

Gênero & Direito

Periódico do Núcleo de Estudos e Pesquisas sobre Gênero e Direito

Centro de Ciências Jurídicas - Universidade Federal da Paraíba

V. 8 - Nº 05 - Ano 2019

ISSN:2179-7137



♂ = ♀ EQUALITY ♀ = ♂

EDITORIAL:

.....

A missão da Revista Gênero e Direito (G&D) destina-se a informar a comunidade acadêmica sobre os desafios e perspectivas que revestem a discussão interdisciplinar do gênero. O objetivo da G&D é estimular o debate e produção científica com o propósito de produzir conhecimentos e atuar como transformador social e instrumento de reflexão para uma isonomia entre os indivíduos. O público-alvo de nossa revista é pós-doutores, doutores, mestres e estudantes de pós-graduação. Dessa maneira os autores devem possuir alguma titulação citada ou cursar algum curso de pós-graduação. Além disso, a G&D aceitará a participação em coautoria. A Revista possui um conjunto de Seções para recebimento de trabalhos científicos, como:

- **Seção Livre:** Seção interdisciplinar que recebem trabalhos de língua inglesa ou francesa produzidos através de pesquisas ou reflexões acadêmicas, podendo os temas abordarem ou não a temática do gênero e dos direitos humanos.
- **Ensaio:** Recebe relatórios de pesquisas em andamento ou concluídas.
- **Gênero, Sexualidade e Feminismo:** Trata com a discussão de gênero referente a gênero x sexo, discurso sexual, contrato sexual, identidade de gênero, existencialismo x naturalismo, filosofia social, teorias feministas e feministas do direito, diversidade sexual e efetividade de direitos sexuais.
- **Direitos Homoafetivos, lutas LGBTI e teoria queer:** Versa sobre a efetividade e garantias de direitos homoafetivos, a evolução histórica e social das lutas LGBTI, desenvolvimento social, teoria queer, categorias sociais, desigualdade, alteridade, relações culturais, homofobia, diversidade sexual
- **Direitos Humanos e Políticas Públicas de Gênero:** Aborda temas sobre filosofia do direito, teoria crítica dos direitos humanos, feminismo, interseccionalidade, consubstancialidade, igualdade de gênero e direitos LGBTI.
- **Movimento feminista, história da dominação e gênero:** Feminismo, história dos direitos de gênero, história da dominação, história dos movimentos feministas, lutas por emancipação, América Latina, discurso social e conquistas sociais.

- **Sexualidades, Subjetivações e Práticas Psi:** Sexualidade, identidade social, processo de identificação, grupos sociais, práticas psi, gênero x sexo, violência de gênero e vulnerabilidade.
- **Saúde, Gênero e Direito:** Saúde da mulher, integridade física e sexual, saúde pública, avanços tecnológicos, mudança de sexo, intersexualidade, aborto, gravidez na adolescência, sexualidade e prevenção sexual.
- **América Latina, União européia, gênero, feminismo:** violência de gênero, cultura latina, cultura européia, direitos sociais, políticas públicas, lutas sociais, movimento feminista, movimento LGBTTI, patriarcalismo, sexualidade, AIDS, direitos sexuais e reprodutivos.
- **Multiculturalismo, religião, gênero:** direitos sexuais e reprodutivos, religião e filosofia, estruturas sociais, choque cultural, etnocentrismo, feminismo, direitos homoafetivos, violência de gênero, relativismo cultural e direitos humanos.
- **Aborígene, gênero, inclusão social:** discriminação, cultura aborígene, políticas públicas, feminismo, infanticídio, práticas nômade, patriarcalismo e identidade.
- **Imigração, Emigração, gênero:** problemas sociais, zonas migratórias, tráfico de pessoas, exploração sexual, guerras, ditadura, deportação, expulsão, vulnerabilidade social e feminismo.
- **Gênero, história, Espanha:** movimento feminista, direitos civis e políticos, história da dominação, micro história, discurso social, reformas políticas

SUMÁRIO:

.....

ABUSO SEXUAL INFANTO-JUVENIL EM UMA ANÁLISE SOBRE TÉCNICAS EM TERAPIAS COGNITIVO-COMPORTAMENTAIS EM GRUPO (TCCG)	01
<i>Késia Alves Silva; Antonio Leonardo Figueiredo Calou; Rivalina Maria Macêdo Fernandes</i>	
VIOLÊNCIAS CONTRA ESTUDANTES NO <i>CAMPUS</i> DE UMA UNIVERSIDADE FEDERAL BRASILEIRA	20
Sales Augusto dos Santos	
ENTRE O PODER E A SUBMISSÃO: AS FACES DA VIOLÊNCIA CONJUGAL SOFRIDA POR MULHERES ATENDIDAS PELO SERVIÇO DE APOIO EMERGENCIAL A MULHER- SAPEM EM MANAUS	44
Aline dos Santos Pedraça; Lidiany de Lima Cavalcante	
PERCEPÇÃO DA (AUTO)IMAGEM GERACIONAL PELOS JOVENS DE ENSINO MÉDIO DE TEIXEIRA DE FREITAS/ BA, PELA TÉCNICA DOS MAPAS MENTAIS	73
Emerson da Silva Mendes; Lilian Reichert Coelho	
RIQUEZA INVISÍVEL: O TRABALHO ESSENCIALMENTE FEMININO NA PRODUÇÃO DE SEMIJOIAS EM LIMEIRA, SÃO PAULO	90
Marta Mesquita Silva Viganô; Sandra Francisca Bezerra Gemma; Marta Fuentes- Rojas	
VOCÊ DIZ A VERDADE E A VERDADE É O SEU DOM DE ILUDIR: ESTEREÓTIPOS NO SISTEMA DE JUSTIÇA CRIMINAL QUANDO A MULHER É VITIMA DE CRIME DE ESTUPRO	113
Livya Ramos Sales	
MULTIMEDIA AND CONVERGENCE AS FACTORS OF THE DEVELOPMENT OF REGIONAL INTERNET MEDIA (ON THE EXAMPLE OF THE MASS MEDIA OF THE REPUBLIC OF TATARSTAN)	130

