development in the field of human rights and obligations, namely, the presence of potentials to consolidate human obligations at the international level. It is proposed to think about the development of human responsibility universal concept. They consider historical aspects of human responsibility concept development. The authors draw conclusions about the need to develop the institution of human responsibilities at the international level.

Key words: sociology, normal functioning, international law.

1 Introduction

In the framework of this work, we would like to consider such a legal phenomenon as human obligations in international law. This phenomenon will be considered through the prism of the international personality of a person. This question is relevant today, as the development, expansion and strengthening of international personality concept takes place in modern legal reality. The institute of the international personality of a person will not be able to exist and function fully without such concepts as human rights and human obligations. The purpose of this work is to point out the currently existing gap both in international legal reality and in the science of international law.

2 Methods

In the framework of this work, we will use the following universal methods: analysis, synthesis, general scientific methods: deductive method, private scientific methods: historical and legal method, legal prediction method.

3 Results And Discussion

In the modern doctrine of international law, discussions are held regarding the nature and existence of an institution of the international legal personality of a person. Some scholars believe that a person as such does not have international legal personality and cannot act independently as a participant in public relations regulated by international law.

L. Oppenheim can be attributed to the scholars who do not consider an individual as a subject of international law. He stated that "the only subject of international law ... are the states." (Oppenheim, 1949).

A German, international scientist I. Seidl-Hochefeldern, has a similar position in his works. He states the following: "An individual does not have the legal capacity in the sense that he needs the state procedural assistance to protect his personally international legal requirements, and he also has no international legal capacity, since these claims belong, as a rule, not to him, but to his state." (Seidl-Hohenveldern, 1965).

Another supporter of the above point of view is the international scholar A.P. Movchan. He writes the following: "Since the subjects of international law give their mutual relations a legal character, it follows that individuals cannot be the subjects of international law, since an individual cannot have a normative effect on international relations." (Movchan, 1988).

However, there is another point of view in the international legal doctrine according to which an individual is recognized as the subject of international law.

This point of view is confirmed in the scientific works of many authors, for example:

- G. Schwarzenberger is an international scholar who claims that there are no obstacles in international law to declare an individual to be his subject. Therefore, he says, the international personality of an individual is not an issue of principle, but an issue of fact (Schwarzenberger, 1967).
- Chilean international scholar, Professor A. Alvarez in his book "New international law in its relations with the modern life of peoples" stated that, unlike classical international law, the subjects of which were only states and the pope, the subjects of new international law are the individuals with international legal personality along with states by virtue of the UN Charter (Alvarez, 1959).
- Pierre Vellas, a professor at the University of Toulouse is among the authors claiming that the international legal personality of an individual is the provision of general international law, based, in particular, on the UN Charter. He says that over the past century, an individual has gradually become a subject of international law in an ever-increasing volume. If initially the case was limited to criminalizing individuals for the most serious encroachments on the international public order, then gradually, through the system of patronage of individuals or population groups, international law came to the recognition and protection of fundamental rights and freedoms for all, enshrined in the UN Charter (Vellas, 1970).

With regard to judicial practice, first of all, in our opinion, we should turn to the activities of the Nuremberg and Tokyo Tribunals. First of all, I ask you to pay attention to that part of the sentence of the Nuremberg Tribunal, which confirms the competence of the Tribunal, its right to judge the main German war criminals.

As you know, the Tribunal rejected the defense objections, which boiled down to the fact that "international law considers only the actions of sovereign states, without imposing punishment on individuals", and that persons who commit criminal acts on behalf of the state "do not bear personal responsibility, but are under state sovereignty doctrine protection." The Tribunal concluded that individuals could be punished for the violations of international law. "Crimes against international law," the verdict says, "are committed by people, not by abstract categories, and international law can be respected only by punishing individuals who commit such crimes." (Jurizdat, 1961).

With regard to modern judicial practice, the very existence and activities of such international institutions as the European Court of Human Rights, the International Criminal Court, the Human Rights Committee (in the light of the Covenant on Civil and Political Rights), speaks of the actual and legal recognition of international legal standing of a person (Tosheva, 2016).

And of course, one should not forget the fundamental international agreements in the field of human rights that confer rights directly on individuals, such as the Universal Declaration of Human Rights, the Covenant on Civil and Political Rights under which, on the basis of an additional protocol to the ICCPR of December 19, 1966, they provided the possibility of a private complaint submission to the UN Human Rights Committee, the European Convention for the Protection of Human Rights and Fundamental Freedoms, which at the regional level recognizes partial international legal standing of an individual, as an individual has the opportunity in accordance with the Art. 34 of the said Convention to assert his rights in an international process against a state - the member of the ECHR.

In our opinion, the latter point of view is true and corresponds to the existing international legal reality and the main trends in its development.

So, taking the assertion that an individual is a subject of international law as a basis, we turn to the very concept of international law subject.

Here are two doctrinal definitions of the concept of international law subject, which in my opinion are the most complete and true:

The first definition we can find in the textbook of international law edited by Wolfgang Graf Wittstum. The subject of international law, according to the source indicated above, is exclusively "the holder of international rights and / or duties, the actions of which are directly regulated by international law." (Verdross, 1984).

Observing certain parity, we propose the second definition to be taken from the domestic doctrine of international law, for example, in the textbook of International Law edited by S.A. Egorov, the subject of international law is the holder of international rights and obligations, i.e. the rights and obligations arising from a person (in a collective sense) as the result of the extension of any norms of international law or individual requirements, permissions and prohibition effect on him contained in international legal acts (Egorov, 2015).

I would like to draw your attention to the fact that in both definitions of international law subject, scholars speak of both rights and obligations that are inherent in the subject of international law (Lee, 2019).

At the same time, when we talk about an individual as a subject of law (irrespective of a particular industry), we must also remember such an important legal institution as the legal status of an individual, which, as we all know, includes rights and obligations.

Summarizing the abovementioned thoughts, we would like to highlight two fundamentally important points:

1. Human obligations are the part of the legal status of an individual; accordingly, for the optimal functioning of an individual legal status institution it is necessary to have both human rights and his duties, both at the national and international levels.
2. Obligations are an integral property of any subject of international law, therefore, in order to be a full-fledged subject of international law for an individual, he must have both rights (a universal list that exists in modern international legal reality and does not raise any doubts), and the corresponding responsibilities (the consolidation of which at the universal international level, in my opinion, is long overdue).

The presence in international law of human rights alone in the vast majority of cases, in our opinion, is purely unfair, illogical and incorrect phenomenon from a formal logical, legal and philosophical point of view.

Mahatma Gandhi, who was consulted on the UN Declaration of Human Rights, wrote: "Giant rights arise in the Himalayas of responsibility."

At the time of the conception of human rights, namely during the great French Revolution, discussions were held in the French Revolutionary Parliament of 1789 that, if a universal declaration of human rights was proclaimed, it should be combined with a universal declaration of human obligations. Otherwise, all will have only the rights that they will use against each other, and no one will know about the existence of duties without which these rights will not be able to function. Almost half of the Revolutionary Parliament, which voted in favor of the Declaration of Human Rights, also voted in favor of human obligation provision in the form of a particular normative act (Küing, 2005).

Accordingly, a balance is needed, a balance of human rights and obligations, and equal attention should be paid to both components of the legal status of an individual. We believe that it is necessary to take the following formula as the basis, developed by one of the outstanding philosophers of the 19th and 20th

centuries: "there are no rights without duties, and no duties without rights." (Marx, 1960).

At the same time, it would be wrong to say that human obligations are in no way represented in legal and scientific reality.

For example, the article 29 of the Universal Declaration of Human Rights states that everyone has duties to a society in which free and full development of his personality is possible.

You can also refer to the American Convention on Human Rights, namely, the article 32 of this convention, which is called: "The relationship between duties and rights." In the framework of this article, it is said that each person is responsible to his family, society (in this case, in our opinion, society can be understood as the entire population of that country, a citizen or a resident of which is an individual, and its individual parts, for example a society of citizens living in one municipal district or a society of neighbors belonging to the same neighboring commune, etc.) and humanity. Also in paragraph 2 of this article it is stated that the rights of any person are limited by the rights of others, the security of all, as well as a fair demand for general welfare in a democratic society.

If we turn to the African Charter of Human and Peoples' Rights, adopted in Nairobi on June 26, 1981, then we will see a direct reference to the universal duties of man. The paragraph 1 of the Article 27 of the said charter sets out the obligations of a person to certain groups and provides that each person has duties to his family, society, the state and other legally recognized societies and the international community. The article 28 further establishes a person's obligations towards other people and stipulates that "everyone is obligated to treat his fellow citizens with respect, without discrimination, and to maintain relations aimed at development, protection and strengthening of mutual respect and tolerance."

The convention of the Commonwealth of Independent States on the rights and fundamental freedoms of man, concluded in Minsk on May 26, 1995, also in a certain way "relates" to the concept of the obligation of a person, the clause 2 of the Article 11 (the right to free expression of opinion is enshrined in this article) says that there are certain duties and responsibilities for individuals who exercise the right to express their opinion.

Also the Cairo Declaration on Human Rights in Islam, adopted in Cairo in 1990 is of great interest in our opinion. The article 1 of this declaration states that all people are equal in fundamental human dignity and fundamental obligations and duties, without any distinction on the basis of race, color, language, gender, religious faith, political views, social status and others grounds. The article 2 states that each person has an obligation to maintain the right to life. The article 6 states that a woman has equal rights with a man concerning human dignity and is endowed with both rights and obligations, while a man has an obligation to ensure the well-being of his family. The article 9 establishes the obligation for each person to receive knowledge, that is, in fact, establishes the obligation of self-improvement, self-development for each member of society. The article 13 establishes the obligation for each working person to carry out his work scrupulously and faithfully.

Based on the foregoing, we can conclude that in the field of international human rights, in the field of the general theory of international law, and in the general theory of law, there is a need and potential for creation and translation a universal concept of human obligations into legal reality.

If we put aside the legal aspect and turn to sociology, we have the following picture: a person, as you and I all know is a social animal, it is necessary to have a society, a certain group of people like him for his normal and harmonious development. It can be a family, a state (as the highest form of self-organization of people at the moment), or the entire world community of people as a whole. For the existence of society, it is necessary to have a certain set of rules without which society as such cannot exist, and

in the absence of society people cannot exist and develop harmoniously. In order to ensure the existence and effective functioning of society, each of its members must make a certain contribution, take certain actions aimed at the functioning of a human community, its protection and development. The mechanism of human responsibilities is used and should be used in the framework of the implementation of the above goals. That is, the duties of a person are that necessary minimum of proper behavior of each member of the society, which contributes to the maintenance, protection and development of one or those social groups of which each individual person is a member.

4 Conclusions

Summarizing all of the above, we can come to the following conclusions:

1. For the harmonious, logical development of the institution of international personality of the individual, it is necessary to develop both the institution of human rights and the institution of human obligations;
2. In modern international legal reality, there are certain prospects both at the universal and at the regional levels, aimed at human obligation consolidation at the international level. The indicated potencies, in my opinion, need support and further development.

5 Summary

In conclusion, I would like once again to draw attention to the fact that human rights and obligations are equally important parts of a person's legal status, regardless of the branch of law. The development of the institution of responsibilities at the international level will contribute to the final formation of the international personality of an individual and will help to remove any disputes in this regard.

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LINGUISTIC BASES OF IMPROVEMENT OF CULTURAL-SPEECH COMPETENCE OF STUDENTS ON THE MATERIAL OF EXPRESSION OF CAUSAL-INVESTIGATIVE RELATIONS IN THE MODERN RUSSIAN LANGUAGE

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Abstract. The article is a study of the linguistic foundations of improving the cultural and speech competence of students based on the activation material in the speech of causal (or causal) relations of the modern Russian language. Cultural and speech competence, being the basic competence of speech interaction in all fields of activity, is transmitted primarily through the language, through which a person also fulfills his professional aspirations, demonstrating the formation of communicative skills and abilities - tools that provide constructive communication, which is an indicator culture of personality as a whole. The lexico-semantic variants of the means of expressing causal relationships based on the variety of reasons for the action are considered. Features of the prepositional case-control of causal constructions taking into account their use in a particular style of speech are presented, and the differences between the prepositional case combinations and subordinate sentences of cause.

Keywords: linguistic foundations, speech competence, modern Russian language.

1 Introduction

Interest in the problems of linguistic semantics, in particular in systemic issues in the vocabulary of the Russian literary language, is steadily increasing. Serious attention is paid to the study of vocabulary groups united by a commonality of expressed relations of logical-semantic categories (time, place, goal, cause, effect, etc.), as well as to the study of systemic relationships within lexical-semantic groups.

The attention paid to the study of the linguistic expression of the categories of cause and effect is explained primarily by the fact that they, categories, being a form of reflection of the world around them, are a condition for successful cognition and active transformation of reality.

Causal (or causal) relationships, understood as "is a relationship between variables or concepts in which a change in one (or more) variable or concept entails a change in another (s)" (Sociological dictionary of Society, 2003) play an important role in the scientific knowledge of reality. "An effect produced by a certain cause itself becomes a cause and gives rise to a new effect, etc., this is a causal relationship or what can also be called a causal series or causal chain" (Savchenko & Smagin, 2006). From the foregoing, we can conclude that the chain of causal relationships is objectively necessary and universal (Eisvandi et al, 2015).

Studies of causal relationships in modern linguistics suggest that "as a whole in world linguistics, causality is a key concept of the categorization and conceptualization of the world, the result of the cognitive activity of the human brain" (Dalbergenova & Zharkynbekova, 2013). In other words, the competence to establish and explain cause-effect relationships is the most important component of educational and logical skills and is one of the keys in the ability to explore.

An analysis of linguistic literature (Kotwica, 1990: Vsevolodova, 2001: Amatov, 2005: Amatov, 2005: Matveeva et al, 2018: Yaparova et al, 2018: Beilin et al, 2018: Akmajian et al, 2017: Sibgaeva et al, 2018: Minikeeva & Sadykova, 2018: Safonova & Lukyanova, 2016) gives reason to state that the categories of cause and effect, being universal, because of their logical nature, have a wide and rich semantic field and national individualization (along with the categories of space and time), which necessitates a qualitative study this phenomenon. However, the process of assimilation of this category is complicated by the inability to distinguish between the shades of the values of the reasons for the implementation of actions, which explains a significant number of

errors in the Russian language of students when using means of expressing causal relationships.

Among the serious reasons affecting the quality of students' assimilation by means of expressing causal relations in Russian is the insufficient scientific elaboration of this problem.

The aim of this work is to consider the features of the functioning of causal constructions while improving the cultural and speech competence of students (Kryukova et al, 2017: Skovorodnikov & Kopnina, 2009: Skovorodnikov & Kopnina, 2014). taking into account the varieties of reasons for the implementation of the action, as well as of their use in a particular style of speech.

It seems relevant to identify the lexical and semantic features of the use of complex and rich in subtle semantic and stylistic shades of prepositional cases expressing causal relationships, as well as their activation in the professionally-oriented speech of students (Martyanov et al, 2017: Esin et al, 2016). in explaining the causal relationship between events, phenomena of reality and facts.

2 Methods

The material of this study was the means of expressing causal relationships (causality) in the cognitive-pragmatic and communicative-pragmatic aspects that contribute to the development and improvement of the cultural and speech competence of a student of a higher educational institution, which means "from totality of knowledge, skills and abilities that ensure effective verbal communication in all the main spheres of human activity".

Professionally-oriented training at the university includes, among the main tasks, developing skills of independent work with information, thoughtful and analytical reading, and also the correct presentation of thoughts with the natural use of vocabulary and constructions in speech, which are the basic structure of the competent construction of proper scientific, scientific and educational and popular science texts (Nikonova et al., 2017).

In the process, the following research methods were used: theoretical analysis of scientific literature, a descriptive method, as well as a contextual analysis method.

3 Results And Discussion

From the position of semantics, one can distinguish several varieties of the cause, as a result of which an action is carried out, an event is performed, or the subject experiences a condition, etc.

Value	Examples
the internal cause of the action, the state of the subject	An inattentive young engineer made a mistake in the calculations.
The internal cause of the action, the state of the subject	From the sound of thunder they jumped.
Favorable reason for action	In 2018, there were many foreign fans at the World Cup due to the fact that they simplified the procedure for their entry into Russia.
Unfavorable reason for action	Aircraft do not take off due to a blizzard lasting the second day.
Reason for deliberate action	This tactlessness was soon realized, but out of pride did not want to admit it openly.
The reason for the unconscious action or change in the state of the subject	After such a joyful reception, I immediately felt in my native element.

Rationale for an action, event, or conclusion	On the occasion of the grand opening of the new school, all residents of the district are invited.
Objective pattern of action or result of events	Peter the Great carried out his reforms because of historical necessity.
Logical basis for replacing one event, person or object with another	For lack of sufficient information, it was difficult to objectively evaluate the news heard.
the investigative value of the conditioning action	Due to the disagreements that have arisen, we have not been able to work out a unified position.

In the implementation of the cognitive process in the form of inference, justification, reasoning, explanation of the objectively existing causal dependence, "the speaker's reasoning is realized using complex logical thought operations, through mental activity in the form of deductive inference"- "chain of inferences (reasoning), whose links (statements) are connected by a logical sequence" (Deductive reasoning, 2009).

We emphasize that incommunicatively oriented learning, grammar is understood as a mechanism for communication, and not as a set of formal rules. And for language proficiency, you need to learn how to choose designs that most accurately convey the thought.

Causal and cause-effect relationships in the Russian language can be expressed not only in simple as well as complex sentences with subordinate causes or effects but also in other types of complex sentences, for example, in complex sentences with connecting ones, as well as in complex sentences with a union and unionless sentences. The interconnection between events and actions, between relationships and actions, characteristic of both human behavior in general and for a specific subject in a certain situation, can also be considered in a complex syntactic whole (hereinafter referred to as CCC), understood as "a group of closely interconnected complete sentences united by a commonality topics in the semantic block" and serving as part of a completed communication.

4 Summary

"The cognitive-pragmatic aspect of the study of causal relationships is directly interconnected with the communicative-pragmatic approach when the mental activity of the human brain finds expression in the speech activity of a person."