<i>Tatiana A. Nagovitsyna, Ramis R. Gazizov</i>	
SPECIFICITY OF THE FICTION CONCEPT “WEALTH” AS A WAY OF REPRESENTATION OF THE LINGUISTIC CULTURE (ON MATERIALS OF THE ENGLISH AND TATAR LANGUAGES)	137
<i>V. N. Khisamova, L.R.Khasanova, E.A. Saidasheva</i>	
PROBLEMS OF KNOWLEDGE BY COMMUNICATION	151
<i>A.R. Karimov, M.N. Solodukho</i>	
REGRESSION ANALYSIS OF KEY EFFICIENCY INDICATORS IN THE CONTEXT OF CORPORATE FINANCIAL MANAGEMENT BASED ON THE INDICATOR OF THE ECONOMIC VALUE ADDED (EVA	161
<i>Tatiana O. Zhukovets, Eugeniia U. Strelnik, Diana S. Usanova</i>	
THE PRODUCTION QUALITY MANAGEMENT BASED ON THE PRECEDENT APPROACH AND THE CLUSTERING OF USE CASES	173
<i>Timur N. Karimov; Shamil A. Khamadeev</i>	
THE TRANSITION TO AN INNOVATIVE ECONOMY AS A STRATEGIC IMPERATIVE	189
<i>Ravil M. Nurtdinov , Albert R. Nurtdinov, Niyaz K. Gabdrakhmanov</i>	
SYSTEM OF DERIVATIONAL CHAINS IN RUSSIAN NOUNS: LINGUISTIC AND METHODOLOGICAL ASPECTS	202
<i>Natalya S. Subbotina, Venera G. Fatkhutdinova, Elena I. Koriakowcewa</i>	
STRATEGIC PLANNING OF CITY DEVELOPMENT (ON THE EXAMPLE OF KAZAN)	212
<i>Leyla R. Kadyrova, Leysan Kh. Kashapova</i>	
THE EXPRESSION OF OPTATIVE MODALITY OF UNDESIRABILITY WITH THE INFINITIVE CONSTRUCTIONS	222
<i>Ekaterina A. Khuzina, Dinara D. Khairullina</i>	
THE FUNCTIONING OF THE INTERNET MEDIA IN THE RUSSIAN MEDIA SPACE	230

Ramis R. Gazizov, Tatiana A. Nagovitsyna

DEVELOPMENT OF THE SYSTEM OF BALANCED SCORECARD FOR
ENTERPRISES OF THE PETROCHEMICAL COMPLEX TATNEFT 240

Anton N. Karamyshev; Gulsina K. Gabdullina; Anatoly Ye. Yakovlev

THE JOURNALIST IMAGE IN THE WORKS OF MASS CULTURE OF THE
RUSSIAN FEDERATION 257

Roman P. Bakanov; Kirill I. Zaysanov; Dmitrii V. Tumanov

CONFLICTO GENIC POTENTIAL OF MIGRANT AND REFUGEE IMAGE
IN THE INTERNET WITHIN THE CONTEXT OF INTERNATIONAL
INFORMATION SECURITY PROVISION 267

Roman V. Penkovtsev; Natalia A. Shibanova; Ghamdan Hammod Moqbel Khalid

VERBAL EMOTIONAL-EXPRESSIVE SENTENCES IN TATAR AND
FRENCH LANGUAGES 278

Baiim Ibragimova; Albina K. Gizatullina; Raushania R. Mingazova; Maria I.
Olevskaya

PERSON SPEECH BEHAVIOR MARKERS IN EXTREME SITUATION
(ACCORDING TO SUAKHILI LITERARY SOURCE) 288

Aida R. Fattakhova; Evgeniya A. Biyanova

POPULARIZATION OF LANGUAGE THROUGH MASS MEDIA IN THE
REGIONS OF RUSSIA 297

Murshida Kh. Fatykhova; Regina I. Gazizova

PSYCHOLOGICAL MECHANISMS OF STEREOTYPE DEVELOPMENT ON
TELEVISION (ON THE EXAMPLE OF THE EUROPEAN MIGRATION
CRISIS OF 2015-2016) 308

Albina R. Shakurova

PALEOGRAPHY AND ORTHOGRAPHY OF HANKENSTEIN CODEX 317

Anna P. Khmelevskaya; Oleg F. Zholobov; Georgiy A. Molkov

THE SIMPLE ADDITIVE WEIGHTING METHOD APPLICATION IN FOOD
SECURITY ASSESSING 328

Alina R. Battalova; Nadezda A. Opokina THE MICROSTRUCTURE OF MULTILANGUAGE DICTIONARIES: INFORMATIVENESS OF COMPONENTS	343
Gulnaz I. Mardanova; Rezeda N. Karimullina; Guzel N. Karimullina; Tatyana E. Karpenko TO THE QUESTION OF THE PECULIARITIES OF LEGAL REGULATION AND DISCIPLINARY RESPONSIBILITY UNDER THE CONDITIONS OF NEW ECONOMIC POLICY	354
Indira A. Shakirova; Robert R. Safin; Irina N. Fardeeva; Iskandar G. Mukhametgaliyev INNOVATION RISKS IN THE PROCESS OF THE REGION'S COMPETITIVENESS MANAGEMENT	363
Kabir R. Saubanov; Mikhail V. Nikolaev; Aleksandr M. Beliakin INFLUENCE OF ORGANIZATIONAL FORMS OF PRODUCTION AND BUSINESS ON THE INNOVATIVE ECONOMIC DEVELOPMENT	374
Kabir R. Saubanov; Mikhail V. Nikolaev ANGLO-AMERICAN LINGUISTIC BORROWINGS IN THE POLITICAL MEDIA DISCOURSE (A CASE STUDY OF MODERN FRENCH PRESS)	386
Natalia S. Andrianova; Olga F. Ostroumova; Milyausha N. Zakamulina; Elena A. Vanchikova THE COMPREHENSIVE APPROACH IN TRAINING PROFESSIONAL FOREIGN LANGUAGE FOR STUDENTS OF INTERNATIONAL RELATIONS	396
Alexandra Yu. Yusupova; Diana V. Tyabina; Svetlana G. Kolpakova NAME OF THE NEWSPAPER: COMMUNICATIVE-FUNCTIONAL APPROACH	407
Liliya R. Muhametzyanova; Leyla A. Mardieva; Elena S. Kara-Murza REENGINEERING OF BUSINESS PROCESSES AND IMPROVE THE SALES SYSTEM BY 1C IN PHARMACIES	418

Gulnara A. Gareeva; Diana R. Grigoreva	
EVALUATION OF THE INFLUENCE OF FACTORS OF THE REGIONAL ECONOMIC DEVELOPMENT ON THE GROSS REGIONAL PRODUCT	426
Rezeda M. Kundakchyan; Tina M. Vakhitova; Landysh A. Gadelshina; Liliya F. Garifova; Liliya F. Zulfakarova	
INVESTIGATING AND ANALYZING THE AMBIGUITY IN THE CONCEPT OF INFIDELITY IN THE “TAMHIDAT” OF EIN AL QOZZAT HAMEDANI	439
Shokrallah PouralKhas; Ahmad Jabari; Farshid Bagheri	
MYSTICAL SPARKS IN THE SAHIFEH SAJADIEH AND ITS STRATEGIC ROLE IN ISLAMIC MYSTICISM	451
Mehrdad Aghaei; Farshid Hadi	
A STUDY AND ANALYSIS OF THE EVOLUTIONARY COURSE OF PERSIAN LANGUAGE AND LITERATURE TEXTBOOKS IN IRANIAN SCHOOLS	464
Reza Eskandari; Ali Sarvar Yaghoubi; Abbas Ali Vafaie	
ENHANCING THE EFFICIENCY OF IRAN KHODRO PERSONNEL THROUGH MODELLING THEIR IN-SERVICE TRAINING	480
Ramin Eftekhari; S. Ehsan Razavi; Elham Fariborzi	
THE LANGUAGE OF “MOLLA NASREDDIN” JOURNAL AS A FORMATIVE STAGE IN THE DEVELOPMENT OF THE AZERBAIJANI NATIONAL LITERARY LANGUAGE	502
Fidan Surat Bakhshiyeva	
A STUDY OF FEMINIST IDEAS IN THE POETRY OF SOUAD AL-SABAH	517
Zahra Farzizadeh; Fatemeh Yusefi; Shahriar Giti	
PRECARITIZATION AND LABOR SELF-FULFILLMENT OF YOUNG PEOPLE: TRENDS AND EFFECTS	530
Liliya Kh. Bulatova; Liliya R. Nizamova	
PROTECTION OF PERSONAL DATA IN FRANCE: PROBLEMS OF IMPLEMENTING A PAN-EUROPEAN APPROACH	540

Adel I. Abdullin; Stanislav A. Shadrin

ACTUAL ISSUES OF CASH FLOW MANAGEMENT IN ENTERPRISES IN
RUSSIA 551

Alla I.Podgornaya; Konstantin V. Romanov

POTENTIAL FOREIGN DIRECT INVESTMENT MARKET IN GABON 561

Arnaud N.Nzenguët; Rustam R. Akhmetov

PRACTICAL APPLICATION OF THE THEORY OF PRIVATE MONEY IN
THE CRYPTOCURRENCY MARKET 571

Evdokimov Ilya A; Frolov Nikita I; Lysanov Denis M; Karamyshev Anton N;
Isavnin Aleksey G;

ABUSO SEXUAL INFANTO-JUVENIL EM UMA ANÁLISE SOBRE TÉCNICAS EM TERAPIAS COGNITIVO-COMPORTAMENTAIS EM GRUPO (TCCG)

Késia Alves Silva¹

Antonio Leonardo Figueiredo Calou²

Rivalina Maria Macêdo Fernandes³

Resumo: Este trabalho teve por objetivo promover a reflexão, o estudo e a pesquisa acerca da temática do abuso sexual na infância e na adolescência, tendo como luz a terapia cognitivo-comportamental. Diante do crescente número de casos, visualizamos a necessidade de se redobrar a assistência psicológica. Sabendo do importante impacto gerado por este fenômeno a inúmeras crianças e adolescentes, foi pontuada sobre o importante papel do psicólogo no acolhimento a essas vítimas, bem como um eficaz acompanhamento em longo prazo, capaz de trazer uma nova ressignificação de vida, sofrimento e culpa. Em virtude disto, buscou-se aqui apresentar as técnicas mais utilizadas no acolhimento

de crianças e adolescentes vítimas de abuso sexual, envolvidas no processo terapêutico grupal, realizado por profissionais psicólogos cognitivos e comportamentais.

Palavras-Chave: Crianças e Adolescentes. Abuso Sexual. Terapia Cognitivo-Comportamental.

Abstract: This study aimed to promote reflection, study and research on the theme of sexual abuse in childhood and adolescence, with cognitive behavioral therapy as its light. Given the growing number of cases, we see the need to redouble psychological assistance. Knowing the important impact generated by this phenomenon to countless

¹ Bacharel em Psicologia e especialista em Terapia Cognitivo-Comportamental pelo Centro Universitário INTA (UNINTA).

² Doutorando em Psicologia pela Universidade Federal do Rio Grande do Norte (UFRN). Cientista Social com mestrado na área. Professor do curso de especialização em Terapia Cognitivo-Comportamental do Centro Universitário INTA (UNINTA).

³ Mestre em Gestão de Organizações Aprendentes pela Universidade Federal da Paraíba (UFPB). Psicóloga e professora do Centro Universitário INTA (UNINTA).

children and adolescents, was stressed about the important role of the psychologist in welcoming these victims, as well as an effective long-term follow-up, capable of bringing a new resignification of life, suffering and guilt. Because of this, we sought to present the most used techniques in the reception of children and adolescents victims of sexual abuse, involved in the group therapeutic process, performed by professional cognitive and behavioral psychologists.

Keywords: Children and Adolescents. Sexual abuse. Cognitive behavioral therapy.

Introdução

A violência contra crianças e adolescentes constitui atualmente um problema de saúde pública que ocorre em diversas culturas e a todo momento. (Pelisoli e Picolloto, 2010). Ela não somente fere os direitos humanos de suas vítimas, mas também deixa inúmeras consequências deletérias para o desenvolvimento psicológico e físico da população infanto-juvenil. Dentre as formas de violência mais comuns podemos citar a negligência e abuso

físico, psicológico e sexual que na maioria das vezes ocorrem no próprio ambiente familiar da criança (Habigzang e Koller, 2011).

De acordo com o Plano Nacional de Enfrentamento da Violência Sexual de Crianças e Adolescentes (Brasil, 2015), deve-se “trabalhar a violência sexual como um macroconceito que envolve duas expressões: abuso sexual e exploração sexual”. Entendendo o abuso sexual, como tema central deste trabalho, partimos da definição de Morechi (2018, p.17) que introduz como “toda ação que obriga uma pessoa a manter contato sexual, físico ou verbal, com uso da força, coerção, chantagem, manipulação, ameaça ou qualquer outro meio que anule ou limite a vontade pessoal”. Já a exploração sexual, por sua vez, “é o uso sexual de criança ou adolescente para obter lucro, troca ou vantagem. Já a exploração sexual se expressa de quatro formas: prostituição, pornografia, tráfico e turismo sexual”, segundo a cartilha do Ministério Público do Distrito Federal e Territórios (Brasil, 2015).