The text, being the highest unit of speech activity, also acts as the highest unit of teaching communication. As our experience shows, units of instruction should be correlated with units of communication, rely on the mechanism of generation and perception of speech, and take into account the laws of the process of language acquisition. Therefore, a special place in the study of causative relations in modern Russian is occupied by text and CSWH (Complex syntactic whole), an essential feature of which is thematic or semantic unity. So, all the sentences that make up the CSWH are connected by a unity of content, the development of one thought (started in the initial sentence and developing in subsequent ones), which form a single semantic whole. For example:

"Changes caused by the features of professional activity are observed throughout the skeleton, but they are more pronounced in those bones that are subjected to increased stress during this type of work. This is clearly seen in x-rays. Therefore, we can conclude that according to the form acquired by the bones of an adult, one can quite accurately determine his profession".

The above fragment of the CSWH is a complex construction in terms of syntactic structure. But cause-effect semantic relationships can be traced very clearly. The CSWH proposal,

which serves to express the semantic content, has a certain structural and semantic organization.

Particularly noteworthy are the formal-grammatical indicators of the links in the text, forming a certain structure of the reflection of the thought of the text: unions, union words, syntactic links expressing logical relations. We illustrate what has been said:

"All metals have the ability to conduct electricity. They possess good electrical conductivity due to the presence of free electrons in the atoms of these elements. The greatest electrical conductivity is characteristic of silver, copper, gold, aluminium, and iron. Therefore, electric wires are made of them. Lead and mercury are less electrically conductive."

In the above example, it can be seen that causal relationships are expressed using the union words *thanks*, *therefore*, and causality is considered as a mental and logical category, actualized in speech and reflecting the attitude of the subject to the surrounding reality.

5 Conclusions

Thus, training for future professional activities includes two mandatory components related to the level of development of the cognitive abilities of students and their level of language training. Linguistic knowledge, being the basis for the development of speech skills and abilities, form and develop certain competencies, including such important cognitive skills as the ability to understand, think independently, and correctly express your thoughts.

When activating in students' speech means of expressing causal relationships by performing various kinds of exercises and tasks to establish causal relationships, as well as developing independent critical thinking (formulating the main meaning of the text, posing questions that require reasonable answers with the natural use of vocabulary and constructions that express causally investigative relations, etc.) should pay their attention to the ability to correctly build the text and the SSC, which ultimately will positively affect the development of quality of speech activity, to improve communication and, therefore, cultural and verbal skills.

The selection of the text (written and spoken) as the main speech unit can serve as a solid linguistic basis for the development of a methodological system for teaching students to build texts and CSWH's with causal relationships in order to develop their monologic speech, especially *reasoning*, in relation to such types of inferences as proof, explanation, reflection.

To prevent mistakes related to the use of cause-and-effect constructions, one should pay attention to trained students to the presence of various prepositions and conjunctions in prepositional constructions, to their syntactic features and stylistic context.

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A BOOK TITLE AS REFLECTION AND REPERCUSSION: CONCEPTUAL ANALYSIS IN A CLASS

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Abstract. This work addresses the problem of conceptual analysis of headings when working with literary text in RFL (Russian as a foreign language) lessons. Using comparative, systemic and deconstructive methods of working with the material, the authors substantiate the need and significance of supplementing the traditional lexical work on understanding the heading with a conceptual analysis aimed at identifying and subsequent interpretation of the pragmatic content of the work. As an example, the content of the work on the title of L. Petrushevskaya's story «Ditya» ("Child") is given. The results of this work are based, from one side, on confirmation of the concept of the integrity of text, placed in its nature itself, and from other side, are fixed possible systematic strategies of work with the artistic literature on the lesson with the foreign students, contents of that read due to the start of opposition directed toward the deepening "value-sense".

Keywords: conceptual analysis of headings, RFL (Russian as a foreign language), deconstructive methods.

1 Introduction

Title, being by conceptual text is familiar, inherent in all texts, it is formally localized and forms the strong position of text, its understanding – the starting point of the cognitive process of the development of the semantic content of work and its further interpretation. The interpretation of title - one of the most difficult tasks of the philological analysis of work, that more difficult it is with the work with the foreign students, whose cultural and lexical reserve to the certain degree is limited. In the traditional model of work with the text on the lesson, the final goal was reduced to the understanding, namely to understanding the value of that read (by removing of lexical- grammatical difficulties and introduction to linguocultural studies, background information) and to the reproduction of that mattered. However, contemporary in the true sense of this word interdisciplinary and open to the intercultural dialogue lingual formation a similar model within the framework reveals its exhaustion and limitedness that especially sharply it is perceived with the work with the texts of the Russian literature, classical and contemporary (Miftakhova et al, 2016).

The hypothesis of this work lies in the fact that the analysis of the conceptual content of titles with the work with the artistic text gives positive effect and motivation to the deeper I understand the sense of that read, makes it possible to avoid the stereotype and/or erroneous interpretation of the content, facilitates work with the text as a whole (prospection of the text (Halperin, 1981). Primary attention in this work is paid to the significance of the communicative situation (artistic text), which wakes up in the word, which functions as the element of text, special importance, association and the connection with the system of individual-author's ideas and cultural values (concept sphere of the language (Shtyrlina & Khabibullina, 2018).

Speaking about the conceptual filling of the word, A. Vezhbitskaya uses terms the concept- minimum (assuming the incomplete possession of the sense of the word) and concept- maximum (complete possession, characteristic of the series carrier of language) (Wierzbicka, 1985). In this case by the completeness of mastery of the sense of the word is understood the prevailing, essentially final means in full weight of cognitive and communicative intralingual and inside the cultural valences, that is formed as a result different and diverse uses. If we transfer this to the concept- title, then the concept- minimum – this content and the volume of concept- title at the entrance (before reading), concept- maximum – at the output (after reading). Name in this case becomes starting point in the process of understanding text and it limits strategy of interpreter.

Fundamental in this case becomes the discrimination of concepts "value" and "the sense" of word, which first indicated G. Frege. German scientist contradicted the thought, concluded in the words (sense), and the essence, fixed in the consciousness (meaning), emphasizing that different expressions can make one and the same value, but different sense. In connection with to the analysis of the conceptual content of the title of literary work and ramification of the so-called author's intension work on the delimitation of sense and value has the fundamental value: the contemporary means of informatization made easily attainable a process of obtaining the idea about the value of any word in the foreign language, having substantially limited cognitive data of the subject of instruction, after freeing him from the need of refining semantics of words by semantics of text.

Of course, the completeness of the text should not be reduced to the conceptual content of the heading, however, the data of such an analysis are inevitably the key to the meaning of the text, while still being indirectly related to the concept and textual conceptual information.

2 Methods

The methodological and theoretical basis of the study was the work in the field of discourse and linguistics of the text (V.Z. Demyankov (Demyankov, 2001), M.L. Makarov (Makarov, 2003) , L.A. Chernyakhovskaya (Chernyakhovskaya, 1983), T. van Dijk (VAN Dijk, 1995, 1985), D. Schiffrin (Schiffrin, 1994) and others), theoretical positions of research in the field of semantics (N.D. Arutyunova (Arutyunova, 1999), M. Dummet (Dummet, 1979), C.J. Fillmore (Fillmore, 1984, et al. Works on language and culture (A. Vezhbitskaya (Vezhbitskaya, 1996). E.M. Vereshchagin, V.G. Kostomarov (Vereshchagin & Kostomarov, 1990). Stepanov (Stepanov, 1997) and others).

The paper used an integrated approach to the study of lexical units in the headings of literary texts used in the classes of the Classical Russian Story and Modern Russian Story courses. The complexity of the approach was achieved through the use of a number of general scientific methods (the method of descriptive analysis, interpretation method, classification method, generalization and comparison method), private methods of linguistic analysis (structural-semantic analysis method, conceptual metaphor analysis method).

In describing the content of the concept, the semantic-cognitive and logical approaches of the linguocognitive analysis technique were successively used. The use of both approaches - "from language to meaning" and "from sense to language" - made it possible to expand and complement the capabilities of each of them (Shtyrlina, 2017), however, the semantic-cognitive path of analysis, involving keyword research and analysis, was more convenient when working with foreign codes, contexts of its use in order to determine the semantic content of the concept (Popova & Sternin, 2001).

3 Results And Discussion

Consistent and directed work with the conceptual meaning of the names of literary works of Russian literature included in the list for reading at the courses "Classical Russian Short Story" and "Modern Russian Short Story" (period from 2012-2019, Kazan Federal University (Russia), University of Giessen (Germany), Regensburg University (Germany)), allows us to draw a number of conclusions presented on the material of L. Petrushevskaya's story "The Child" (Petrushevskaya, 1999). and the model of work on its conceptual content.

(1) Work with the conceptual content of the title of a literary work is work with the language means of objectifying the concept, which seems significant to the author of the work. Attracting the learner's attention to this strong position of the text serves to form, along with understanding the plot component of the text, the idea of a cognitive picture of the world that is reflected in the

language. Thus, a specific literary text as a model of cultural discourse becomes a subject for in-depth analysis and a motive for a direct impact on the linguistic, cultural and intellectual base of a foreign background (Abbasi & Zare, 2016).

So, for example, at the stage of pretext work with the story of L. Petrushevskaya "Child", an appeal to the meaning of the title (based on dictionaries) made it possible to identify the complex content of this linguocultural concept: the actual sign of the concept is "younger in age" and the figurative meaning from the spiritual sphere, to the younger (with a touch of affection); as well as a carrier of "kinship"; and finally, the internal form associated with the Indo-European **dhē-* "breastfeed, suck."

The establishment of the multi-level content of the concept is an incentive to search when reading the text of language units and artistic images associated with the conceptual content of the key concept.

(2) The meaning and strategy of such work consist of a special analysis of the language code, since, according to G. Frege, the meaning is a difference in the way of formal designation of name objects.

The work with the "childishness" code in L. Petrushevskaya's story reveals a verbal implementation of all the above signs of the concept: all acting characters of the story are awarded the "childishness" property. The author used the following language units of the direct name of the "young age" person ("children" (7), "child" (9), "newborn" (3), "boy" (2), "baby" (1)), words indicating a junior position according to the degree of relationship ("father" (3), "daughter" (1), "son" (1), "middle name" (1), "umbilical cord" (2)), units attributing relationship with a young person ("woman in labor" (3), "infanticide" (1)), words that appeal to the internal content of the concept ("feed" (4), "feeding" (1), "milk" (1)). In addition, the author of the story reproduces gestural, mimic and behavioral reactions attributing to "childishness" ("behaves like a stupid child, covering his face with his hands, as if afraid" (2), "rushed along the streets with all possible speed to the maternity hospital and then they asked the nurses to record the child in the name of one and the patronymic of the other [...] they were excited to the extreme and burst into tears"; "he lifted his head and moved his lips").

The establishment of such a rich spectrum of the verbal nomination of the concept put in the title of the story by L. Petrushevskaya, allows you to deepen your understanding of what you read when working with a literary text, stimulates the reader's interpretative base, and allows a super-story understanding of the text. In addition, the frequency and sequence of presentations allows us to identify the opposition of the "child" - "adult", which organizes the main problem field of the text. So, the narrative of history is consistently organized as an accusatory speech ("She had no excuse even when she did her dirty work, and then in particular ...", "everything could be judged", "It follows from all this", etc.) at the same time, structurally and stylistically appealing to legal discourse units are interspersed with everyday and colloquial ("but in the opinion of everyone", "because wherever it is seen", "They also passed it by word of mouth", "although it didn't worry anyone, and without that was visible", etc.). Thus, the language code, frequency, and methods of presenting units allow, when analyzing the text of L. Petrushevskaya, to reach a higher level - an analysis of the peculiarities of the narration, especially those related to the conceptual content of the heading.

Similar work in the lesson can be directed by the teacher by asking questions, organizing search work in the text, or tasks for interpreting textual facts. For the convenience of working with different levels of text, it is permissible to use additional graphic design of fragments (italics, discharge, etc.), to use semantically and/or structurally close units of nomination in the wording of tasks/questions (Hassan et al, 2019).

(3) This type of work, despite the theoretical background and justification for its implementation in the lesson, cannot be attributed to highly specialized (philological) training, but organically complements the content of programs for studying Russian as a foreign language.

On the example of work to deepen understanding of the conceptual content of the title of L. Petrushevskaya's story "Child", we can talk about the productivity of involving students in the search for new meanings hidden behind the literal meaning of the word. The ability and willingness to work with the decoding of meaning and its interpretation is understandable: according to E. Steiger and G. Gadamer, the art of interpretation is even older than literary criticism itself (Staiger, 1957; Gadamer, 1988). The interpretation process involves the data of the subject's previous discourses: for example, the established conceptual content of the work of L. Petrushevskaya reveals a number of typological connections with the classical texts included in the curriculum of the Russian Story course. A similar methodological strategy links the key text - the story of N.V. Gogol's "Overcoat," the title of which is subtitled for the course and the name of the textbook — at the level of images, plot, keynotes, followed by a literary paradigm (more on this (Salakhova & Burtceva, 2017).

4 Summary

The traditional work with static text as a complete sequence of characters limits the reader's interpretative potential (internal incentive to utter and secondary discourse) to the "understandable" category. In our deep conviction, the strategy of working with the conceptual content of the heading is aimed at decoding the author's intention in specific language structures, like working with the act of communication with all its essential features and, above all, the illocutionary goal - the intention for which the communicative act is carried out (Demyankov, 2001).

For example, in the story of L. Petrushevskaya "Child", we sought to show the possibilities and strategies of work with the conceptual content of the title. The advantages, obviously, consist in an expanded understanding of the phenomenon of a literary text (the ability to transmit a special view of the world by creating a fictitious space), the transfer of the intangible content of culture, and the demonstration of the principle of working with the socio-cultural perception of the concepts of Russian culture. The title of the story "Child" at the level of lexical understanding and interpretation of the unit gives an idea of the plot, in the center of which the young mother's criminal act in relation to her own newborn child, who laid him stones on the road after birth, was detained and refuses to feed him. However, the data on the conceptual content of the heading, which, following the mental representation, "expresses social perception and assessment of the deep qualities of the person, rooted and become the essence of a person, forming his inner appearance" (Kolesov et al, 2014), allow you to expand the idea of what you read, by connecting the ideas about "Childishness" as an attribute of a "little man", following the Russian literary tradition and the spiritual (Christian) perception of the "younger" in the culture as a whole.

The ability and need to identify the culturally specific meaning of the so-called strong positions of the text, which is the opposite of the social nature of meaning, as the final result leads students to understand the pragmatic and conceptual content of speech when learning a foreign language, which, in turn, is an indicator of the formed speech (communicative) competencies, ability to effective communication.

5 Conclusions

The conceptual analysis allows you to combine the linguistic and cultural semantics of the word, delimited in applied linguistics in connection with the division into linguistic and conceptual worldviews. The synthesis of these two approaches is necessary for working with natural language concepts presented in fiction not only for the purpose of forming a competent idea of its content and features but also for the purpose of establishing typological relationships within the literary discourse. The latter

can become a powerful motivating factor in further interest in the study of language and literature by foreign students.

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Primary Paper Section: A

Secondary Paper Section: AI, AM

GENERAL CONCEPTS OF ORGANIZATIONAL AND ECONOMIC MECHANISMS OF RESOURCE MANAGEMENT OF THE HIGHER SCHOOL OF THE REGION

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Abstract. An extremely relevant task at the moment is the fundamental understanding of the place and role of Russian higher education in the current and promising processes of innovation of the socio-economic environment. An analysis of this kind is complex, difficult to structure, but it is extremely necessary to increase the efficiency of using the resources of higher education at the same time, as it allows correctly and in more detail understanding what society is seeking from higher education and what it is ready to provide for its development. This article is devoted to a partial solution of the issue posed. The study defines and substantiates a system of basic institutional invariants for the development of the resource supply system of higher education, in accordance with which a number of supporting trends of such development are identified in the context of forming clustering mechanisms.

Key words: Russian higher education, society, partial solution.

1 Introduction

The central link in the reproduction of education as a social phenomenon (and, above all, its innovative field) is a scientific seminar, acting as a kind of research laboratory. Confirming themselves in the conditions of quite fierce external and internal competition, the scientific seminars are combined in the networks with an open circulation of information, initiating information fields, where the dominants, strategies and standards are ultimately formed.

In the societies with a high information exchange ratio, the "metabolization" of scientific innovation groups and centers, i.e. their closure to the energy of encompassing landscapes, occurs through clustering, which acts here as a form of landscape-network symbiosis with a corresponding adjustment of institutions. In this sense, the cluster itself is, so to speak, a network institutional complex. In the societies that admit sufficiently wide inclusions of local landscape and institutional metabolisms that are really isolated from globalization flows, the integration of landscape institutional complexes into a kind of a single system is carried out by the efforts of supercorporations, the role of which is often played by the state.

The impossibility of accelerating the reform of the socio-economic system through the development of administrative regionalization processes, on the one hand, and the need to transfer regionalization processes to the plane of socio-cultural construction, on the other hand, make relevant the task of optimizing the institutional trajectories for the development of landscape areas. The solution to this problem allows identifying the sources of potential or already unfolding network clustering (Sternberg, 2000; Weber, 2014; Wespel et al, 2013). At the same time, in the course of such a decision, it becomes necessary to develop the strategies for managing the clustering processes, which in turn implies the direct connection of some part of the state corporations to the corresponding landscape with an aim of restructuring and reinstitutionalizing them to adjust to these processes (Sazesh & Siadat, 2018).

2 Methods

The above considerations form the basis for the conceptualization of managing material, financial, informational and other strategic flows that are directed to the field of education. This conceptualization involves a combination of network and landscape principles of strategic resource management, taking

into account the institutional invariants for the development of regional resources. Moreover, the system of goals and objectives shall be built in such a way as to transfer the bulk of the institutional pressure from the informational components of the cluster to the landscape ones.

The resources of higher education in the region are composed of the intellectual, labor, financial and other resources of the reproduction of educational technologies, institutionalized in the system of regional scientific and educational centers (Tödting & Kaufmann, 1999; Gafurov et al, 2017).