Conforme dados da Fundação ABRINQ - Associação Brasileira dos Fabricantes de Brinquedos, em 2017, o disque 100 recebeu mais de 144 mil

denúncias de violação de direitos contra crianças e adolescentes em todo país. Dentre elas, 20,6% foram casos de violência sexual contra crianças e adolescentes (Moreschi, 2018). Uma característica relevante e alarmante é a grande diferença no número de vítimas por sexo, sendo a criança do sexo feminino, a maior vítima de crimes sexuais. Ainda segundo esta Fundação, cerca de dois terços do total dos casos de abuso sexual registrados no Brasil, 70% é praticada contra o gênero feminino (Brasil, 2017).

Nesse contexto, visualizamos a necessidade de se redobrar a assistência psicológica, quanto às repercussões em longo prazo para o desenvolvimento físico e emocional de crianças e adolescentes expostas a este tipo de violência. De acordo Lira et al. (2017), a exposição ao abuso sexual na infância está associada a prejuízos futuros representado como fator de risco para o desencadeamento de depressão, ideias suicidas, ansiedade e transtorno do estresse pós-traumático.

Sabendo do imenso impacto gerado por este fenômeno a inúmeras crianças e adolescentes, reconhecemos o importante papel do psicólogo no acolhimento a essas vítimas, bem como

um eficaz acompanhamento em longo prazo, capaz de trazer uma nova ressignificação de vida, amenizando as sequelas e seus efeitos. Assim, diante disso, pensa-se na seguinte questão: Em virtude desta demanda, quais as técnicas mais utilizadas e que são consideradas eficazes, no acolhimento de crianças e adolescentes vítimas de abuso sexual, envolvidas no processo terapêutico, realizado por profissionais psicólogos cognitivos comportamentais?

Diante de tais inquietações, propomos fazer aqui um estudo exploratório que segundo Gerhardt e Silveira (2009), tem como objetivo proporcionar maior familiaridade com a problemática em questão, objetivando torná-la mais explícita ou auxiliar na construção de hipóteses. Assim, este estudo baseia-se em materiais que foram publicados com propósito de analisar posições diversas em relação ao assunto (Gil, 2010).

Neste segmento, o estudo envolveu uma revisão bibliográfica de natureza qualitativa que teve o *intentio* de produzir todo o percurso da sua elaboração por meio de uma busca sistemática por informações, com o propósito de compreender para interpretar e explicar a realidade

investigada. Para tal, Gil (2010) ratifica que se trata de um tipo de pesquisa construída através do levantamento de publicações preexistentes, utilizando principalmente artigos científicos e livros. Assim, buscou-se apresentar conceitos, prevalências, dados gerais e específicos acerca da temática, a fim de obter uma percepção mais ampla e embasada diante das demandas que transcorre o abuso sexual infanto-juvenil e o embasamento teórico e técnico à luz da terapia cognitivo-comportamental.

Os dados foram coletados entre os meses de Fevereiro, Março e Abril de 2019, nos bancos de dados do SCIELO, GOOGLE ACADÊMICO e PUBMED, acerca do tema. O material foi rastreado utilizando os descritores: “abuso sexual”, “criança”, “adolescente”, “terapia cognitivo-comportamental” e “psicoterapia de grupo”.

Como técnica de coleta de dados utilizou-se o fichamento, que segundo Marconi e Lakatos (2010), possibilita uma seleção constante da documentação e de seu ordenamento. Permitindo assim, selecionar dados relevantes para a pesquisa, empregando como critérios de inclusão e exclusão, informações relacionadas à expressão supracitada

com enfoque na infância e na adolescência das vítimas.

Seguindo os critérios utilizados foram encontrados inúmeros artigos referenciando o tema abuso sexual, porém com material escasso envolvendo as técnicas cognitivo-comportamentais. Após ter lido os resumos dos artigos foram escolhidos os que se assemelhavam com o tema, trazendo informações e contribuições para a pesquisa.

Analisamos esse material e desenvolvemos um texto que se dividiu em três momentos. O primeiro constituiu-se de uma leitura sobre o tema, onde analisamos todo o contexto relacionado ao abuso sexual infanto-juvenil, desde sua origem no cenário nacional e internacional. O segundo capítulo trata-se de uma perspectiva psicológica, interconectando-a com a terapia cognitiva comportamental como modelo efetivo no tratamento do público já mencionado acima. E o terceiro e último capítulo, vem contribuir com uma análise das técnicas mais utilizadas e que são consideradas eficazes, no tratamento psicológico diante do acolhimento dessas crianças e adolescentes, na perspectiva cognitivo-comportamental.

O abuso sexual na infância e na adolescência

O abuso sexual enquanto um fenômeno multifacetado e complexo que afeta crianças e adolescentes, compreendido desde as tentativas de atentado ao pudor, até chegar ao ato do estupro, é considerado pela Organização Mundial da Saúde (OMS, 2002) como um problema de saúde pública mundial, configurando-se como uma das principais formas de violação de direitos, com desdobramentos e efeitos que afetam de forma impactante na saúde física e psíquica das vítimas.

De acordo com a OMS (2002), abuso sexual infantil é quando há o envolvimento de uma criança em atividade sexual que a mesma não compreende de forma completa, sendo assim incapacitada de consentir, ou para a qual, em função de seu desenvolvimento, a criança não está preparada e não pode permitir, violando assim seus direitos. Essa prática é evidenciada por estas atividades entre uma criança e um adulto ou outra criança, que, em razão da idade ou do nível de desenvolvimento, está em uma relação de responsabilidade, confiança ou poder (OMS, 2002).

Compreende-se como uma violência complexa de difícil suspeita e confirmação, estando os casos presentes na realidade global, sendo praticados, na grande maioria, por pessoas ligadas diretamente às vítimas. Embora nem sempre sejam acompanhados de violência física aparente, apresenta-se de diversas maneiras e níveis de gravidade, dificultando assim as denúncias por parte das vítimas e a confirmação pelos órgãos competentes.

De acordo com relatório do Fundo das Nações Unidas para a Infância – UNICEF, em 2005 infere-se que 150 milhões de meninas e 73 milhões de meninos com menos de 18 anos já sofreram relações sexuais violentadas ou outra forma de violência sexual ou física. Segundo o relatório “Situação da Infância Brasileira”, ainda da UNICEF (2005), cerca de 20% das mulheres e 10% dos homens no mundo, já sofreram violência sexual na infância. Os dados revelam que 64% dos casos de abuso sexual contra crianças e adolescentes de até seis anos de idade sejam cometidos por pais ou familiares próximos, indicando que as crianças do sexo feminino estão mais vulneráveis do que as do sexo masculino (Saffioti, 1997). Os principais abusadores são pessoas do

sexo masculino, sobretudo pessoas próximas, como pais, padrinhos, dentre outros (Capitão e Romaro, 2008). Desta forma, temos o ambiente doméstico como um espaço de violência sexual recorrente. Tal vínculo familiar contribui para que os dados estejam inebriados de obscuridade e o abuso dificilmente denunciado (Ribeiro, Ferriani e Reis, 2004). Entretanto as estatísticas ainda são inconclusivas, uma vez que a real prevalência é desconhecida, visto que, na maioria dos casos, as crianças e adolescentes não conseguem romper o silêncio, chegando a revelar o ocorrido apenas na idade adulta, o que impede um panorama mais fidedigno (Braun, 2002). Trata-se de uma violência perpassada pelo silêncio.

Fazendo um recorte no cenário nacional, existem poucos dados no Brasil sobre esta temática, uma lacuna que dificulta a real proporção de crianças e adolescentes afetados pelo abuso, como também os fatores que são relativos à sua ocorrência. Outro recorte que reforça esse precedente é o baixo número de notificações sobre a violência, com estimativa de que apenas 10% dos casos são de fato notificados (Barros, 2004).

Por ser um fenômeno global e de abrangência universal, varia de acordo

com os diversos padrões culturais e especificidades sociais dos contextos de ocorrência, entretanto independente dessas questões refere-se a uma violação dos direitos essenciais das crianças e adolescentes, em caráter potencialmente danoso, com impactos significativos para as vítimas em todo o seu processo de desenvolvimento (Araújo, 2002).

Dessa forma, fez-se necessário o planejamento, organização e execução de políticas públicas destinadas ao cuidado e proteção, bem como a prevenção da violência sexual contra crianças e adolescentes, uma vez que demonstrou ao longo dos anos, ser um forte agravo a ser enfrentado.

Assim, o marco inicial de enfrentamento a essa violência em caráter internacional deu-se em 1996, com o I Congresso Mundial Contra a Exploração Sexual Comercial de Crianças e Adolescentes, realizado na Suécia, passando também a reconhecer a violação para com crianças e/ou adolescentes. Nacionalmente, o Ministério da Saúde (Brasil, 1999), normatizou a prevenção e tratamento dos agravos resultantes da violência sexual contra menores, onde em 2001, o Ministério da Justiça buscou traçar um Plano Nacional de Enfrentamento da

Violência Sexual Infanto-Juvenil, como iniciativa do Governo Federal para a articulação da rede de proteção e no intuito da defesa dos direitos das crianças e adolescentes (Brasil, 2003).

As ações protetivas são embasadas nos princípios defendidos pelo Estatuto da Criança e do Adolescente no sentido de construir práticas interventivas para combater a essa violência, sejam elas através de atendimentos especializados às *vítimas*, ações preventivas, ou a busca pelo fortalecimento do sistema de defesa e responsabilização (Abrapia⁴, 2002). Vale destacar que a partir do ano 2000, foi instituído o dia 18 de maio como o Dia Nacional do Combate ao Abuso e Exploração Sexual Infanto-Juvenil pela Lei Federal 9.970. Enquanto medida protetiva, o cenário brasileiro conta com diversos dispositivos legalmente reconhecidos. O Estatuto da Criança e do Adolescente - ECA ou Lei 8.069/90 é o maior referencial para essas ações, estabelecendo toda uma política de

atendimento a esse público por meio de ações governamentais e não governamentais (Zagaglia, 2004).

Destaca-se que pela lei supracitada, são regulamentados os conselhos-tutelares responsáveis pela formulação de políticas de proteção integral a infância, que articulam os órgãos públicos e iniciativas privadas para a concretização da política de proteção e desenvolvimento das crianças e adolescentes (Brasil, 2003). Reforça-se também a criação do Programa Sentinela em 2001⁵ que se propõe garantir o atendimento integral e especializado às crianças e aos adolescentes em situação de violência sexual (Pinheiro, 2006).

Dessa forma, uma rede de apoio estrutura-se e possibilita o suporte necessário para que se possa atravessar essa ocorrência de forma a minimizar ou até mesmo excluir os agravos, implicando a organização de um sistema protetivo, eficaz e assertivo. A “proteção social especial é voltada para indivíduos

⁴ “A ABRAPIA trabalha na prevenção primária, secundária e terciária da violência contra a criança nas suas principais formas: violência doméstica, violência social e violência na escola (bullying)” (Abrapia, 2002).

⁵ O Programa Sentinela, criado em 2001, durante segunda gestão de Fernando

Henrique Cardoso – FHC (1999-2003), sob a coordenação da então Secretaria de Estado da Assistência Social – SEAS – do Ministério da Previdência e Ação Social - MPAS, é uma ação do governo federal, que tem como objetivo o atendimento especializado às crianças e aos adolescentes, vítimas da violência sexual (Santos, 2010).

ou famílias que tiveram seus direitos violados ou ameaçados por circunstâncias diversas, por exemplo, o abuso sexual, exigindo atuação interdisciplinar e especializada” (CFP⁶, 2009). Entretanto, para além da proteção legal é imprescindível o suporte para com os aspectos psicológicos pertinentes ao abuso sexual, inserindo as demandas terapêuticas da criança e das famílias nessa rede de cuidados (Habigzang et al, 2006).

Diante dessa necessidade, buscamos na sequencia estreitar os laços entre a psicologia e a terapia cognitivo-comportamental, buscando os efeitos eficazes nos modelos de intervenção terapêutica para crianças e adolescentes.

A psicologia e a terapia cognitivo-comportamental como efetivo modelo de intervenção psicológica

Diversos estudos apontam que o abuso sexual vivenciado na infância e na adolescência, se não amparado adequadamente, aumentam o risco de futuros distúrbios psíquicos na vida adulta (Rush, 2008). O leque de possibilidades de atuação e intervenção vai desde o acontecimento, até o espaço

que se dá entre a denúncia e as etapas de investigação e cuidado às vítimas. O apoio psicológico insere-se como importante ferramenta de cuidado e enfrentamento.