The institutional trajectory of the development of the region implies the presence of a number of invariants, the selection of which is of undoubted importance in the context of future institutional design. In the context of a higher school in the region, this means choosing a part of its institutional field, on the basis of which the remaining part will be transformed in accordance with the regional clustering goals that are being formed. Creation of a criterion base for such a choice involves analyzing the indicated system of invariants and, in turn, serves as the basis for developing some conceptual schemes for strategic planning and management in the field of resource supply for higher education (Tereso et al, 2018).

3 Results And Discussion

Being the institutions, i.e. not only objects, but also subjects of institutional pressure on their environment, the higher school centers acquire certain political resources (Strongin & Chuprunov, 2012; Wiig, 1995; Nechepurenko, 2005). This is manifested not only and not so much in the "fusion" of the scientific and educational elites with the power at all levels, but, above all, in the fact that education, as a way of society's reproduction of its social structure, reproduces power elites along with the information shells surrounding them, i.e. representations of these elites about their self-identification within society, about the imperatives that determine their course of action, etc. And this is perhaps the most important thing.

Mastering the field of business consulting, the field of higher education acquires the *entrepreneurial activity resources* (Bogdanova, 2017). In this sense, the problem of finding the application points for this activity, i.e. the issue of ecology interaction between business and education, comes to the fore. Being closed within the education field, such activity can significantly deform the resources of its production and reproduction cycles, replacing the main systemic goal of education - genome socialization - with many secondary goals, the hypertrophy of which ultimately leads to the declusterization of entire regions from the point of view of the basic innovative clusters forming the world development, and their loss from the processes of socio-cultural construction (Beiki & Vahidi Elizaie, 2016).

In addition to highlighting the *functional* layer of classification, it is possible to involve other division principles of higher education in the analysis of the tasks posed: by the form of ownership, by the levels of education system (Kuteynitsyna, 2011), by the main system links, etc. The choice of the layer under consideration is due to two methodological approaches, conceptualizing the studied complex of issues in the required direction. Namely, by the point of view of the supercorporation (external influence) and the approach of the "point of view" of the education system as a whole (self-regulation). In a certain sense, two extreme cases are distinguished, although education does not form a systemic integrity that gives it the necessary autonomy at the regional level, especially since the very concept of "regionality" implies subordination and intersubordination to a common center.

On the other hand, the cluster itself is the "center" (of course, with different principles of aggregation and centralization). Therefore, the "point of view" of the systematic paradigm of the

development of education that it generates can be considered a system of views from the perspectives and level of cluster-forming scientific and educational centers, since they (with full awareness) have the right to choose both specific strategies and ideologies of structural schemes of resource provision for the educated cluster areas or launch sites for them.

On the basis of such classifications, one can try to single out indicator systems that reflect the innovative potential of universities, the scientific and technical potential of the region, and the feature of human factor.

In accordance with the two methodological approaches noted above, it is possible to propose indicators for assessing the current

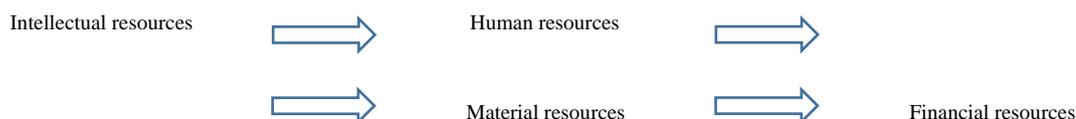


Figure 1. Functioning scheme of cluster-forming resource flows

This chain is a principal functioning scheme of cluster-forming flows within the framework of potential reproduction of the corresponding innovative cluster. In reality, this scheme is distorted due to circulation, doubling (and multiple multiplication) or removal of arrows, as well as due to their adjustment by bypassing various links of resource supply.

configuration of the higher school resource subsystems in accordance with the above typification. These subsystems are in a state of dynamic equilibrium with each other and with their environment, and their development trends are determined by the application points of various interests, which leads to the prevalence of some target imperatives over others and, as a result, to the concentration of influence centers in some areas of resource supply based on others.

From the point of view of the determining influence, the resource configuration shall look like the chain shown in Fig. 1 (arrows are directed from the determining sphere to the subordinate one).

In relation to educational and scientific centers, this scheme underlies the principle of consistent subordination of target imperatives in the internal policy of a university. This principle is implemented according to the scheme shown in Fig. 2.

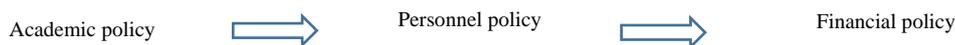


Figure 2. Functioning scheme of cluster-forming resource flows in relation to educational centers

As experience shows, the reversal of arrows in the last diagram leads to the predominance of simulation training models and the actual conversion of the system of technological complexes of reproduction of scientific areas into business consulting, aimed at accumulating financial resources in the hands of "influence groups" that control the use of university potential within the framework of local reproduction of "status landscape".

The actual ratio in the control chains differs significantly from the view shown in Fig. 1. This is due to all previous institutional drift of the higher school of the region. To study this state, it is necessary to single out a system of basic institutional invariants for the development of the resource supply system of higher education, in accordance with which a number of supporting trends of such development can be identified in the context of forming clustering mechanisms.

4 Summary

Let us consider regional institutional invariants from the point of view of the possibility of making influence on them from the side of micromeso-, macro- and mega-level formations, i.e. from a management perspective in the broadest sense.

The problem of analyzing invariants from the point of view of two aggregation planes from the standpoint of supercorporations, which have, among other things, administrative means of influencing the processes (which is itself an invariant), and a system of scientific laboratories that can affect the environment only through the network management, i.e. environmental impact,

from the point of view of the central link of future clustering, is of particular interest.

1. *Invariants for the development of intellectual resources.* The invariants for the development of intellectual resources of the Russian regions include isolation, sublimation, and scattering.

Closure is understood not only as the reproduction of this type of resource based on the local gene pool, but as closed information cycles reproduced by the considered environment. The research subjects, as a rule, do not go beyond the framework proposed by traditionalism. The slowdown in professional growth is an invariant that permeates all the fields of regional life.

Sublimation is an invariant for the development of self-expression. It reflects the programmedness (traditionality) of the corresponding information environment, which consists in the transition of research imperatives from innovation to imitation as the researcher reaches certain age milestones or status positions. Recognizing his/her absence of demand and lack of environment and incentives for further development as a kind of "ceiling", the specialist is trying to transform his/her activity into an administrative or business plane, either implementing his/her ideas about organizing an appropriate educational and scientific center, or forming consortia to create microclusters that "metabolize" separate educational areas due to part of "status landscape" of the region. In addition, sublimation reflects the "shift" of the real field of competition from the field of scientific innovation to the field of control over the flows of status groups.

The last invariant- scattering -reflects the high probability of scattering of scientific directions. If the difficulties of creating a scientific school are largely due, among other things, to a lack of resources for its formation (inaccessibility of approaches to topical issues of the world level, limited student enrollment), as well as to the formed ideas of the university environment on the adequacy of existing directions, then the difficulties of maintaining, as well as developing the scientific school are based primarily on the need for high energy costs in the broadest sense, which can only be compensated by adjustment of regional scientific schools in the federal system of "verticals" that makes the scientific schools to re-focus on the value of administrative order. This situation leads to a real stagnation of scientific areas

and the dispersion of their ideological complex in the plane of various kinds of “political technologies” or business technologies.

2. *Invariants for the development of labor resources.* One of these invariants can be called idiosyncratic, which means self-estrangement from the goals and ideology of one's professional status, and, ultimately, from the very labor object. The main workplace in the representations of this resource range is perceived as the basis for maintaining one's own status (if there is no attempt to integrate into consortia organized informally by the specialists of the first group of invariants), while the activity tip is directed, as a rule, into the field of entrepreneurial activity in servicing the simplest public metabolisms.

3. *Invariants for the development of material resources.* The material resources of higher school in the region are “tied” to its comprehensive city-forming landscape. Therefore, essentially the only basic invariant of their development is both potential and relevant limitations in the development of the regional city-forming landscape. This circumstance puts limits on the level and dynamics of those scientific studies and technologies that are material-intensive in their essence (natural and technical sciences).

4. *Invariants for the development of financial resources.* This aspect of the problem allows for greater detail in view of certain positions in favor of its dominance in the framework of modern concepts. Since financial resources are formed and operate in the form of flows, a significant part of which have non-regional sources, it is natural to divide the entire resource sphere in the field of financing into two large groups: invariants of the general nature and invariants of local, specific or traditional nature.

The invariants of the general nature include as follows:

1. Redistributive nature of resource supply. This invariant reflects one of the deep-seated phenomena of the Russian financial field - its non-comprehensive nature. In other words, the financial system does not cover all aspects of society, all segments of the population and the entire institutional landscape at the level declared by it at the same time. Such coverage is impossible at the same time, therefore it spreads over time into a system of mutually switching cycles with incomparable amplitudes, which is one of the prerequisites for chronic social arrhythmia. The chain of switches in this system is one of the elements of the power field of society.

An example of the effect of this invariant is actually represented by the paid nature of education, when some part of the financial resources of the population is redistributed in favor of some teaching staff of the universities.

2. Minimization of formal responsibility. The essence of this invariant is that any financial system is responsible for the functioning of flows within itself. When the system is left, responsibility is switched to the consumer. The size of the final network section before leaving the system, where liability is disconnected, can reach significant sizes, as shown by the experience of delays in wages, the peak of which occurred in the 90s.

The invariants of the special nature include as follows:

The traditional nature of regional resource supply, which is the result of conservative trends inherent in the region with clearly declared “self-sufficiency”. The closed metabolism of the economic and socio-cultural spheres of the region resists changes in which the threat of prevailing model subculture is visible. At the level of everyday consciousness, this leads to the predominance of passive moods, the psychology of elementary survival.

5 Conclusions

The considered groups of invariants allow one “groping” a number of imperatives in the plane of internal and external incentives for the development, whose analysis allows identifying

positive trends, having the potential for synchronization within the framework of counter-stagnation programs.

Acknowledgement

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Primary Paper Section: A

Secondary Paper Section: AH, AE

REGIONAL TELEVISION IN THE STRUCTURE OF PUBLIC DIALOGUE (ON THE EXAMPLE OF TELEVISION OF THE REPUBLIC OF TATARSTAN)

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Abstract. The study is devoted to the scientific problem of identifying the role of regional television in the structure of public dialogue. First of all, the authors of the article emphasize, that in earlier times the dialogue was in the form of letters and calls of viewers to the editors, and now there are many new ways of communication with the mass audience. These properties fully comply with the requirements of modern media market, which develops due to significant progress in the field of information and communication technologies. The authors draw attention to the positive experience of the Republic of Tatarstan (the subject of the Russian Federation) in the development of dialogue with the audience. Based on the research results of domestic and foreign scientists, the article raises the question of key terms and concepts, which are not clearly defined in science, which can help to describe and to analyze the modern dialogue with the mass audience.

Key words: structure of public dialogue, new ways of communication, analyze the modern dialogue.

1 Introduction

The opinion that television cannot be considered as independent mass media has existed in science and in society for a long time. This is due to the dependence of many television channels on the politics and ideology of the state, corporate ties and ethics, and many other factors, including economic ones.

At the same time, it should be pointed out, that television has a significant role in society, in the expectations and “requests” of society for it. In the 1960s it was believed that television as a tool of mass communication would lead to equalization, depersonalization of almost all viewers, since the broadcast was general, universal for everyone. This state of affairs has remained unchanged for a long time. However, the development of information and communication technologies has greatly influenced modern television, which today is increasingly focused on personalization of the viewer, holding a structured dialogue with the mass audience, and also on consideration of the individual needs of the viewer (video on demand, the formation of an individual program and other capabilities, which were absent earlier).

According to a number of domestic scientists, the theoretical and methodological base of mass communication is in a formative stage. Among the authors, dealing with this topic, F.I. Sharkova (Sharkova, 2001), T.V. Naumenko (Naumenko, 2003), D.C. Quail, (Quail, 2005). should be mentioned. This process is explained by the constant development and transformation of the structure and organization of a dialogue, the emergence of new technical capabilities, that is, by the inability to describe: the information, recorded in science, becomes obsolete very quickly. However, at the same time, the researchers believe, that the absence of a single generally accepted scientific apparatus of the theory of mass communication is another problem. At present, the rich collected empirical material is used for practical purposes. Moreover, most of modern empirical studies of mass communication do not fulfill their heuristic function, and serious fundamental investigations are required, which will allow to reach the level of deep theoretical generalizations.

In the public mind, television has been the most important source of operational and objective everyday information about the events in the country and in the world. At the same time, television reflects the mentality, and shows the cultural characteristics of the country in an accumulated form, creates the so-called television picture of the world, which reflects, but at the same time forms the general and individual picture of the world of the television audience. The fact, that today young people prefer to watch television programs on the Internet shouldn't be ignored. This way of consumption of video content is more dynamic, free, not limited by the fixed broadcasting network. There is the

possibility of blocking advertising, or the possibility of its substantial restriction. Different media sites of the Internet have more content, which can satisfy the interests and needs of the youth audience, and moreover, the Internet can interact with the audience. Since television can cover the widest sections of the population, even those, which remain outside the influence of other media, the outflow of viewers from the screens and their transition to the Internet is a serious challenge. So, the increasing competition with the Internet poses new tasks for traditional television, in order to attract and to hold the attention of the audience (Nazar & Hamidzadeh, 2017).

2 Methods

The idea of dialogue with the viewer came to television from the radio. At first, mainly news was broadcast on television. Then the entertainment and educational programs appeared. The dialogue with the audience existed in one form: these were the letters to the studio, and the presenters answered them. According to this model, the TV program “Utrennyaya pochta” was created. Yuri Nikolaev was its permanent anchorman. This program was very popular among the Soviet audience. Bags of letters came to the program, where viewers asked to satisfy the musical request. Nikolaev read an interesting letter and put some music on. Of course, this can not be considered as a dialogue in the full sense of the word, but at that time, such a form of communication with the audience was convenient for all participants: the producers of the program and the audience.

Another, already modern, example of dialogue with the audience is the recently-broadcasted Tatar-language children's channel “SHAYAN TV” (OAO “Noviy Vek TV and Broadcasting Company”, the Republic of Tatarstan). Its mission is to preserve the Tatar language in the context of the process of assimilation and change of its status in educational institutions. This channel can also be watched on the Internet. The site began to work simultaneously with the television channel, and that is very important in terms of a dialogue with young viewers. There is a constant feedback: comments, the possibility to post your photos on the site, communication in the Tatar language on the forums, the possibility to ask questions to those, who make the channel.

The programs of “SHAYAN TV” channel differ from the rest of the cognitive content in their spectacularity, as well as in real stories, that is, what is shown to the audience was earlier or exists now in truth. There is another kind of dialogue with the audience, through photos, videos, when a person can understand everything without words (Laureano et al, 2018).

Each program has its own audience, on which it is aimed, and whose interests are taken into account in the first turn. In general, the programs can be considered as the content, suitable for everyone, because each given topic is explained here from the beginning to the end, and it is quite simple to get to the bottom.

Today, multimedia has become one of the most successful concepts for the development of media industry and the relationship between the mass media and the audience, where the dialogue with the mass audience plays a significant role.

Currently, when the Internet audience is actively increasing, and media consumption is becoming wider, it is difficult for traditional television to compete with it. According to the Ministry of Communications of the Republic of Tatarstan, the audience of wired and wireless Internet has increased over the past year by 10%, and amounted to 4 million 200 people. Today, 76% of the population uses wired Internet. At present, not a person is looking for information, but information is looking for a person. The experts say that modern people spend almost 10 hours a day on media consumption. In this dense stream, it is important to find a place for the classic media. The total audience of the website “Tatmedia” (<http://tatmedia.ru/geo>) is more than

196 thousand unique visitors per day, that is, an average of 2.5 thousand per person.

3 Results And Discussion

Regarding the degree of investigation of the problem of television in the structure of public dialogue, we can say with confidence that there is not much information in foreign and domestic scientific literature. Foreign media researchers, such as Hibberd M. (Hibberd, 2001) and Tulloch J. (Tulloch, 2000), give a detailed description of the television audience in their works; Tullio (Tullio, 1990) pay attention to the interpretation of a dialogue; Signorelli N. and Morgan M. (Signorelli & Morgan, 1990) consider new areas of media effects.

Domestic scientists also investigate the problems of television in the structure of public dialogue. Skovorodnikov A.P. and Kopnina G.A. (Skovorodnikov, 2012) deal with the issues of formation of speech culture. Nagovicina T.A. (Nagovicina, 2018) studies regional television and its place in the structure of public dialogue, studies a television audience. Nazarchuk A.V. (Nazarchuk, 2009) considers the theory of communication in modern philosophy. At the same time, it is important to pay attention to the forms of manifestation of the dialogue beginning, and the specifics of the dialogue itself in the context of new media environment, which is formed now, due to the growing role of the Internet and technologies, connected with big data analysis.

4 Summary

Considering regional television in the structure of public dialogue and the convergence of various technologies, it is necessary to highlight the following aspects of this issue and areas of study:

- new ways of dialogue with the mass audience: comments on the channels' sites, forums, invitation to the studio, interaction through the dialogue on the site and on the air, creeping line with the comments of viewers, polls on social networks, including Instagram;
- the specifics of mass audience, its features, and transformation due to the development of information and communication technologies;
- the principles of formation and interaction of television content producers with the mass audience;
- the structure and level of interests of the mass audience;
- watching television in modern conditions;
- media portrait of the audience;
- goals and objectives of communication among professionals;
- organization and conditions of professional communication of a journalist;
- characteristics of speech communication;
- relationships between the concepts of "media consumption" and "consumer interest";
- profiles of the audience in modern media systems;
- the forms of work of a journalist in a dialogue on television.

In the conditions of a modern media system, for a successful fulfillment of his professional tasks, television journalist must be able to establish relationships with the representatives of various ethnic groups, not only as with sources of journalistic materials, but also as with potential consumers of the mass information.

Television journalist should be familiar with the techniques and methods of searching and obtaining information, in accordance with the identified interests of the audience at various levels, taking into account political, national, and interstate interests.

Today, the mass audience is considered as an active participant in public dialogue, and as a subject of communication. For example, a talk-show program is regarded as a universal format for the dialogue of a journalist with the mass audience.

Before talking about the effectiveness of the dialogue with the mass audience, regardless the television or print aspect, it is necessary to determine the conditions under which it will take

place. There are several conditions for the dialogue with the mass audience in modern mass media:

1. Theme. It is important for a specific audience. While determining the topic, the most important is the need to take into account the age, occupation, gender, sphere of interests, etc.
2. Journalist skills, namely: knowledge of the topic at a deep level, oratory, if it relates to television or radio, writing skills, the ability to feel the mood of the audience, and set the nature of discussion, etc.
3. Technical equipment, allowing to create the interaction through the dialogue - comments, mail, calls, voting and so on.

Today, not only the ways of conducting the dialogue between the journalist and the audience are important, but the ability to hold the attention. The conditions for holding the audience's attention are the following:

- rhetorical questions;
- personality of the journalist;
- making parallels with everyday life, with a life, familiar to every person;
- accompanying the story with scenes from the movies, etc.;
- placing the viewer in unusual and non-standard conditions (communication with him on a first-name basis, as if he is watching a program alone);
- background music, for example, music, setting a certain mood in the viewer (the principle of parallelism or counterpoint);
- different shooting (close shot is alternated with general, non-standard, too near shot, from below or above, etc.);

5 Conclusions

The specific of working with the mass audience is an important principle of communication, the mechanism for understanding and cognition of the interlocutor. Knowledge of the principles and methods of interaction with a mass audience in the context of mass communication activities is necessary not only for journalists, but also for politicians, political analysts, etc.

We came to the conclusion that in the Republic of Tatarstan, as in the whole Russia, there is a quite solid experience in the work of modern television. Modern media companies expand their range of information and entertainment products, and use "new" forms of media product delivery: online newspaper, Internet radio, web television.

Thus, we can conclude that television occupies a leading place in the structure of public dialogue and affects the minds of viewers.

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Primary Paper Section: A

Secondary Paper Section: AO

SPECIAL ASPECTS OF THE DEBTOR'S REAL ESTATE PROPERTY SALE IN ENFORCEMENT PROCEEDINGS

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Abstract. The article analyzes the provisions of the legislation on enforcement proceedings governing the procedure for the sale of immovable property of a debtor in enforcement proceedings. The lack of legal regulation of electronic bidding and other factors that lead to violations of the rights of claimants, debtors and to a large number of legal proceedings related to the recognition of tenders as invalid. The general methodological basis of the study was the general scientific (dialectical) method of cognition, the comparative legal, logical methods that made it possible to consider the peculiarities of the sale of the debtor's real estate in enforcement proceedings.

The article presents the authors' own views and analyzes the theoretical studies of scientists in this field. The theoretical provisions formulated in the article can find application in the course of further scientific research in the field of improving the mechanism of enforcement proceedings in this area.

Keywords: provisions of the legislation, legal regulation of electronic, analyzes the theoretical.

1 Introduction

Real estate, the role and economic importance of which in the economy of the state as a whole and its citizens, in particular, is invaluable, is one of the most common objects of foreclosure in enforcement proceedings.

In accordance with Part 4 of the Article 2 of the Civil Procedure Code of the Russian Federation, the tasks of civil proceedings are the correct and timely consideration and resolution of civil cases in order to protect violated or disputed rights, freedoms and legitimate interests of citizens, organizations, rights and interests of the Russian Federation, constituent entities of the Russian Federation, municipal entities, and other entities that are subjects of civil, labor or other legal relations.

The execution of court decisions, in which one of the parties to enforcement proceedings is often faced with problems of real estate sale, plays a large and significant role.

At the same time, the constantly changing economic relations over real estate, their material and legal regulation, as well as the continuing shortcomings of the procedural and legal regulation of the sale of real estate, give rise to many problems in law enforcement.

In this regard, the analysis of the provisions of the legislation on enforcement proceedings, identifying the features and the most important problems in practice that govern the procedure for selling the property of the debtor is relevant and significant. The problems under consideration are also found in foreign law and order (Slovak Republic, 2017).

It is necessary to take into account the fact that the sale of real estate is a deprivation of property guaranteed by the Constitution of the Russian Federation. Therefore, it is necessary to ensure that all changes in legislation do not lead to unconstitutional results (Brits, 2013).

Thus, the development of the special features of the realization of real estate of debtor in the executive production, on the basis of civil-lawful status of object, the defects of the legislation, which regulates this question, under the contemporary conditions is necessary.

2 Methods

The purpose of enforcement proceedings is correct and timely.

Execution of decisions of both courts and other competent authorities. The sale of the debtor's property at public auction leads to the direct execution of the court decision and is the final

stage of the entire process of both legal proceedings and enforcement proceedings.

In this article, methods of real estate sale are investigated when foreclosed on it in the framework of enforcement proceedings. Moreover, it was established that the current legislation of the Russian Federation on the organization and holding of tenders for the sale of property of the debtor, consisting of a small number of general rules of the Federal Law "On Enforcement Proceedings" and the Civil Code of the Russian Federation, as well as approved by the Federal service of the bailiffs of Russia and by the Federal Agency for the management of state property is insufficient.

Lack of legal regulation of such important issues encountered in practice as: the print publication is not defined as an official publication that publishes information required by the law on enforcement proceedings; lack of a legal basis for conducting tenders in electronic form; the requirement to submit a proposal with a price offer or a desire to submit a price quote as part of the application is not regulated by the legislation of the Russian Federation; submitting bids at a closed price in open bidding (violates the principle of openness); the procedure for accepting applications during public holidays and weekends is not regulated (the total time for receiving applications is indicated); the place for accepting bids has not been established (only the issue of the venue of the tender

The economic aspect of the relevance of the topic of this study is determined by the fact that real estate is one of the fundamental objects of civil turnover.

Effective interaction of the norms of many branches of law, legislative changes, in particular, the discussed combination of civil and arbitration procedural legislation, which will affect enforcement proceedings, as well as the transition to electronic document management and streamlining of procedures through the introduction of information technologies that have not been circumvented and enforcement proceedings constitute a normative aspect relevance of the topic (Jenaabadi & Issazadegan, 2014).

An indicator of the law enforcement aspect of relevance of the topic is a large number of judicial practice and discussions in the scientific literature on the implementation of the debtor's real estate in enforcement proceedings, which clearly demonstrates the many difficulties in this area and the presence of gaps in the legislation.

The methodological basis of the study was the dialectical-materialistic method of cognizing legal reality, along with which general scientific methods were also used - analysis and synthesis, which allowed the authors to identify the main approaches to understanding the substantive content of the category real estate and its implementation in enforcement proceedings; logical and private-scientific methods - system-structural, formal-legal, comparative-legal, which were used in assessing the norms that make up the subject of research and substantiating recommendations for improving the legal regulation of relations that form the subject of research (Rasooli & Abedini, 2017).

3 Results And Discussion

General provisions for the sale of property of the debtor are fixed in Article 87 of the Federal Law of 10/02/2007 "On Enforcement Proceedings". As rightly points out Professor D.Kh. Valeev, "the method of selling the debtor's property largely depends on the type of property" (Valeev, 2013). Part 3 of article 87 of the above law includes real estate in a special group of property to be sold through open tendering in the form of an auction. Similar rules for the sale of real estate are applied in most foreign countries (Good, 2003). Since the sale of the debtor's real estate is carried out through open bidding in the form of an auction, it makes sense to dwell on the study of the procedure for their conduct. Here it is necessary to agree with the opinion of scientists that "in the framework of enforcement proceedings, public tenders are held in

order to provoke a competition of purchase offers in order to gain the maximum price for the property being sold" (Gureev & Gushchin, 2014: Peres et al, 2018).

According to part 1 of article 89 of the law "On Enforcement Proceedings", the property of the debtor at the auction is sold by the organizer of the auction - a person or organization that has the right to conduct auction on the corresponding type of property in accordance with the legislation of the Russian Federation. The same article establishes a deadline - from the day of receipt of the debtor's property under the acceptance-transfer act to post information about the property being sold on the Internet, and about property that is sold at the auction also in the print media. In part 3 of article 90 of the law "On Enforcement Proceedings" it is established that "a notice on tendering is posted on the official website of the Russian Federation in the information and telecommunication network" Internet "to post information on tendering determined by the Government of the Russian Federation." Until such a site is defined, this notice should be posted on the organizer's website on the Internet and published by him in a printed periodical determined by the Government of the Russian Federation. Information on bidding should be available to interested parties for free. To date, such a print publication is not defined.

Currently, an Internet site has been defined for posting information on tendering for the sale of mortgaged property of the debtor in accordance with the Rules for sending information on tendering for the sale of mortgaged real and movable property during enforcement proceedings, as well as on tendering for the sale of mortgaged movable property in extrajudicial the procedure for placement on the Internet information and telecommunication network, which are approved by the Decree of the Government of the Russian Federation of 30/01./2013 No. 66 - www.torgi.gov.ru (Decree of the Government of the Russian Federation, 2013). Earlier in law enforcement practice, there was a position according to which the procedure for posting information on conducting public tenders on the website www.torgi.gov.ru should be mandatory only for tenders related to the sale of mortgaged property. However, the joint Order of the Federal Bailiff Service No. 527, of the Federal Agency for State Property Management No. 348 of September 15, 2014 amended the above Procedure, by which now this rule should apply to all tenders for the sale of property of the debtor. In our opinion, posting a notice on tendering for the sale of property, both unencumbered and encumbered with a pledge, on one site for all participants in the procedure for selling property through tendering will be convenient. Currently, in fact, information on the sale of property of debtors as part of enforcement proceedings is posted on the website of the Federal court bailiff service of Russia <http://fssprus.ru/>, of the Federal Agency for State Property Management <http://www.rosim.ru/> and on the above resource www.torgi.gov.ru.

Courts often consider invalidation of tenders in connection with improper notification of potential buyers about tendering. The Presidium of the Supreme Arbitration Court of the Russian Federation on this issue clarified in paragraph 2 of its Information Letter dated December 22, 2005 No. 101, according to which information on tendering reported in violation of the established deadline reduces the possibility of potential buyers participating in tenders and, therefore, affects on the formation of selling prices. Clause 3 of this letter also states that the absence of information in the tender notice that is provided for in clause 2 of Article 488 of the Civil Code of the Russian Federation is a violation of the procedure for conducting tenders and the basis for declaring tenders invalid (Gayfutdinova, 2016).

There is a problem with the practice of applying the Order of the Russian Federal Property Fund dated November 29, 2001 No. 418 "On approving the Procedure for organizing and conducting tenders for the sale of seized and confiscated property, as well as confiscated, ownerless and other property that has been transferred to the ownership of the Russian Federation". For example, in the opinion of the Federal Arbitration Court of the Moscow District, the said Order of the Russian Federal Property

Fund was terminated due to the liquidation of the Russian Federal Property Fund and the publication by the Federal bailiff service of Russia and of the Federal State Property Management Agency (Federal Property Management Agency) Order No. 347/149 of July 25, 2008 The Arbitration Court of the Saratov Region also maintained this position. However, there are many judicial acts issued taking into account the said Order of the Russian Federal Property Fund dated November 29, 2001 No. 418. So, for example, the Decree of the Presidium of the Supreme Arbitration Court of the Russian Federation of 24.07.2012 No. 5574/12. At the same time, in the decision of the Federal Antimonopoly Service of Russia dated 05/24/. 2013 No. T-80/13 states that "...The Federal Property Management Agency is not the assignee of the Specialized State Institution under the Government of the Russian Federation "Russian Federal Property Fund" and, therefore, the effect of the document "On Approving the Procedure for Organizing and holding tenders for the sale of seized and seized property, as well as confiscated, ownerless and other property, circulated into the ownership of the Russian Federation", approved by the RFBR Order of November 29, 2001 No. 418 does not apply to the activities of the Federal Property Management Agency." Thus, we can state that the question of the effect of the decree of the Russian Federal Property Fund dated November 29, 2001 remains unclear. № 418 .Previously, the procedure for conducting tenders in enforcement proceedings was generally regulated by the order of the Russian Federal Property Fund dated November 29, 2001 No. 418 "On approval of the Procedure for organizing and conducting tenders for the sale of seized and confiscated property, as well as confiscated, ownerless and other property transferred to the ownership of the Russian Federation".

However, in connection with the problem of the operation of this document that we noted earlier, this procedure is actually regulated by a very small number of norms of Articles 447-449 of the Civil Code of the Russian Federation and Chapter 9 of the Law on Enforcement Proceedings. Approved by the Federal Court Bailiff Service of Russia and by the Federal Agency for State Property Management the Procedure also does not eliminate this defect. Specialists also note that the lack of regulation of the bidding process during enforcement proceedings leads to numerous violations of the rights of both claimants and debtors, as well as a significant number of litigations related to invalidation of tenders (Medvedev & Nasonov, 2010). Law enforcement practice also indicates the presence of legislation gaps in the regulation of the auction procedure in enforcement proceedings. The lack of a clear mechanism for the protection of both parties when enforcing property is often the subject of discussion not only in Russia but also abroad.

4 Summary

Analyzing the above, we identified the following unresolved issues that are most important in practice, which lead to violations of the rights of both claimants and debtors, and to a large number of litigations related to invalidating tenders: there is no official print publication for publishing information, prescribed by law on enforcement proceedings; there is no legal regulation of electronic bidding; the procedure for submitting a price offer is not sufficiently regulated, which violates the principle of openness when submitting offers at a closed price.

In this regard, we propose introducing into the Law "On Enforcement Proceedings" a special chapter that would regulate in detail the procedure for conducting tenders within the framework of enforcement proceedings.

Also, given the active development and practical convenience of information technology, we offer: to fully switch to the electronic form for publishing notices of all tenders in enforcement proceedings; use the electronic bidding form as the only form of sale of the debtor's real estate in enforcement proceedings.

5 Conclusions

The procedure for foreclosing on real estate, in general, is subject to the general rules of enforcement proceedings and includes three

standard stages: arrest (Odintsova, 2017), assessment and implementation. Due to the peculiarities of the civil law status of real estate, in practice, when foreclosing on real estate, a number of problems arise. In the course of the study, it was revealed that the procedure for foreclosing on real estate needs special legal regulation.

This study revealed that the current legislation of the Russian Federation on the organization and conduct of tenders for the sale of property of the debtor, consisting of a limited number of general norms of the law on enforcement proceedings and the Civil Code of the Russian Federation, as well as approved by the Federal service of the bailiffs of Russia and of the Federal Agency for management of state property of the Order is insufficient, which, ultimately, leads to a violation of the rights of both parties to enforcement proceedings, and to a lot of litigation.

The reasons for the absence and new law enforcement practice, in our opinion, are the complexity of the legislation and the lack of official explanations. It seems that amendments to the current legislation, as well as the publication of official explanations could give impetus to the application of law enforcement practice.

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Primary Paper Section: A

Secondary Paper Section: AE, AG, AH

B PHYSICS AND MATHEMATICS

BA	GENERAL MATHEMATICS
BB	APPLIED STATISTICS, OPERATIONAL RESEARCH
BC	THEORY AND MANAGEMENT SYSTEMS
BD	INFORMATION THEORY
BE	THEORETICAL PHYSICS
BF	ELEMENTARY PARTICLE THEORY AND HIGH ENERGY PHYSICS
BG	NUCLEAR, ATOMIC AND MOLECULAR PHYSICS, ACCELERATORS
BH	OPTICS, MASERS AND LASERS
BI	ACOUSTICS AND OSCILLATION
BJ	THERMODYNAMICS
BK	LIQUID MECHANICS
BL	PLASMA PHYSICS AND DISCHARGE THROUGH GASES
BM	SOLID-STATE PHYSICS AND MAGNETISM
BN	ASTRONOMY AND CELESTIAL MECHANICS, ASTROPHYSICS
BO	BIOPHYSICS

METHOD FOR THE EXISTENCE OF THE SOLUTION OF SPATIAL NONLINEAR BOUNDARY VALUE PROBLEMS IN THE THEORY OF ELASTICITY

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Abstract. The paper studies the solvability of nonlinear boundary value problems of the three-dimensional theory of elasticity for an isotropic inhomogeneous hemisphere under kinematic boundary conditions. We have proved the existence theorem and provided analytical, numerical methods for finding solutions. The development of mathematical methods to investigate the solvability of nonlinear spatial boundary value problems for isotropic and anisotropic inhomogeneous elastic bodies is very relevant. Therefore, the aim of this paper is to prove the existence theorem for solutions for an isotropic inhomogeneous hemisphere under set kinematic boundary conditions. The proposed research method includes reducing the original system of equilibrium equations defined by integral representations for displacements, based on Laplace's fundamental solutions, to a system of three-dimensional singular integral equations, the solvability of which is established using the symbol of the singular operator and the compressed-map principle.

Keywords: inhomogeneous hemisphere, existence theorem, three-dimensional singular integral equations.

1 Introduction

To date, there are not many works devoted to the study of the solvability of spatial boundary value problems raised the elasticity theory (Vorovich, 1989; Novozhilov 1948). The results have been obtained only for linear boundary value problems and by such well-known methods as the variational method and the method of potential and integral equations, which are based on fundamental solutions of homogeneous equilibrium equations (Novozhilov 1948). By the variational method, the authors of (Vorovich 1989; Mikhlin 1962) solved linear problems for anisotropic elastic bodies in energy spaces. As for equations with constant and piecewise constant coefficients describing the equilibrium state of isotropic and piecewise homogeneous elastic bodies, the fundamental solutions have already been constructed so far. This work aims to study nonlinear boundary value problems for an isotropic inhomogeneous elastic hemisphere. Therefore, we proposed a method that suggests reducing the initial system of equilibrium equations to three-dimensional singular nonlinear integral equations with respect to the auxiliary vector function.