O abuso sexual precisa ser considerado de acordo com as implicações ocasionadas na saúde física e mental da criança e do adolescente, destacando sempre a importância do acolhimento e abordagens adequadas para o devido acompanhamento, de forma a minimizar e ressignificar essas sequelas.

Os efeitos psíquicos são preocupantes e os problemas decorrentes do abuso podem persistir na vida adulta dessas crianças, visto como fator de risco para a vitimização sexual na idade adulta (Abrapia, 2002) e para o desenvolvimento de psicopatologias futuras (Minayo, 2002). Relata-se que quanto mais frequentes e persistentes forem os abusos, piores serão os problemas psíquicos, comportamentais e de relacionamento a serem desenvolvidos (Morales e Schramm, 2002). Dentre os principais problemas estão: medo, perda de interesse pelos estudos e brincadeiras, dificuldades de se

⁶ Conselho Federal de Psicologia.

ajustar, isolamento social, déficit de linguagem e aprendizagem, baixa autoestima (Gabel, 1997), uso de álcool e drogas, ideias suicidas e homicidas, tentativas repetidas de suicídio, automutilação e agressividade. Porém, ressalta-se que algumas crianças e adolescentes, apesar do sofrimento vivenciado, passam por essa experiência sem apresentar o quadro de impactos descritos pela literatura, de forma que conseguem encontrar “caminhos de (re)construção de suas próprias vidas” (Deslandes, 2003).

A criança deve ser acolhida e ser conscientizada de que ela é sujeito e não objeto da ação sofrida, e que embora exista o processo de vitimização sofrido, alguns recursos internos podem ser explorados para enfrentamento (Viaux, 1997). A Psicologia com seus aparatos de ciência e profissão tem o importante papel para contribuir substancialmente na eficácia dessas medidas de prevenção.

O Conselho Federal de Psicologia elaborou o documento: *Serviço de Proteção Social a Crianças e Adolescentes Vítimas de Violência, Abuso e Exploração Sexual e suas Famílias: referências para a atuação do psicólogo*, com diretrizes básicas para a atuação dos profissionais de psicologia

frente a esses casos. De acordo com o referido relatório, o atendimento psicológico deve compor a atenção psicossocial, tendo por princípio a prioridade absoluta, em razão da condição peculiar de desenvolvimento dos sujeitos. Portanto, em casos de abuso sexual contra crianças e adolescentes o trabalho precisa estar voltado para o fortalecimento e o restabelecimento de direitos das crianças e/ou adolescentes à convivência familiar e comunitária, em condições dignas de vida (CFP, 2009).

Ações interventivas precisam estar pautadas na possibilidade de superação da situação de violação de direitos, além da reparação da violência sofrida, integrando a rede de cuidados, considerando sempre a fase e desenvolvimento na qual as vítimas se encontram, possibilitando assim, a interrupção do ciclo da violência para a redução de danos sofridos e para a construção de condições de proteção e de autonomia.

A revisão de literatura feita por Padilha e Gomide (2004), permitiu o apontamento de sete principais motivos de se fazer uma prevenção terciária em crianças e adolescentes vítimas de abuso sexual, dentre elas destaque-se: 1) elas tendem a tornarem-se reprodutoras de

maus tratos na vida-adulta; 2) apoio diante de uma situação reveladora diminui as sequelas emocionais; 3) antes de uma revelação a público, deve-se passar por um acolhimento empático e não crítico; 4) a grupoterapia facilita o rompimento do segredo e o isolamento; 5) prevenções de esquiva pela diminuição da ansiedade; 6) a livre expressão facilita a percepção e modificação de culpa que o sujeito tem de si e 7) prevenção da revitimização. Tais pressupostos só vêm reafirmar e embasar a importância da prática do amparo psicológico terciário às emoções e comportamentos das crianças e adolescentes abusadas sexualmente, proporcionando uma visão ampla do acontecimento e melhorando assim o repertório de enfrentamento dos pacientes.

A terapia cognitivo-comportamental tem sido utilizada nas mais diversas práticas e intervenções em saúde, tanto no enfoque individual, como também em grupo. Há décadas, tem sido afirmada a eficácia de suas intervenções em diversos âmbitos, com os estudos dos percussores Aaron Beck e Albert Ellis (Knapp, 2004). Tem-se mostrado uma abordagem com alto grau de adaptabilidade a pacientes com

diferentes níveis de idade, renda e educação (Beck, 2013). Mostra-se embasada com intervenções breves e objetivas, recomendada nos últimos anos, como uma abordagem propícia ao tratamento de inúmeros casos na rede pública (Silva, Pereira e Aquino, 2011).

Inicialmente, a história da TCC traz como foco central o tratamento de casos de ansiedade e depressão (Clark e Beck, 2012), porém sua aplicabilidade tem sido estendida atualmente a diversas áreas, desde cuidados primários e outras especializações da saúde, as escolas, prisões, dentre outros ambientes e contextos (Beck, 2013).

A Terapia Cognitivo-comportamental de acordo com Beck (2013) baseia seu tratamento na compreensão ou conceituação de cada sujeito, especificamente, suas crenças e padrões de comportamentos. O terapeuta, objetiva produzir uma mudança cognitiva (pensamentos e crenças do paciente), para que haja uma mudança emocional e comportamental permanente. Assim, pensamentos disfuncionais que possam ser prejudiciais aos indivíduos como: constantes fracassos, desmotivação, baixa autoestima e depressão em decorrência do sofrimento, tornam-se

ciclos viciosos em que a TCC busca interromper, ensinando aos pacientes maneiras efetivas de equilibrar tais prejuízos do transtorno e manejar as evitações (Safren et. al., 2008; Barkley, 2010,).

Assim, nessa concepção cognitivista, o modelo da Terapia Cognitiva Comportamental é bem conceituado por Petersen e Wainer como:

[...] uma abordagem terapêutica bem estruturada, diretiva com metas claras e definidas, focalizada no presente e utilizada no tratamento dos mais diferentes transtornos psicológicos. Seu objetivo principal é o de produzir mudanças nos pensamentos e nos sistemas de significados (crenças) dos clientes, evocando uma transformação emocional e comportamental duradouras, e não apenas um decréscimo momentâneo dos sintomas (2011, p.18).