2 Methods

The basis of the method for spatial nonlinear boundary value problems is integral representations for the components of displacements based on fundamental solutions of Laplace's equation. Here, they are constructed using an approach based on the use of the harmonic Green's function of the Dirichlet problem for elastic bodies of a special configuration (ball, half-space, cylinder, etc.) and the theory of harmonic potential for arbitrary elastic bodies. This approach, unlike other proposed methods (Vorovich, 1989; Novozhilov 1948), does not require knowledge of particular solutions of the original homogeneous equations system and allows one to study nonlinear boundary value problems for a wider class of equilibrium equations with variable coefficients. A similar approach was previously used by an isotropic inhomogeneous elastic ellipsoid and a ball under kinematic boundary conditions (Timergalyev 2014; Yakupova 2018). To study the solvability of the system of integral equations, the theory of multidimensional integral equations developed by Professor Mikhlin S.G. is used (Mikhlin, 1962).

3 Results And Discussion

In domain V , which is occupied by the elastic body, a system of equations of form is considered

$$\sigma_j^{kj} + f_k + X_k = 0, \quad k = 1, 2, 3$$

$$\partial V: x_1^2 + x_2^2 + x_3^2 = 1;$$

(1)

(hereinafter, a summation from 1 to 3 is carried out with repeated Latin indexes), in which notations are accepted:

$$f_1 = \frac{\partial}{\partial x_j} (\sigma^{j3} \omega_2 - \sigma^{j2} \omega_3), \quad f_2 = \frac{\partial}{\partial x_j} (\sigma^{j1} \omega_3 - \sigma^{j3} \omega_1),$$

$$f_3 = \frac{\partial}{\partial x_j} (\sigma^{j2} \omega_1 - \sigma^{j1} \omega_2);$$

$$\sigma^{jj} = 2\mu \varepsilon_{jj} + \lambda \varepsilon, \quad \sigma^{jk} \equiv \sigma^{kj} = \mu \varepsilon_{jk}, \quad j \neq k; \quad \varepsilon = \varepsilon_{11} + \varepsilon_{22} + \varepsilon_{33};$$

$$\varepsilon_{jk} = e_{jk} + \varkappa_{jk}, \quad e_{jj} = u_{j,j}, \quad e_{jk} = u_{j,k} + u_{k,j}, \quad \varkappa_{jj} = (\omega_1^2 + \omega_2^2 + \omega_3^2 - \omega_j^2)/2,$$

$$\varkappa_{jk} = -\omega_j \omega_k, \quad j \neq k, \quad k = 1, 2, 3; \quad \omega_1 = (u_{3,2} - u_{2,3})/2,$$

$$\omega_2 = (u_{1,3} - u_{3,1})/2, \quad \omega_3 = (u_{2,1} - u_{1,2})/2; \quad \mu = \frac{E}{2(1+\nu)},$$

$$\lambda = \frac{\nu E}{(1-2\nu)(1+\nu)};$$

(2)

hereinafter, symbol a_j stands for partial derivative $a_j = \partial a / \partial x_j$.

The system of equations (1) together with relations (2) describes the equilibrium state of an elastic isotropic inhomogeneous body. In this case: σ^{kj} - components of stresses, ε_{jk} - components of strains, $u = (u_1, u_2, u_3)$ - a vector of displacements, X_k ($k = 1, 2, 3$) - components of volumetric external forces acting on an elastic body; μ - a shear modulus of elasticity, λ - a Lamé's parameter, $E = E(x)$ - a tensile modulus of elasticity, $\nu = \nu(x)$ - a Poisson's ratio, $x = (x_1, x_2, x_3)$ - a point of an elastic body.

If in a system (1) stresses and strains are replaced by expressions from (2), then we obtain a system of equations of equilibrium in displacements:

$$\Delta u_k + \theta_{,k} / (1 - 2\nu) + l_k(u) + g_k(u) + X_k / \mu = 0, \quad k = 1, 2, 3,$$

(3)

where $l_k(u) = [\mu_{,k} e_{kk} + \mu_{,j} e_{kj} + \lambda_{,k} (e_{11} + e_{22} + e_{33})] / \mu$,

$$g_k(u) = \frac{1}{\mu} \left\{ f_k(u) + \frac{\partial}{\partial x_k} [(\mu + \lambda)(\varkappa_{11} + \varkappa_{22} + \varkappa_{33})] + \frac{\partial}{\partial x_j} (\mu \varkappa_{jk}) \right\},$$

(4)

$\theta = \text{div } u$, Δ - Laplace operator.

It is noteworthy that in the case of linear problems $g_k(u) \equiv 0, k = 1, 2, 3$.

In addition, if the body is homogeneous, then $l_k(u) \equiv 0, k = 1, 2, 3$.

Задача А. It is required to find the solution $u = (u_1, u_2, u_3)$ for a system (3) in a hemisphere $V: x_1^2 + x_2^2 + x_3^2 \leq R^2$ ($x_3 \geq 0$) satisfying a condition ∂V on its boundary

$$u = 0.$$

(5)

We will study Problem A in a generalized formulation. Let the following conditions be satisfied: a) $E(x), v(x) \in W_p^{(1)}(V), p > 3$; b) $X_k \in L_p(V), p > 3, k = 1, 2, 3$.

Definition. We will name a generalized solution to Problem A the displacement vector $u = (u_1, u_2, u_3) \in W_p^{(2)}(V), p > 3$, almost everywhere (a.e.), there is (3) satisfying the system and a boundary condition (5).

Here is $W_p^{(j)}(V) (j = 1, 2)$ Sobolev space. By virtue of embedding theorems, there is a generalized solution $u \in C_\alpha^1(\underline{V})$, a $E(x), v(x) \in C_\alpha(\underline{V}), \alpha = (p - 3)/p$ for Sobolev spaces $W_p^{(j)}(V) c p > 3$.

The solution to problem A will be sought in the form

$$u(x) = \iiint_V G(y, x)\rho(y)dy, \quad dy = dy_1 dy_2 dy_3, \tag{6}$$

where $\rho = (\rho_1, \rho_2, \rho_3)$ - an arbitrary vector function belonging to space $L_p(V), p > 3$; $G(y, x)$ - harmonic Green's function of the Dirichlet problem, which in the case of hemisphere V has the form (Mikhlin, 1962).

$$G(y, x) = \frac{1}{4\pi|y-x|} - \frac{R}{4\pi|y||y^*-x|} - \frac{1}{4\pi|\underline{y}-x|} + \frac{R}{4\pi|y||\underline{y}^*-x|},$$

$y^* = (y_1^*, y_2^*, y_3^*) = R^2 y / |y|^2$ - a point symmetric to a point $y = (y_1, y_2, y_3) \in V$ with respect to a sphere $x_1^2 + x_2^2 + x_3^2 = R^2$; $\underline{y} = (y_1, y_2, -y_3)$ and $\underline{y}^* = (y_1^*, y_2^*, -y_3^*)$ - points symmetric to points $y = (y_1, y_2, y_3) \in V$ and $y^* = (y_1^*, y_2^*, y_3^*) \in V_1: x_1^2 + x_2^2 + x_3^2 \geq R^2, x_3 \geq 0$ with respect to a surface $x_3 = 0$; $\underline{y} = (y_1, y_2, -y_3) \in V_2: x_1^2 + x_2^2 + x_3^2 \leq R^2, x_3 \leq 0$; $\underline{y}^* = (y_1^*, y_2^*, -y_3^*) \in V_3: x_1^2 + x_2^2 + x_3^2 \geq R^2, x_3 \leq 0$; $|y-x| = \sqrt{(y_1-x_1)^2 + (y_2-x_2)^2 + (y_3-x_3)^2}$.

We will find derivatives up to the second order inclusive of the function $u(x)$. By direct differentiation under the integral sign in (6), we derive

$$\frac{\partial u}{\partial x_j} \equiv u_{,j}(x) = \iiint_V \frac{\partial G(y,x)}{\partial x_j} \rho(y) dy \equiv u_{,j}(\rho)(x), j = 1, 2, 3. \tag{7}$$

We note that $u_{,j}$ are linear completely continuous operators from $L_p(V)$ в $C_\alpha(\underline{V})$ when $p > 3$. In order to find the second derivatives $u(x)$, we will use the formula (15) from (Novozhilov, 1948). As a result, a.e. in V we get a notion

$$u_{k,kj}(\rho_k)(x) = -\frac{1}{3}\delta_{kj}\rho_k(x) + \frac{1}{4\pi} \iiint_{E_3} \frac{f_{kj}(\frac{y-x}{|y-x|})}{|y-x|^3} \rho_k^*(y) dy, j, k = 1, 2, 3, \tag{8}$$

$$f_{kj} \left(\frac{y-x}{|y-x|} \right) = \frac{3(y_k - x_k)(y_j - x_j) - \delta_{kj}|y-x|^2}{|y-x|^2},$$

where $\rho_k^*(y) = \rho_k(y)$ when $y \in V, \rho_k^*(y) = -\left(\frac{R^5}{|y|^5}\right)\rho_k\left(\frac{R^2}{|y|^2}y\right)$ when $y \in V_1, \rho_k^*(y) = -\rho_k(\underline{y})$ when $y \in V_2, \rho_k^*(y) = \left(\frac{R^5}{|y|^5}\right)\rho_k\left(\frac{R^2}{|y|^2}\underline{y}\right)$ when $y \in V_3$; E_3 - three-dimensional Euclidean space; $\delta_{kj} = 1$ when $k = j$ и $\delta_{kj} = 0$ when $k \neq j$.

It should be noted that the function $f_{kj} \left(\frac{y-x}{|y-x|} \right)$ is a characteristic of a singular operator $u_{k,kj}$ (Timergalyev et al 2014). Having

designated $\theta = (y-x)/|y-x| = (\theta_1, \theta_2, \theta_3), \theta_j = (y_j - x_j)/|y-x|, j = 1, 2, 3$, the characteristic can be expressed as $f_{kj}(\theta) = 3\theta_k\theta_j - \delta_{kj}, k, j = 1, 2, 3$. Direct calculations show that $\iint_{S_1} f_{kj}(\theta) ds = 0$; furthermore, it is evident that $\iint_{S_1} |f_{kj}(\theta)|^q ds \leq const, k, j = 1, 2, 3, 1/p + 1/q = 1, p > 3, S_1$ - a singular sphere. Therefore (Timergalyev et al 2014), $u_{k,kj}$ the essence of bounded operators is in $L_p(V), p > 3$.

Relations (6), (7), (8) are introduced in (3). As a result, in order to determine the function $\rho = (\rho_1, \rho_2, \rho_3)$ we arrive at a system of three-dimensional nonlinear singular integral equations of form

$$\rho_k(x) - \frac{\beta(x)}{4\pi} \iiint_{E_3} \frac{f_{kj}(\theta)}{|y-x|^3} \rho_j^*(y) dy - l_k(\rho) = g_k(\rho) + F_k(x), x \in V, \tag{9}$$

$$F_k(x) = \frac{3(1-2\nu)(1+\nu)}{(2-3\nu)E} X_k(x), l_k(\rho) \equiv l_k(u(\rho)), g_k(\rho) \equiv g_k(u(\rho)),$$

$$\beta(x) = \frac{3}{4-6\nu}, \quad k = 1, 2, 3.$$

Based on relations (4) and given above set operator properties $u_{,j}, u_{k,kj}, j, k = 1, 2, 3$, and conditions a), b), we easily establish that l_k - linear completely continuous, g_k - non-linear bounded operators in $L_p(V); F_k(x) \in L_p(V), p > 3, k = 1, 2, 3$.

We will follow (Krasnoselsky, 1956) when studying the solvability of a system (9), in which the right-hand side is temporarily considered fixed. The study of the solvability of multidimensional singular integral equations is based on the calculation of the symbol of singular operators. We will define a singular operator symbol with $\Phi_{kj}(x, \theta)$.

$$A_{kj}\rho_j = \delta_{kj}\rho_j - \frac{\beta(x)}{4\pi} \iiint_{E_3} \frac{f_{kj}(\theta)}{|y-x|^3} \rho_j^*(y) dy - \delta_{kj}l_j(\rho), x \in V, j, k = 1, 2, 3$$

(there is no summation with j).

We will calculate $\Phi_{kj}(\theta)$. We will be using a formula (Timergalyev et al 2014):

$$\Phi_{kj}(x, \theta) = \delta_{kj} - \frac{\beta(x)}{4\pi} \iiint_{E_3} \frac{f_{kj}(y/|y|)}{|y|^3} e^{-i(y,z)} dy, \tag{10}$$

where $\theta = z/|z|, z = (z_1, z_2, z_3), (y, z) = y_1 z_1 + y_2 z_2 + y_3 z_3 = |y||z| \cos \gamma$ - scalar product of vectors $y, z; \gamma$ - an angle between $y, z; i$ - an imaginary unit.

By calculating the integrals in (10), we derive $\Phi_{kj}(\theta)$ the relations for symbols $\Phi_{kj}(\theta)$

$$\Phi_{jj}(x, \theta) = \beta(1-2\nu+\theta_j^2), \Phi_{jk}(x, \theta) = \beta\theta_j\theta_k, j \neq k, \theta_j = \frac{z_j}{|z|}, j, k = 1, 2, 3.$$

Based on the theorem 3.40 from (Novozhilov, 1948), we derive

$$\begin{aligned} \Delta_1 &= \Phi_{11}(x, \theta) = \beta(1 - 2\nu + \theta_1^2), \Delta_2 = \det(\Phi_{jk})_{2 \times 2} = \\ &= \beta^2[(1 - 2\nu)^2 + (1 - 2\nu)(\theta_1^2 + \theta_2^2)], \\ \Delta_3 &= \det(\Phi_{jk})_{3 \times 3} = 2\beta^3(1 - 2\nu)^2(1 - \nu). \end{aligned} \tag{11}$$

Let a Poisson's ratio $\nu = \nu(x)$ satisfy the condition

$$-1 < \nu(x) \leq \nu_0 < 1/2 \quad \forall x \in \underline{V}, \nu_0 = \text{const.} \tag{12}$$

Based on (11), we easily obtain

$$|\Delta_1| > 0,3(1 - 2\nu_0), |\Delta_2| > [0,3(1 - 2\nu_0)]^2, |\Delta_3| > 2(1 - \nu_0)(0,3)^3(1 - 2\nu_0)^2$$

$$\forall x \in \underline{V}, \forall \theta \in S_1,$$

which suggests that the exact lower bounds of the determinants moduli Δ_j are positive. Therefore (Novozhilov, 1948), the system index (9) is zero with the Fredholm alternative applicable to it. Let $\rho = (\rho_1, \rho_2, \rho_3) \in L_p(V), p > 3$ - A non-trivial solution of the system (9) with a zero right-hand side: $g_k(\rho) + F_k(x) \equiv 0, k = 1, 2, 3$. This solution by the formula (6) corresponds to the displacement vector $u = (u_1, u_2, u_3) \in W_p^{(2)}(V), p > 3$ that satisfies the boundary condition (5) and a.e. a system of homogeneous linear equations

$$\sigma_{e_j}^{kj} = 0, \quad k = 1, 2, 3, \tag{13}$$

where $\sigma_e^{jj} = 2\mu e_{jj} + \lambda(e_{11} + e_{22} + e_{33}), \sigma_e^{jk} = \mu e_{jk}, j \neq k, j, k = 1, 2, 3$.

Equations in (13) are respectively multiplied by u_1, u_2, u_3 , integrated by V and summed. Then, taking into account (5), we do integration by parts. Finally, we obtain

$$\iiint_V \{ (1 - 2\nu)[(\sigma_e^{11})^2 + (\sigma_e^{22})^2 + (\sigma_e^{33})^2] + 2(1 + \nu)[(\sigma_e^{12})^2 + (\sigma_e^{22})^2 + (\sigma_e^{13})^2] \} dV = 0,$$

which suggests $e_{jk} = 0, k = 1, 2, 3$, and, therefore, $u_k = 0, k = 1, 2, 3$. So $\rho = 0$ a.e. in V .

Thus, there is an inverse operator $(I - P)^{-1}$ bounded in $L_p(V), p > 3$, with the help of which (9) reduces to an equivalent system of the form

$$\rho - G\rho = 0, \tag{14}$$

where notations are accepted: $G\rho = (I - P)^{-1}(g(\rho) + F), P\rho = (P_1\rho, P_2\rho, P_3\rho), F = (F_1, F_2, F_3), g(\rho) = (g_1(\rho), g_2(\rho), g_3(\rho)),$

$$P_k\rho = \frac{\beta}{4\pi} \iiint_{E_3} \frac{f_{kj}(\theta)}{|y-x|^3} \rho_j^*(y) dy + l_k(\rho), \theta = \frac{y-x}{|y-x|}, k = 1, 2, 3.$$

Exists

Lemma. Let the conditions (a), (b), inequality (12) be satisfied. Then G is a nonlinear bounded operator in $L_p(V), p > 3$, besides,

for any $\rho^j (j = 1, 2) \in L_p(V), p > 3$ belonging to the ball $\|\rho^j\|_{L_p(V)} < r$, the following evaluation is fair $\|G(\rho^1) - G(\rho^2)\|_{L_p(V)} \leq (q_1 + q_2r)r\|\rho^1 - \rho^2\|_{L_p(V)}$, where $q_j (j = 1, 2)$ - known constants that are not dependent on r .

Let us assume that the ball radius and the external forces acting on the elastic body are such that the conditions are satisfied

$$q = (q_1 + q_2r)r < 1, \|G(0)\|_{L_p(V)} < (1 - q)r, G(0) = (I - P)^{-1}F. \tag{15}$$

Under these conditions (14) we can apply a contraction mapping principle [7, p.146], according to which the equation (14) in the ball $\|\rho\|_{L_p(V)} < r$ has the only possible solution $\rho \in L_p(V), p > 3$.

Knowing that $\rho = (\rho_1, \rho_2, \rho_3)$, from the formula (6), we find the solution $u = (u_1, u_2, u_3) \in W_p^{(2)}(V), p > 3$ of Problem A.

Thus, the following theorem has been proved.

The theorem. Let conditions a, (b) of inequality (12), (15) be satisfied. Then the nonlinear boundary-value problem for an elastic isotropic inhomogeneous hemisphere under kinematic boundary conditions has a unique generalized solution in some ball of space $W_p^{(2)}(V), p > 3$.

4 Summary

The solvability of spatial boundary value problems of the elasticity theory is very relevant and is being carried out in two main directions. The first direction is characterized by the use of functional analysis methods (the Hilbert space method, variational methods, implicit function theorems), which allow us to study the existence of generalized solutions to a wide range of problems in the theory of elasticity in various energy spaces. The second direction is based on the theory of singular integral equations, which is based on fundamental solutions of equilibrium equations. Currently, such fundamental solutions are constructed for equations with constant and piecewise-constant coefficients that describe the equilibrium state of isotropic homogeneous and piecewise-homogeneous elastic bodies. The research proposal of this academic paper which concerns three-dimensional problems is developed in the second direction (Pakdel & Talebbeydokhti, 2018; Deyhim & Zeraatkish, 2016).

5 Conclusions

We have proved the existence theorem and have developed the analytical method for finding solutions of geometrically nonlinear spatial boundary value problems for an elastic isotropic inhomogeneous hemisphere under kinematic boundary conditions.

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Primary Paper Section: B

Secondary Paper Section: BA, BB, BC

DETERMINATION OF LEAKS IN THE MAIN PIPELINE BY "PRESSURE WAVE"

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Abstract. This paper describes a method of leakage and mass flow coordinate determination, based on pressure change in time in the cross section of the linear part of the main pipeline. Two possible cases of pressure drop are considered: with a constant pressure value at the end of the pipeline and with a changing pressure value at the end of the pipeline. Based on the mathematical model describing the fluid flow in a leaky pipeline, and using the Fourier transform, the parameters of the oil product and the pipeline, calculation formulas were obtained to determine the parameters of leakage from the pipeline. The digital leak detection system in the pipeline is able to detect the smallest leak with the accuracy up to 1 meter during several seconds without any delays in operation or risk. A modern approach to a pipeline leak detection system is an extremely versatile solution that can be used to detect leaks in both liquid and gas environments in various industrial applications.

Key words: leakage and mass flow coordinate, Two possible cases of pressure drop, digital leak detection.

1 Introduction

The main reason for the violation of the main pipeline tightness is their long service life. Most of the main pipelines have a service life of more than 20 years. As they age, they begin to fail, leaks appear in structurally weak joints, corrosion points, and the areas with minor structural damage to the material. Leaks can occur through oil-seal packing of pumps and valves. Also the problem of unauthorized tapping into the linear part of the pipeline with the aim of embezzlement of petroleum products is important (Bulatov & Lyutov, 2013). The main task of leak detection systems (LDS) is to detect the fact of a leak and determine its location. LDS provides the alarm signal about the possible presence of a leak and the display of information that helps to make a decision about the presence or absence of leaks.

Pipeline leak detection systems are of great importance for the operation of pipelines, since they can reduce pipeline downtime (Volkov et al, 2014; Pajeti & Bahalgardi, 2017).

The detection of leaks from the pipeline is a rather complicated technical task, the solution of which requires special equipment and a professional approach. The appearance of even the smallest leak can indirectly cause another, more serious accident, for example, an explosion of released gas, as well as a pipeline rupture, which increases repair costs. It follows that it is economically feasible to detect leaks at an early stage of their appearance (Belyaeva, 2008). They develop the mathematical model for the method of leak detection by a pressure wave and the test of this model applicability in a short section of the main pipeline (Vainshtok, 2004; Kingsley et al, 2002; Kvet & Matiasko, 2018).

2 Methods

The method of negative pressure waves (estimated parameter) is based on the phenomenon of a rarefaction wave appearance during leakage. Discharge waves propagate on both sides of the leak and are recorded by the equipment. The accuracy of the method strongly depends on the hydrodynamic noise in the oil pipeline, and on the amount of leakage. Also, when there is discontinuity in flow continuity or the presence of gas bubbles, the propagation velocity of the discharge pressure wave decreases. Thus, the signal will be blocked or will carry false information. All existing parametric LDSs are not without drawbacks. Taking into account modern safety requirements, the use of only parametric LDSs by the companies involved in the transportation of oil, gas and oil products is insufficient. Accordingly, the main requirement for LDS is its accuracy, provided by an integrated approach, i.e. using a group of leak detection methods based on various physical principles, both periodic and continuous monitoring methods.

The pressure wave method is based on the analysis of transients in pipelines when a leak occurs. At the time of a fluid leak, rarefaction waves occur in the pipeline, propagating to the ends of the pipeline at the speed of sound. Pressure sensors installed at the ends of the pipeline record the time of pressure wave arrival. The use of double pressure sensors at the ends of the diagnosed section of the pipeline allows you to determine the direction of the pressure wave and ignore those detected pressure waves that came from outside the protected area of the section. The implementation of the method is divided into two parts. The first part of the method is performed in the controller, providing real-time monitoring of pipeline pressures. The second part provides the analysis of the recorded pressure waves for leakage at the top level of the system. This distinction made it possible to reduce the load on the data transmission channel and save server resources. The computational procedure processes the results of the incoming information, taking into account the sequence of signals, the distances between the pressure sensors, the propagation velocity of sound waves, etc. The difference ($t_1 - t_2$) of wave arrival moments indicates the displacement of the leakage point relative to the middle of the considered section (Kutukov, 2004). It is assumed that the pipeline between the oil pumping stations is a rectilinear section of equal diameter, completely filled with liquid, without additional inserts and bends. There are two pressure sensors at a certain height along the length of the pipeline with fixed coordinates (Gorny, 2008; Gerhard, 2003; Wang & Carroll, 2007).

Figure 1. schematically shows the method for leak monitoring in trunk pipeline section.

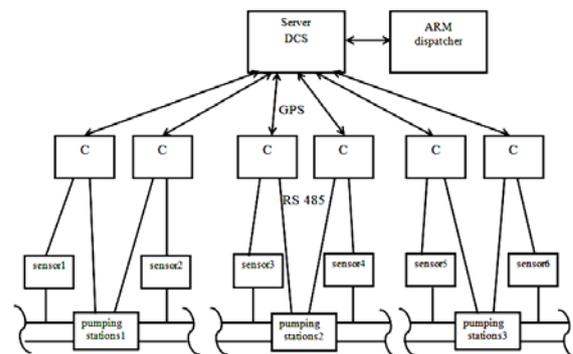


Figure 1. Leak detection scheme

To solve the problem of leak detection, two possible cases of pressure drop were considered: with a constant pressure value at the end of the pipeline (Figure 2), with changing pressure value at the end of the pipeline (Figure 3).

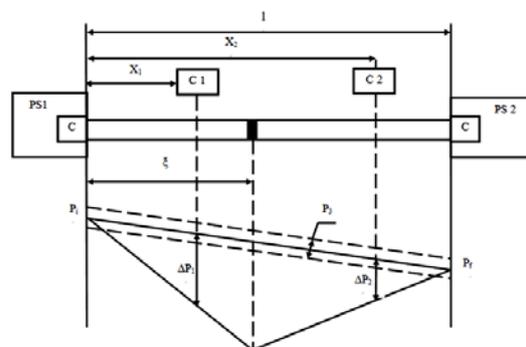


Figure 2. Leak detection method at constant outlet pressure

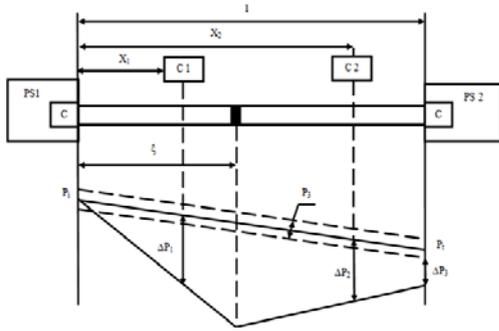


Figure 3. Leakage detection method at varying outlet pressure

The characteristics of the method depend on the dynamic characteristics of the sensors (D), the noise level (P_{uw}), the ability of the controller to process information with the necessary speed (0.01 sec), and the accuracy of sound speed determination (s).

The mathematical model in the form of a differential equation and uniqueness conditions describing the fluid flow in a leaky oil pipeline has the following form:

$$\varepsilon = \frac{lK}{(l - x_2) \left(p_1 - p_H - \frac{x_1}{l} (p_K - p_H) \right) + \left(z_1 - z_2 - \frac{x_1}{l} (z_K - z_H) \right) \cdot \rho g} + K \tag{4}$$

$$\sigma = \frac{F(K - l + x_2)}{l \cdot 2\alpha \cdot x_1 (l - x_2) \cdot \rho g} \left(p_1 - p_H - \frac{x_1}{l} (p_K - p_H) \right) + \left(z_1 - z_2 - \frac{x_1}{l} (z_K - z_H) \right) \cdot \rho g \tag{5}$$

$$K = x_1 \left(p_2 - p_H - \frac{x_2}{l} (p_K - p_H) \right) + \left(z_2 - z_1 - \frac{x_2}{l} (z_K - z_H) \right) \cdot \rho g \tag{6}$$

$$\frac{dp}{dt} = \tau \cdot \frac{d^2p}{dx^2} - \frac{c^2}{S} \cdot \sigma \cdot \delta(x - \varepsilon) \tag{1}$$

$$\tau = \frac{c^2}{b}, b = \frac{\lambda \cdot \omega}{2d} \tag{2}$$

$$p(0, x) = p_H - \frac{p_H - p_K}{l} \cdot x \text{ npx} = 0 \quad p = p_H, \text{ npx} = lp = p_K \tag{3}$$

where p is the pressure in the line (Pa), t is the time (s), x is the distance to the sensor (m), c is the wave propagation velocity in the pipeline (m/s), λ – the resistance coefficient of the pipeline, ω – the speed of the oil product (m/s), ε – the coordinate of the leak (m), σ – the mass flow rate of the liquid (kg/s), l and d – the length and diameter of the pipeline (m), S – the cross-sectional area of the pipeline (m²).

Based on the solution of the equation (1) and (3), using the Fourier transform, the parameters of the oil product and the pipeline, as well as the data obtained from the pressure sensors, they obtained calculation formulas for leakage parameter determination from the pipeline:

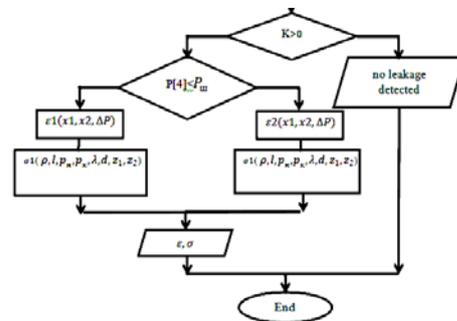
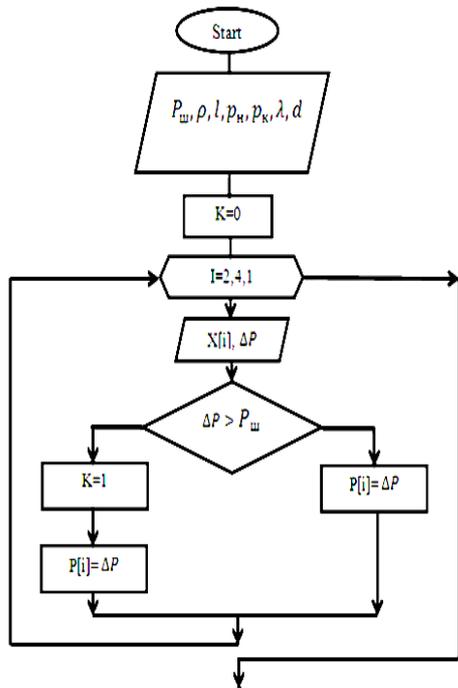


Figure 4. Leak detection algorithm flowchart

To implement this algorithm, a special program operates in the controller or at the upper level. The program for the upper level is presented on the example of the programming language PascalABC. To verify the correctness of the compiled mathematical model, an experimental unit was assembled, schematically presented on Figure 5.

Letters denote pressure gauges secured with tees, simulating a pumping station (PS), leakage is simulated by opening a tap with a known angle of valve rotation.

Three potential leakages are considered with respect to pressure sensors D1-D2.

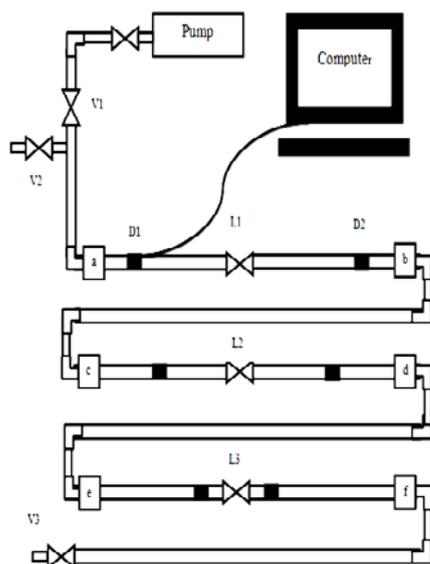


Figure 5. Experimental device scheme

3 Results

During the tests, a universal pressure measuring transducer MTU was used at the laboratory bench - universal pressure gauge-thermometer MTU-04.02.XX.

The information arrives at MIKON-827. A portable module MSI-07 was installed to collect information for data reading at the experimental unit, which can be connected via the AD-04 adapter to the airtight sensor connector. The module provides recording of registered information from the sensor into non-volatile memory. In experimental studies, a universal sensor was also connected to an electronic computer via a free COM port.

Monitoring the sensor status, the implementation of its launch and data reading from the device memory is provided by a top-level program. In this case, the RS-485 protocol is used, and the exchange rate on the unified port makes 9600 bps.

To normalize the serial signal by the interfaces of the microcontroller, microcircuits interfaces are used for RS-485 standard.

Table 1. Technical characteristics of the device

Range of measurement (URL) of excessive pressure, MPa	2,5; 4; 6; 10; 16; 25; 40; 60; 100
Limits of the reduced error of the pressure measurement channel in the range of operating temperatures, % of URL	±0,25
Operating temperature range, °C	-40... 85
Temperature measurement range, °C	-20... 100
Limits of allowed absolute error for temperature measurement channel, °C	±0,5 (±0,25)
Measurement resolution	1 s... 1 day
Power voltage, V	3,6
Weight, kg, no more than	1,8

4 Discussion

The experimental study was carried out as follows:

First stage: All taps are closed, water is pumped through an open tap 1. At this time, tap 2 is closed and tap 3 is open. After the air is removed from the pipeline, we turn off tap 1 and 3 and stop the pump.

Second stage: We install a pressure sensor at the beginning of the simulation pipeline and at its end at the required distance. We run a specialized program on the computer, prepare the sensors for signal record using its initialization.

Third stage: We create the required pressure the compressor receiver. When the valve 2 is closed, open the valve located at the outlet of the compressor receiver.

Fourth stage: We launch our pressure sensor through the computer.

Fifth stage: When they conduct experiments without leakage in the pipeline, U1-U3 valves always remain closed. We send a high pressure pulse to the simulated pipeline. For several seconds, the pressure sensor records the change in pressure over time, and then we stop it and turn off the valve 2.

During the conduct of experiments with leakage, the required valve opens a couple of seconds before opening valve 2 and the device records pressure change. The signal is given to the program that calculates the coordinate and the flow rate of the leak.

5 Conclusions

During the experiment, the main section of the Kaleykino pump station of "Transneft Prikamye" JSC was simulated from the Kaleikino acceptance point (AP) to the pump station 3 on a reduced scale, with the route length of 1500 m.

The input data for the object are presented in table 2.

Table 2. Data on the pumping station "Kaleikino"

Parameters	Data from the pumping station "Kaleikino"	Experimental data
Initial pressure,	0,94 MPa	0,94 KPa
End pressure,	0,86 MPa	0,86 KPa
Fluid density,	900 kg/m ³	900кг/м ³
Pipe diameter,	0,1m	01 m
The height of the sensors relative to each other	0, m	0, m
Pipeline internal resistance	0,005	0,001
Hydrodynamic noise level	3-5 KPa	3-5 KPa

The distance to the simulated leak in all 3 cases was 5.5 m.

The coordinates of the pressure measuring device installation were as follows:

In the first case: $x_1 = 1 \text{ m}$ $x_2 = 9 \text{ m}$

In the second case: $x_1 = 3 \text{ m}$ $x_2 = 7 \text{ m}$

In the third case: $x_1 = 5 \text{ m}$ $x_2 = 6 \text{ m}$

The pressure drop graph obtained is shown on Figure 6.

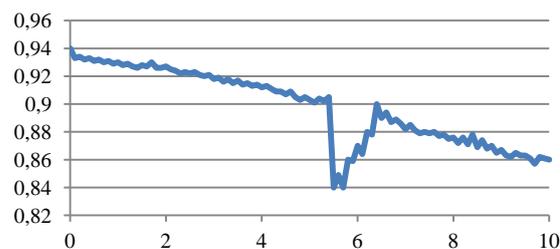


Figure 6. Pressure drop curve

The results of the program operation for all the considered methods of the device installation are shown in table 3.

Table 3. obtained results

Sensor coordinates	ε, m	$\sigma, \text{kg}/\text{c}$ (kg/s)
Experimentally obtained data	5,5	6,460
Data obtained via software		
$x_1 = 1 \text{ m}, x_2 = 9 \text{ m}$	5,623	6,483
$x_1 = 3 \text{ m}, x_2 = 7 \text{ m}$	5,656	6,520
$x_1 = 5 \text{ m}, x_2 = 6 \text{ m}$	5,609	6,475

The method accuracy assessment in respect of coordinate and leakage rate determination is given in table 4.

Table 4. Evaluation of the method accuracy

	$x_1 = 1 \text{ m}, x_2 = 9 \text{ m}$	$x_1 = 3 \text{ m}, x_2 = 7 \text{ m}$	$x_1 = 5 \text{ m}, x_2 = 6 \text{ m}$
$\delta_{\varepsilon}, \%$	0,224	0,284	0,198
$\delta_{\sigma}, \%$	0,356	0,929	0,232

6 Summary

Summarizing the results of the work, we can come to the following conclusions: the introduction of leak detection systems in pipeline transport is relevant, because it significantly reduces environmental damage from product spills and minimizes pipeline downtime. The error at leak detection using the "pressure wave" method is minimal, which is a good result and confirms the adequacy of the model. However, when they use this method, it is necessary to take into account the possibility of the error absolute value increase for long pipelines.