No contexto do abuso sexual, a criança e o adolescente que passa pelo processo de psicoterápico cognitivista-comportamental deve aprender mecanismos para se recolocar em seu curso normal de vida, através de um repertório de enfrentamento com habilidades emocionais e sociais importantes para melhorar sequelas de abuso e seus efeitos (Padilha e Gomide, 2004). Em um estudo feito por

Hanbigzang (2009), as pesquisas que utilizam a terapia cognitivo-comportamental como enfoque, têm obtido melhores resultados quando comparadas com outras terapias não diretivas para crianças e adolescentes com problemas comportamentais advindos do abuso sexual.

Técnicas cognitivas e comportamentais em grupoterapias de apoio a crianças e adolescentes vítimas de abuso sexual

A terapia grupal de crianças e adolescentes vitimadas pelo abuso sexual, permite que os pacientes através de suas experiências num contexto de vivências coletivas, enxerguem suas dificuldades e tudo que está ligado direta ou indiretamente a ela, desde pensamentos disfuncionais, que possam gerar emoções negativas, até comportamentos prejudiciais que estejam paralisando a vida desses sujeitos. Mencionarei neste capítulo o estudo feito por Hanbigzang e colaboradores em diversos anos, onde a grupoterapia objetivou à redução de sintomas de depressão, ansiedade e transtorno do estresse pós-traumático,

bem como à reestruturação de crenças disfuncionais em relação à experiência abusiva.

De acordo com Neufeld (2011), existem quatro modalidades de intervenções cognitivo-comportamentais em grupo: 1) psicoeducação, 2) grupos de apoio, 3) grupos de orientação e/ou treinamento e 4) grupos terapêuticos. No contexto da TCCG – seja qual for a modalidade escolhida ou a temática a ser trabalhada – o tratamento de um número maior de pacientes em um único atendimento, permite a agilidade na demanda das instituições, como também a diminuição dos altos custos concernidos na rede pública (Neufeld, 2011). Traremos a seguir algumas técnicas utilizadas em atendimentos grupoterápicos em terapias cognitivo-comportamentais, encontradas na literatura direcionada ao público estudado. A apresentação se estrutura de modo a contemplar a técnica utilizada, suas características e os possíveis resultados encontrados.

- Psicoeducação;
- Treinamento de Inoculação de Estresse (TIE);
- Prevenção à recaída;

Etapa 1- Psicoeducação; A Terapia Cognitivo-Comportamental pode ensinar habilidades para modificar pensamentos e gerenciar estados de humor, assim como mudar comportamentos de forma significativa (Aguiar e Dantas, 2018). Chamamos essa forma de ensinamento de psicoeducação e é usada em diversos contextos, desde a psicologia, pedagogia ou a medicina.

A psicoeducação trata-se de uma educação do paciente em relação a sua demanda/diagnóstico, corroborando assim, um dos princípios fundamentais da TCC, de que o paciente é capaz de aprender habilidades e modificar pensamentos disfuncionais, tornando-se capaz de alinhar e modificar comportamentos. Tais habilidades são encontradas e aperfeiçoadas na psicoeducação, momento este da psicoterapia, imprescindível que instrumentaliza o paciente a conhecer e praticar todo conhecimento adquirido sobre sua problemática. Reduzindo assim, o risco de uma recaída (Wright, Basco e Thase, 2008).

Em grupos, a psicoeducação possibilita a criação de espaços nos quais as pessoas podem reconhecer as suas dificuldades, pensamentos, emoções, e

comportamentos relacionados a elas. (Oliveira, et. al, 2018). É possível que um paciente tenha mais autonomia no processo terapêutico na medida em que se sente capaz de identificar e mudar pensamentos, manejar emoções e quebrar padrões de comportamentos que não o ajudam. (Aguiar e Dantas, 2018).

Etapa 2- Treinamento de Inoculação de Estresse (TIE); O TIE é realizado na perspectiva de controle das emoções pertinentes às lembranças do trauma e reestruturação da memória traumática. (Schneider e Habigzang, 2016).

No estudo de Hanbigzang et. al. (2009), o treino de inoculação de estresse é composto por quatro sessões, onde ele traz técnicas em que o paciente apresente e treine de forma gradual, as situações abusivas experienciadas pelo relato oral ou por escrito; faça uma reestruturação cognitiva das memórias traumáticas; relate detalhadamente o abuso sexual; mapeie a frequência e a intensidade das lembranças do abuso sexual e dos eventos desencadeadores destas lembranças; treine a substituição de imagens positivas e negativas; relate o pior momento do abuso sexual; construa estratégias cognitivas e comportamentais, para num momento de

emergência saber lidar com lembranças intrusivas do abuso.

Ainda de acordo com Hanbigzang et. al. (2009), na aplicação do TIE é imprescindível o apoio total do psicoterapeuta grupal, diante das repercussões negativas, pensamentos, emoções e comportamentos que serão (re)cordados e (re)sentidos, trazendo as vítimas, momentos difíceis, mas que posteriormente, trarão a reestruturação da memória traumática.

Etapa 3- Prevenção à recaída; A prevenção à recaída é uma etapa indispensável para se fechar com sucesso um acompanhamento grupal de crianças e adolescente vítimas de abuso sexual. Através dela, o paciente aprende habilidades de autoproteção para prevenir futuras revitimizações (Hanbigzang, 2009). Nesta fase da terapia, Maia (2001), também vem ressaltar a importância do trabalho com a imagem corporal do cliente, bem como uma orientação voltada para o futuro, incentivando a tomada de decisão perante suas escolhas, seu bem-estar físico e a relação com as outras pessoas.

Num estudo feito por Hanbigzang et al. (2009), ele descreve seis sessões durante a etapa de prevenção

a recaída da seguinte forma: Oficina educação sexual, na qual são abordadas questões referentes ao autocuidado, mudanças físicas da puberdade e métodos contraceptivos; Oficina de psicomotricidade; Oficina sobre o Estatuto da criança e do adolescente, Apresentação e discussão do vídeo Estatuto do Futuro Dramatização de audiência (abordar a possibilidade de participação de audiências, esclarecendo dúvidas e preparando as participantes para tal situação); Treino de habilidades sociais focadas em medidas protetivas (identificação de situações de risco ensaio cognitivo e comportamental de estratégias de proteção contra futuras revitimizações), Escolha de um adulto-referência para solicitar ajuda em situações de risco; Retomada das estratégias cognitivas e comportamentais aprendidas no contexto grupal, Abordagem das perspectivas com relação ao futuro das participantes e reestruturar possíveis crenças distorcidas; Auto-avaliação por meio de registro escrito das mudanças percebidas antes e depois da grupoterapia em relação a si, como se relaciona com os outros e visão do futuro.