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Primary Paper Section: B

Secondary Paper Section: BE, BJ

G AGRICULTURE

GA	AGRICULTURAL ECONOMICS
GB	AGRICULTURAL MACHINES AND CONSTRUCTION
GC	PLANT GROWING, CROP ROTATION
GD	FERTILIZATION, IRRIGATION, SOIL TREATMENT
GE	PLANT CULTIVATION
GF	DISEASES, PESTS, WEEDS AND PLANT PROTECTION
GG	ZOOTECHNICS
GH	NUTRITION OF FARM ANIMALS
GI	FARM ANIMAL BREEDING AND FARM ANIMAL PEDIGREE
GJ	BDISEDAISES AND ANIMAL VERMIN, VETERINARY MEDICINE
GK	FORESTRY
GL	FISHERY
GM	FOOD INDUSTRY

CLUSTER TRANSFORMATION OF THE REGIONAL AGRO-INDUSTRIAL COMPLEX AS AN IMPORTANT CONDITION FOR MOBILIZING THE GENETIC RESOURCES OF PLANTS AND ANIMALS

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Abstract. The article presents the approaches of linear programming in the cluster transformation of the regional agro-industrial complex in the context of the need to mobilize the genetic resources of plants and animals. This study is aimed at solving the problems of increasing agricultural productivity as a result of synergistic effects from the implementation of science-intensive projects to mobilize the genetic resources of plants and animals, which is possible with territorial and sectoral integration. In the context of the transformation of economic relations, the development of integration processes in the agro-industrial complex has acquired strategic importance, which is due to the need to stabilize the economic situation of agricultural formations, restore damaged industrial and economic ties, and observe the parity of interests of all sectors and economic entities. Processing enterprises also seek to secure stable incomes, thanks to the availability of a reliable raw material base or markets for products.

Keywords: approaches of linear programming, cluster transformation of the regional agro-industrial complex, increasing agricultural productivity

1 Introduction

The most widespread in practice are integrated agricultural enterprises in the form of a simple partnership, joint-stock company, association, union, consumer cooperative, holding company. The choice of one form or another depends on the economic situation in the region, the state of the food market, forms of capital pooling, participation in management, and decisions of administrative bodies. Regardless of the chosen form for all integrated agro-industrial formations, the combination of all links (from production to processing and sale) and the combination of interests of agricultural producers and processing enterprises remains characteristic. (Sumner, et al 2010; Enright et al 2003; Beilin, 2016).

When carrying out joint activities without forming a legal entity, participants in an agro-industrial association conclude an agreement on the formation of a simple partnership (agreement on joint activity). This makes it possible to improve the economic conditions for the activities of counterparties, as certain tax privileges apply to simple partnerships. In addition, the agreement allows us to solve the tasks to increase production, improve its quality, competitiveness, creates all conditions for each enterprise to fulfill its responsibilities. (Ostergaard & Park, 2015; Hufbauer et al 2008; Igor & Beilin, 2018; Khmeleva et al 2015; Kling, et al 2010).

The most common organizational and economic form of agro-industrial integration is a joint-stock company, where the formation of relationships between agricultural producers and processing enterprises is carried out on a contractual basis, with each participant retaining all the rights and obligations of a legal entity. A more complex agro-industrial formation is a holding company. In it, the integration process is initiated not by agricultural producers, but by processing enterprises. The creation of holding-type associations is possible and appropriate if, along with insolvent enterprises, a financially sound organization is a potential participant in the association. It should not only have the necessary financial resources to fulfill the role of the parent company, but also have economic and other interests that can best be realized in this role (Khmeleva & Bulavko, 2016; Zadeh, 2002; Lichtenberg et al 2010; BEILIN & KHOMENKO, 2018; Unnevehr, et al 2010).

2 Methods

Any linear programming problem, regardless of the type of record, can be reduced to standard and canonical form and solved

by the simplex method, which in a sense is a universal linear programming method. The simplex method algorithm is iterative in nature. The algorithm for solving the linear programming problem by the tabular simplex method consists of the following steps:

1. Calculate and fill in the initial simplex table with a valid unit basis, including the index row;
2. Find the resolving column;
3. Find the permission line;
4. Calculate all parameters of the matrix by the Jordan-Gauss method;
5. Analyze the received data in the index row.

The tables of the simplex method must be built until an optimal plan is obtained. The plan will be considered optimal if there are only zeros and positive numbers in the last index row of the simplex table. When constructing the simplex method, it was assumed that all the support plans are non-degenerate, which ensured that the optimal plan was obtained in a finite number of steps. In the case of a degenerate plan, the calculations are carried out similarly, but in this case, a return to the old basis is possible, which leads to the so-called looping.

3 Results And Discussion

The most preferred for agricultural producers in the conditions of mobilization of the genetic resources of plants and animals are cooperative formations, since they most fully reflect their interests. As founders or members of a cooperative, they receive the right to process their products on the terms set by themselves, based on available opportunities, independently manage the income received, avoiding additional taxation. The regulation of economic relations within a cooperative and with other organizations is achieved in various ways, including through treaties and agreements on mutually beneficial cooperation.

A new direction in the integration of activities to mobilize the genetic resources of plants and animals is the creation of financial and industrial groups. However, this process is very slow and, above all, because there are serious restrictions on their formation and activities: participation of enterprises and organizations in more than one group is not allowed; Mandatory joining the financial and industrial group of supply and marketing organizations, banks or other credit institutions; Subsidiaries and enterprises may be part of the financial and industrial group only together with their main company (Fig. 1).

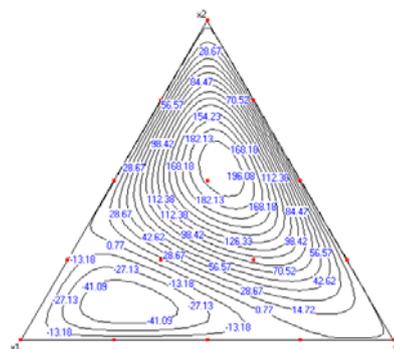


Figure 1. Simplex optimization of the limitations of the formation and activities of financial and industrial groups for the mobilization of genetic resources of plants and animals

An analysis of the various options for interaction between regional agricultural enterprises allows us to conclude that no form has an absolute advantage over others, so the development of integrated structures in accordance with regional characteristics

is logical. In this regard, five main directions of normalizing the economic conditions for the creation and functioning of agro-industrial associations to mobilize the genetic resources of plants and animals can be identified:

Institutional change;

Mutual economic support for integration participants;

Organization of partnership economic relations;

Revival and adaptation to modern conditions of the system of internal production calculation;

Organizational, economic and legal assistance of the state and all interested non-state structures

The mechanisms for the practical implementation of these directions of mobilizing the genetic resources of plants and animals can be put into effect both in the organization of new agro-industrial associations and in previously created integrated structures (Fig. 2).

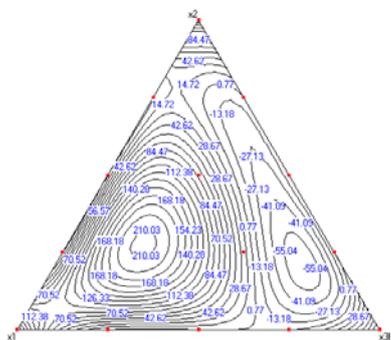


Figure 2. Simplex optimization of the normalization of the conditions for the creation and functioning of agro-industrial associations to mobilize the genetic resources of plants and animals

In the framework of this study, a methodology has been developed for clustering commodity producers in the field of mobilizing plant and animal genetic resources for the agricultural efficiency of the region, which is a set of logically structured optimization models. Structurally, the technique consists of two blocks. The first block is the modeling of indicators reflecting the effectiveness of agriculture in all categories of farms in the region:

A model of the growth rate of agricultural products depending on the growth rates of crop and livestock production;

A model of the growth rate of crop production, depending on the growth rate of the yield of cereals, potatoes and vegetables;

Livestock production growth rate model depending on the growth rate of the average annual milk yield in agricultural enterprises (per cow) and the volume of livestock and poultry meat production

The second block is the modeling of indicators characterizing the effectiveness of the agricultural sector in the context of agricultural enterprises of various organizational and legal forms and taking into account the scale of activity:

Cereal and soybean production models;

Milk and meat production models;

Models of revenue from sales of agricultural products

The study of a set of indicators for assessing structural changes (based on economic and mathematical models) makes it possible to determine the degree of change in the benefits or threats in the agricultural structures of the economy. The results of this

assessment can be used to optimize the agricultural structure in order to create new competitive advantages of agricultural products, agricultural producers rural areas (Fig. 3).

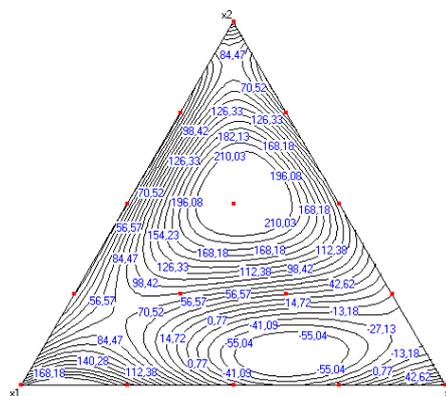


Figure 3. The study of a set of indicators to assess the structural changes in the cluster transformation of the regional agro-industrial complex in the conditions of mobilization of the genetic resources of plants and animals

Cluster organization in the field of mobilization of plant and animal genetic resources and their use in order to increase the competitiveness of the regional economy is currently insufficiently studied. Meanwhile, the formation and functioning of agro-industrial clusters will create favorable conditions for the innovative development of regional food systems. Clusters enable regional authorities to implement a strategy for the socio-economic development of the region in the direction of ensuring the competitive advantages of the regional economy, introducing innovations the territorial economic system. In the concept of the development of agrarian clusters, based on a system-synergetic approach, an agrarian cluster is defined as a system of interconnected forms of organizing activities that are integrated with the goal of simultaneously and solving environmental problems and introducing innovative technologies into production that turn “waste” into rural development resources farms. Thus, it is emphasized that the formation of clusters is based on the use of innovative technologies that generate a certain division of labor; clustering will help transform agriculture into a high-tech, industrialized, energy-producing, self-sufficient, diversified industry; at the same time, there will be a significant decrease in the energy intensity of gross agricultural output and the country's GDP as a whole and a significant increase in food exports.

4 Summary

Despite the obvious, proven by world practice, advantages of the cluster approach, its use in Russia is limited due to the presence of a number of problems. In the field of mobilizing the genetic resources of plants and animals, this is the lack of relevant practical experience, the necessary staff and the low level of development of the agricultural sector in most regions of the country. The advantages of the cluster approach are that it really gives high importance to the microeconomic component and takes into account the territorial and social specifics. As a result, the implementation of this approach, stimulating the effective development of the region, increases the competitiveness of its production systems, products, increases employment, budget revenues and the competitiveness of the regional economy as a whole.

5 Conclusions

In the field of mobilizing the genetic resources of plants and animals, two types of clusters can be distinguished: those initiated “from above” and “from below”. The “top” initiative means that the state decides to create clusters based on the complex mathematical model of development that has been built, and “bottom” means that cluster programs are initiated by the local

business community. Some researchers are of the opinion that in Russia it makes no sense to build clusters "from above": because of the low share of added value of small enterprises and their small number, developed spatial clusters are out of the question. The artificial creation of clusters using mathematical methods will lead to the selection of existing industrial complexes. Therefore, it is necessary to focus on the formation of regional clusters in new industries that have developed in recent years, such as the mobilization of plant and animal genetic resources. The combined approach to the development of regional agrarian clusters in agriculture under Russian conditions is determined by the fundamental features of agricultural production. This is its capital intensity and low capital productivity, a long payback period (from investing to receiving products in crop production takes 10-12 months, in livestock production - two years or more), dependence on natural processes, natural and climatic conditions, low elastic demand food, the need for state intervention.

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Primary Paper Section: G

Secondary Paper Section: GA, GC, GE

INNOVATIVE DEVELOPMENT OF REGIONAL AGRICULTURE WITH THE PRIORITY OF PRODUCING BIOLOGICALLY VALUABLE FOOD PRODUCTS WITH MAXIMUM SAFETY FOR HUMAN HEALTH AND THE ENVIRONMENT

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Abstract. The article presents econometric and cluster analyzes of the limiting and stimulating factors and conditions for the innovative development of regional agriculture in Russian conditions. One of the main directions of this development is innovation, which ensures the production of biologically valuable food products. World agriculture is moving in the direction of enhancing the knowledge-intensive production. This is especially evident in the example of economically developed countries. This is what allows them to maintain the balance of the domestic food market by supply and demand, easily penetrate leading world markets, crowd out and ruin national producers. Therefore, the regions of the Russian Federation need to set and consistently solve the problem of the innovative development of the agricultural sector. There is no other way if we, Russia, have the goal of integrating into world agriculture and occupying a corresponding niche in it.

Keywords: agriculture, domestic food market, world agriculture.

1 Introduction

Innovative development is, first of all, constructive creative dynamics that ensure the creation and implementation of innovations. Some researchers consider innovative development in conjunction with science, while others believe that this is a post-scientific activity when a ready-made innovative product is used. An innovative product is the result of innovative activity, which must satisfy the following target requirements:

Be the sale of an intellectual property object;

Correspond to the required scientific and technical level;

To be produced for the first time and if not for the first time, then in comparison with another similar product, it should have higher scientific and economic indicators;

To be competitive

The carrier of an innovative product is an innovative agribusiness. In world practice, it is customary to attribute innovation to enterprises in which more than 70% of the total volume of production in monetary terms for the reporting tax period is formed by the production of innovative products. If this criterion is extended to domestic enterprises, it will become obvious: there are currently very few innovative enterprises in the agricultural sector of Russia. Based on the foregoing, it is possible to formulate the problem of regional innovative development: this is how to intensify innovative activity in the agricultural sector of the Russian Federation. This problem was especially acute in connection with the transition to market forms of farming. (Enright, 2003; Hufbauer et al 2008; Ostergaard & Park 2005; Peter, 2002; Khmeleva et al 2015).

Innovative activity is a type of activity that, based on the results of scientific research, leads to the creation of a fundamentally new product, new service, new knowledge, as a result of which there is something that did not exist before. An integral sign of innovation is the entry of a competitive product into the market. The combination of all these concepts in the classical sense is innovation. (Al-Qahtani et al 2008; Igor & Beilin 2018; Khmeleva & Bulavko 2016; Zadeh 2002; Beilin et al 2018).

2 Methods

Analysis and synthesis of statistical data is the final stage of statistical research, the ultimate goal of which is to obtain

theoretical conclusions and practical conclusions about the trends and patterns of the studied socio-economic phenomena and processes. Analysis is a method of scientific research of an object by considering its individual sides and its constituent parts. Economic-statistical analysis is the development of a methodology based on the widespread use of traditional statistical and mathematical-statistical methods in order to control the adequate reflection of the studied phenomena and processes.

The tasks of statistical analysis are: determination and assessment of the specificity and features of the studied phenomena and processes, the study of their structure, relationships and patterns of their development. The main difficulties associated with the application of quantitative mathematical and statistical methods are that they are quite neutral to the studied socio-economic processes.

3 Results And Discussion

An analysis of the scientific support of the agro-industrial complex showed that of the total number of completed, accepted, paid for by the customer and recommended for implementation of applied scientific and technical developments, only 2-3% were implemented in limited volumes, 4-5% in one or two farms, and fate was 60- 70% of the development in 2-3 years was unknown neither by the customer, nor by the developer, nor by consumers of scientific and technical products. This situation is a consequence of a significant deterioration in the financial condition of agricultural enterprises. Recent years have been marked by a sharp reduction in the allocation of funds for scientific applied research. At the same time, in 18 developed countries of the world over the past three decades, they have increased from 0.96% to 2.2% of GDP per agricultural. In the US, this figure rose from 1.32 to 2.2%. In Australia, the cost of agricultural research for the indicated period in the industry is from 1.5 to 4.42%, in South Africa from 1.39 to 2.59%, and in 17 African countries from 0.42 to 0.58% of GDP for agriculture.

The weak link in the formation of effective innovative development of regional agribusiness is the study of demand for innovation. Marketing has not yet become an integral element in the formation of orders for research and development. As a rule, when selecting projects, a deep economic examination is not carried out, performance and risk indicators are not evaluated, and schemes for promoting the results in production are not worked out. This leads to the fact that, as already noted, many innovative developments do not become an innovative product.

The regression equation of the main factors of innovative development of regional agriculture with the priority of production of biologically valuable food products with maximum safety for human health and the environment (assessment of the regression equation) can be represented as:

$$Y = 4.657 + 1.542X_1 + 12.548X_2 + 0.953X_3 + 8.567X_4$$

The equation of this regression when brought into a standardized form has the form:

$$t_y = 2.375x_1 + 11.736x_2 + 0.698x_3 + 6.438x_4$$

By the largest coefficient $\beta_2 = 11.736$, we conclude that the maximum value on the result of Y is the factor X_2 . Since the actual value is $F > F_{kp}$, the determination coefficient is statistically significant and the regression equation is statistically reliable (i.e., the bi coefficients are jointly significant). The statistical significance of the equation is also verified using the coefficient of determination. It is established that in the studied situation 99.97% of the total variability of Y is explained by a change in factors X_j .

The introduction of highly adaptive, resource-saving technologies for the production of biologically valuable food products based on innovative activities with the widespread use of automation and computerization of production, machines and equipment of a new generation, robotics and electronic technologies, restoration and improvement of the production and technical potential of livestock complexes and poultry farms are determining directions for increasing production efficiency products. Accordingly, the constraints of the innovative development of regional agribusiness in Russia are numerous. These include:

1. Weak management of scientific and technical progress, lack of close interaction between the state and private business.
2. A sharp reduction in the cost of agricultural science in the context of sanctions.
3. The lack of training.
4. Low level of solvent demand for innovative products.
5. A sharp decrease in funding for the development of scientific and technological achievements in production and related innovative programs.
6. To date, no mechanisms have been developed that stimulate the development of the innovation process in the regional agro-industrial complex, etc.

Given the first four factors as the most influencing the innovative development of regional agribusiness in Russian conditions, the multiple regression equation has the form (estimation of the regression equation):

$$Y = 432.1 + 87.8X_1 + 328.6X_2 + 164.9X_3 + 284.2X_4$$

The equation of this regression when brought into a standardized form has the form:

$$t_y = 64.7x_1 + 287.2x_2 + 212.4x_3 + 198.5x_4$$

Over the past decade, for various reasons, there has been a decrease in the number of people employed in agricultural production by more than 2 million people. At the same time, the quality of staff has deteriorated. The proportion of managers of agricultural enterprises with higher education decreased from 86% to 70%. The share of key specialists with higher education decreased and amounted to 53%. Given the role of personnel, we can confidently say that this situation adversely affects the effectiveness of the innovative development of the agricultural sector. In crop production, innovative processes for the production of biologically valuable food products should be directed:

Increase in crop production based on increasing soil fertility;

Increase crop yields and improve product quality;

Overcoming the processes of degradation and destruction of the natural environment and greening production;

Reducing energy consumption and reducing the dependence of crop productivity on natural factors;

Increasing the efficiency of the use of irrigated and drained lands;

Saving labor and material costs;

Conservation and improvement of the ecology of the environment

In this regard, the innovative policy for the production of biologically valuable food products in the field of crop production should be based on the improvement of breeding methods - the creation of new varieties of crops with high productive potential, the development of scientifically based systems of agriculture and seed production (Fig. 1).

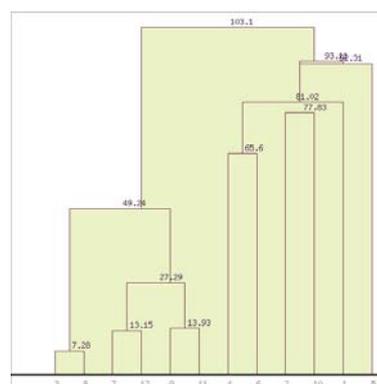


Figure 1. Cluster analysis (nearest neighbor method) of stimulating factors for the innovative development of biologically valuable food products in the field of crop production

One of the main areas of innovation is biotechnological animal breeding systems using genetic and cellular engineering methods aimed at creating and using new types of transgenic animals with improved disease-resistant productivity. Equally important in the development of the innovation process in animal husbandry belongs to the technological and scientific-technical groups of innovations that are related to industrialization of production, mechanization and automation of production processes, modernization and technical re-equipment of production, the development of high technology, growth of labor productivity, which ensure a high level and livestock production efficiency (Fig. 2).

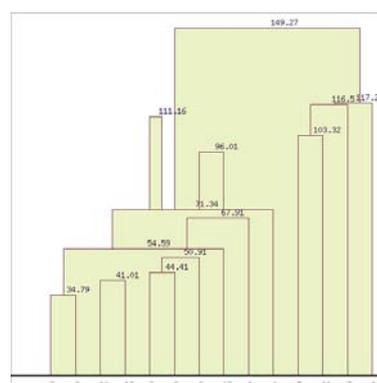


Figure 2. Cluster analysis (nearest neighbor method) of stimulating factors for the innovative development of biologically valuable food products in the field of animal husbandry

In the current conditions of instability in the development of livestock production, a sharp decline in livestock production in order to increase the production potential of the industry, it is important to use the biological block of innovations, the achievement of domestic and world breeding, reflecting the most important areas for improving the selection and genetic potential. The level of animal productivity, the efficient use of feed resources, the development of resource-saving technologies aimed at increasing the level of intensity and production efficiency directly depend on this.

4 Summary

To activate innovative processes in the production of biologically valuable food products, it is necessary to provide conditions for expanded reproduction in the agricultural sector, first of all, to improve the financial condition of organizations. Most regional agricultural enterprises have long lost their working capital, their accounts payable exceeded the annual revenue from sales of products, cannot take new loans, which fights off the normal production process. Even taking into account subsidies and compensations from the budget, a large number of regional agricultural enterprises were unprofitable. With a lack of financial

resources, they are primarily directed to current goals, and not innovative development.

5 Conclusions

The conditions and factors hindering the development of innovations in the agricultural sector include the contraction of domestic demand for food, the reduction of state support for the agricultural sector and state funding of scientific and technical programs. This is also the underdevelopment of the lending system, high loan rates, lack of innovation infrastructure and state innovation policy and strategy, insufficient training of personnel of the agro-industrial complex organizations in the field of innovation management. The innovative type of development of the agricultural economy is largely determined by the scientific and technical policy of the region, the formation of a regional innovation mechanism. Subjects have an important role in the implementation of the anti-crisis program, using innovations of the selection-genetic, technological, organizational-managerial and social type.

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Primary Paper Section: G

Secondary Paper Section: GM, GA

I INFORMATICS

IN INFORMATICS

SOFTWARE IMPLEMENTATION AND COMPUTER SIMULATION OF THE FAST-SLAM ALGORITHM FOR TARGETING A MOBILE ROBOT IN A CLOSED SPACE

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Abstract. This work is devoted to software implementation and computer simulation of the Simultaneous Localization and Mapping method, namely Fast-SLAM for orientation of mobile robot in a confined space. The paper considers the most common simultaneous localization and mapping methods (SLAM). For software implementation of the Fast-SLAM method, we obtained a simplified mathematical model of a mobile robot, namely, simplifications and restrictions were introduced to the existing mathematical model of a mobile robot, which takes into account many environmental influences. The Fast-SLAM method is presented in the form of a "black box", at the input of which the landmark coordinates read from sensors are sent, and the position of the mobile robot is estimated, and the estimated landmark coordinates are obtained at the output. With each subsequent coordinate estimate, the existing ones are updated, and thereby, the error of the estimates decreases.

Keywords: simultaneous localization and mapping method, SLAM, Fast-SLAM, software implementation, mobile robot.

1 Introduction

The simultaneous localization and mapping method (SLAM) is one of the most relevant in the field of robotics. The concept of the SLAM process can be presented with a simple example. Let us consider a mobile robot equipped with a set of wheels connected to an engine and a camera. Such a small set is a physical device that can change the speed and direction of movement.

Let us imagine that a robot is controlled remotely by an operator to display hard-to-reach spots. Drives allow the robot moving, and camera provides sufficient visual information for the operator to understand where the surrounding objects are and how the robot is oriented towards them. The things a person — an operator — does is an example of SLAM.

The location of objects in the environment is the mapping and creation of robot's location relative to the objects of the surrounding world, which is an example of localization.

SLAM is trying to provide robots with the ability to autonomously perform the localization and mapping process. Solving the SLAM problem will allow robots creating cards without any human assistance (Martins et al, 2018).

Solving the SLAM problem will open up great opportunities in mapping and localization of technical systems. Maps can be made in areas that are dangerous or inaccessible to people, such as deep-sea environments or in an unstable surface of the Earth. Also, solving the SLAM problem will help eliminate existing localization problems associated with the global positioning system (GPS) or with artificial marks. This would help make navigation in space, in particular in places close to space stations or planets. Even in places where GPS is widely used, SLAM methods can make a significant contribution to mapping, since today GPS can only give approximate coordinates of objects whose accuracy cannot contribute to the robot's task. Due to the root mean square total error equal approximately to 13.1 m. (Anuchin & Emelyantsev, 2003), GPS cannot be used by mobile robots in small rooms or in areas with strong interference from the outside, making it difficult to transmit and receive the necessary data. Using artificial marks for localization provides fairly accurate data on robot's location and obstacles, but there remains a problem with the transmission of data at a distance, and the installation of marks is an expensive undertaking in terms of time and money (Hiebert-Treuer, 2007).

2 Problem Statement

The work is devoted to the software implementation of the Fast-SLAM algorithm and the development on its basis of an application for modeling the process of movement and localization of a mobile robot in an enclosed space. Based on the foregoing, the following tasks can be formulated:

1. An overview of the most common simultaneous localization and mapping methods (SLAM);
2. Development of a mathematical model of the movement of a mobile robot and sensor models;
3. Development of a software module that implements the Fast-SLAM algorithm;

3 Results And Discussion

Having examined such common SLAM methods as Vision SLAM (V-SLAM), Distributed Particle SLAM (DP-SLAM), Extended Kalman Filter SLAM (EKF-SLAM) and Fast-SLAM, which differ from each other using different hardware and calculation algorithms, we can indicate their advantages and disadvantages.

Let us list the advantages and disadvantages of some SLAM methods (Klette, 1998: Nister, 2004: Taketomi, 2017).

Let us highlight the main advantages of the V-SLAM method:

1. Based on the basic principles of SLAM methods;
2. Availability of application programs for image processing and pattern recognition.

The disadvantages of the V-SLAM method include:

1. Demanding cameras with high resolution for more accurate pattern recognition;
2. Applicability in small rooms.

The advantage of the EKF-SLAM method is the ability to predict the system state based on the previous step and its correction based on data received from sensors. The disadvantage of the EKF-SLAM method is the complexity of the calculations and initial determination of the location of robot, which can cause a large error (Alcantarilla et al, 2010: Smith & Cheeseman, 1990: Guivant, 2001).

The positive side of the DP-SLAM method is the possibility of its application in rooms with a large area and the relatively small complexity of calculations. The negative side is the need for accurate measuring instruments (Eliazar & Parr, 2003).

The advantages of the Fast-SLAM method are as follows:

1. Relatively low computational complexity compared to DP-SLAM;
2. Application of a particle filter that allows mapping out the particles with the highest weight;
3. Application of a Kalman filter with the ability to predict the current position of the robot;
4. Application of the algorithm in rooms with a large area.

The disadvantages of the FAST-SLAM method include the ability to determine the initial location of robot with an error due to the use of the Kalman filter (Sobchenko & Ukhandeev, 2014).

The task of developing a mathematical model of the movement of mobile robot is quite common. In this regard, we can find a lot of sources, in which this model has already been developed and described. In the work (Bartenev et al, 2011). a mathematical model of the motion of mobile robot with two independent driving wheels was obtained. Upon receipt of the model, many forces were taken into account, affecting on the robot from the outside and on its behavior. The model turned out to be quite

complicated. A simplified model of mobile robot is described in (Kurganov, 2016):

$$\begin{cases} \ddot{x} = \frac{1}{m}(F_x + mV_y\omega), \\ \ddot{y} = \frac{1}{m}(F_y - mV_x\omega), \\ \ddot{\theta} = \frac{1}{m}(M_\theta - M_C), \end{cases}$$

where

- F - longitudinal movement force associated with the torque of both wheels equal to:

$$F = \frac{1}{r}(M_R - M_L),$$

- M_θ - angular torque equal to:

$$M_\theta = L(F_R - F_L) = \frac{L(M_R - M_L)}{r},$$

- M_R - right wheel torque equal to:

$$M_R = F_R * r,$$

- M_L - left wheel torque equal to:

$$M_L = F_L * r.$$

The indicated mathematical model of the robot is obtained taking into account the Coriolis force and centripetal acceleration that arise when the robot moves in turns.

By introducing the following restrictions, to simplify the robot's movement model, let us assume that the robot slides on a flat surface, that is, external forces do not act on it. Neglecting the Coriolis force and centripetal acceleration, let us suppose that the traction of the wheels and the surface are perfect, that is, the wheels do not slip; we obtain a simplified mathematical (kinematic) model of mobile robot movement:

$$\begin{cases} \dot{x} = v \cos \theta \\ \dot{y} = v \sin \theta \\ \dot{\theta} = \omega \end{cases}$$

The resulting robot movement model can be depicted in the form of Figure 1.

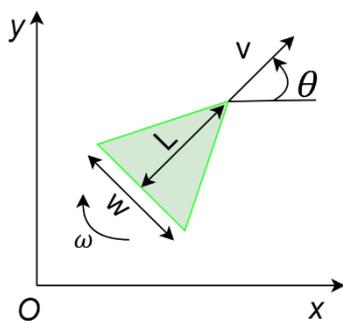


Figure 1. Graphic model of mobile robot

Figure 1 shows:

- V - longitudinal (linear) speed of the mobile robot
- L - length of the robot;
- w - distance between the robot's wheels, width of the robot;
- θ is - movement direction of the relative axis Ox ;
- ω - angular velocity of the robot.

In this work, we use a laser range finder to determine the coordinates of landmarks and the distance to them. Therefore, we can name the following as the concerned parameters of the laser range finder:

- range of action;
- time between adjacent measurements.

Based on the described requirements, we obtain a simplified sensor model (Figure 2) with a radius of action r and a viewing angle of 180 degrees.

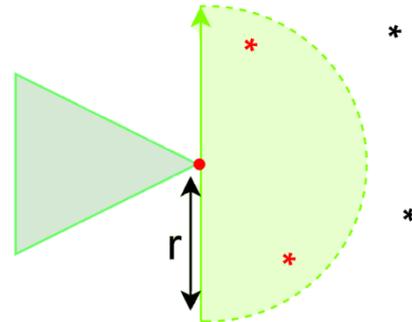


Figure 2. Graphical model of the sensor

The Fast-SLAM method can be represented in the form of a "black box", at the input of which the landmark coordinates read from sensors are sent, and the position of the mobile robot is estimated, and the estimated landmark coordinates are obtained at the output (Figure 3).

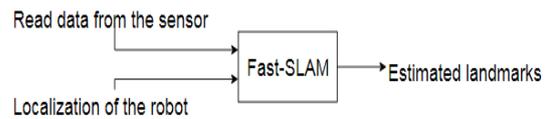


Figure 3. The Fast-SLAM method

We present the Fast-SLAM method in the form of a block diagram (Figure 4), in which each block is designed for a specific stage of the simulated SLAM method (Puspitasari et al, 2019).

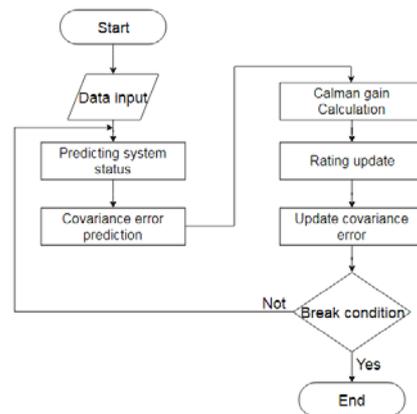


Figure 4. Fast-SLAM algorithm

A visualization of the above method is presented in Figure 5.

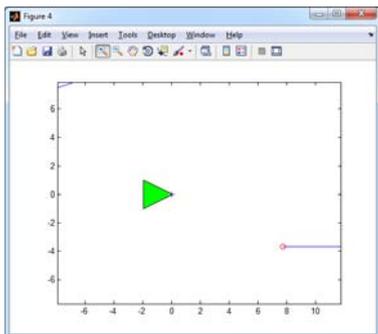


Figure 5. A visualization of the Fast-SLAM algorithm

In this work, a bypass of obstacles, which are landmarks for a mobile robot, is implemented. Bypass means a change in the trajectory of the mobile robot in order to avoid a collision with a landmark and return to the route. The result is shown in Figure 6

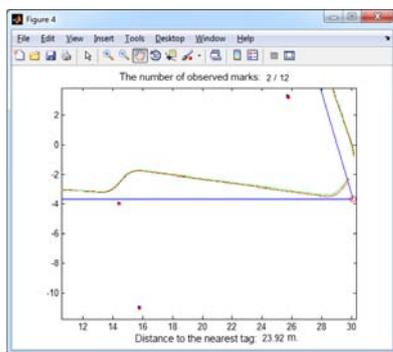


Figure 6. The work result of the obstacle bypass algorithm

For ease of use, as well as setting simulation parameters, we developed a graphical user interface. The user interface is used to determine the values of most parameters of the model, and is presented in Figure 7.

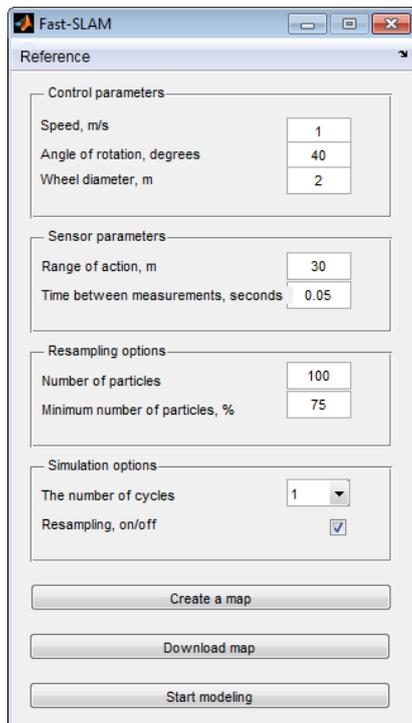


Figure 7. The settings window for the simulation parameters of the Fast-SLAM algorithm

The main window of the Fast-SLAM software module is divided into four main semantic blocks: “Control parameters”, “Sensor parameters”, “Oversampling parameters” and “Simulation parameters”. One can set certain parameters of the simulation object in each block.

As a result of this work, we performed a review of the main common SLAM methods, described the principles of their work, and indicated the main advantages and disadvantages of each method. For software implementation, we developed a simplified mathematical model of the movement of mobile robot. For the sensor, with the help of which the marks are detected and the distance to the nearest one is calculated, we implemented a model with a certain set of parameters. A software module that implements the Fast-SLAM algorithm takes into account the following main parameters when modeling:

- speed, rotation angle and wheel diameter of the mobile robot;
- range and time interval between two adjacent measurements of the mark detection sensor.

To enter the parameters necessary for modeling the Fast-SLAM algorithm, we developed a graphical user window with checking the entered data for correctness. In the process of analyzing the operation of the implemented module, we determined the parameters that have the greatest impact on the final result, namely on the determination of the mark coordinates.

4 Summary

Based on the obtained simulation results, it is possible to study the robot's behavior, to study the trajectory of its movement, depending on the input parameters taken into account, for example, such as the speed of mobile robot.

5 Conclusions

The tasks set may be considered achieved. The results can be used in further studies to improve the localization and mapping of mobile robots, and, if possible, to develop new SLAM methods.

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