Ao término desta etapa, a criança ou o adolescente se torna capaz de

idealizar vários projetos de vida, a nível pessoal e interpessoal, ter autonomia de pedir ajuda se necessário, se cuidar e deixar ser cuidada (Maia, 2001).

Considerações Finais

A TCC é utilizada como forma de tratamento por ter um modelo de ações que se mostram bastantes eficazes ao longo do processo psicoterápico. Verificou-se que a TCC cumpre seu objetivo diante da demanda de crianças e adolescentes com transtornos ansiosos pós vivenciar traumas complexos, reduzindo sintomas e sendo corresponsável pela diminuição de recidivas.

A terapia cognitivo-comportamental mediante uso das técnicas de psicoeducação, treinamento de inoculação de estresse e prevenção à recaída, mostrou ótimos resultados nos pacientes que no início do tratamento apresentaram alto índice de ansiedade, medo e culpa. Assim, com a aplicação das técnicas e apoio do psicoterapeuta é possível que os pacientes tenham um maior controle de seus pensamentos, emoções e saibam reconhecer momentos em que possam ter autonomia e

conhecimento de reconhecer como, quando e a quem pedirem ajuda.

Na literatura explorada verificou-se que ainda há uma escassez no que se refere a estudos da terapia cognitivo-comportamental em grupo - (TCCG) e suas técnicas com ênfase em grupos infanto-juvenis que abordam o tema abuso sexual. Sendo assim, propomos que outros estudos sejam feitos, a partir de estudos de casos reais, para que pesquisadores, especialistas e estudiosos em geral, possam avaliar na prática a eficácia da TCC mediante o abuso sexual.

Referências

Abrapia (2002), “Associação Brasileira Multiprofissional de Proteção à infância e à adolescência”, Consultado em: <http://www.abrapia.org.br>.

Aguiar, Camita Stor de; Dantas, Nathália Della Santa Melo (2018), Baralho do modelo cognitivo para adultos: psicoeducação dos pensamentos, sentimentos e comportamentos. Rio de Janeiro: Sinopsys Editora e Sistemas Ltda.

Araújo, Maria de Fátima (2002), “Violência e abuso sexual na

família”, *Psicologia em Estudo*, 7(2), 3-11.

Barkley, Russel (2010), *Transtorno de déficit de atenção e hiperatividade em adultos: a mais recente avaliação e estratégias de tratamento*. Massachusetts: Jones and Bartlett Publishers.

Barros, W. S (2004), “Crimes contra os costumes – Estupro”, In Programa Delegacia Legal, Secretaria de Segurança Pública, Governo do Estado do Rio de Janeiro. Rio de Janeiro; SSP/RJ, 14-19.

Beck, Judith (2013), *Terapia cognitivo-comportamental: teoria e prática*, 2ed. Porto Alegre: Artmed.

Brasil. Fundação ABRINQ (2017), *A Criança e o adolescente nos objetivos de desenvolvimento sustentável (ODS) Marco zero dos principais indicadores brasileiros ODS 1, 2, 3 e 5*. São Paulo. Consultado em: <https://fadc.org.br/sites/default/files/2019-02/cenario-brasil-2018.pdf>.

Brasil, Ministério Público Do Distrito Federal e Territórios (2015), *Violência sexual contra crianças e adolescentes:*

identificação e enfrentamento. Brasília: 1ª Edição.

Brasil (1999), Plano Nacional de Enfrentamento a Violência sexual infanto-juvenil. 3ed. Ministério da Justiça. Brasília: SEDH/ DCA.

Brasil (2003), Estatuto da Criança e do Adolescente de 1990. 4. ed. Brasília: Saraiva.

Braun, Suzana (2002), A violência sexual infantil na família do silêncio à revelação do segredo. Porto Alegre: AGE editora.

Capitão, Cláudio Garcia; Romaro, Rita Aparecida (2008), Caracterização do abuso sexual em crianças e adolescentes, *Psicol. Am. Lat.*, México, 13, jul.

Clark, David; Beck, Aron (2012), *Terapia cognitiva para os transtornos de ansiedade*. Porto Alegre: Artmed.

Conselho Federal de Psicologia CFP (2009), *Serviço de Proteção Social a Crianças e Adolescentes Vítimas de Violência, Abuso e Exploração Sexual e suas Famílias: referências para a atuação do psicólogo*. Brasília: CFP.

Deslandes, Suely (2003), “Atenção a crianças e adolescentes vítimas de

violência doméstica: análise de um serviço”, *Cadernos de Saúde Pública*, 10(01), 177-187.

Fundo das Nações Unidas para a Infância UNICEF (2005), *Pequenas Vítimas. Relatório UNICEF - Situação da Infância Brasileira 2006*. Brasília: UNICEF. Consultado em: <http://www.unicef.org/brazil/pt/>.

Gabel, Marceline (Org.) (1997), *Crianças vítimas de abuso sexual*. São Paulo: Summus.

Gerhardt, Tatiana Engel; Silveira, Denise Tolfo (2009), *Métodos de pesquisa*. Porto Alegre, Editora da UFRGS.

Gil, Carlos Alberto (2010), *Métodos e técnicas de pesquisa social*. São Paulo: Editora Atlas.

Habigzang, Luísa; AZEVEDO, Gabriela Azen; Koller, Silvia Helena; Machado, Paula Xavier (2006), “Risk and protective factors in the resource network for children and adolescences victims of sexual violence”, *Psicologia: Reflexão e Crítica*, 19(03), 379-386.

Habigzang, Luísa; Koller, Silvia Helena (2011), “Terapia cognitivo-comportamental para crianças e

adolescentes vítimas de abuso sexual”, In: Petersen, C. S. Wainer, R. (Cols.) (2011). *Terapias cognitivo-comportamentais para crianças e adolescentes*. Porto Alegre: Artmed.

Hanbigzang, Luísa *et al* (2009), “Grupoterapia cognitivo-comportamental para crianças e adolescentes vítimas de abuso sexual”, *Rev. Saúde Pública*, 43(01), 70-8.

Knapp, Paulo (2004), *Terapia cognitivo-comportamental na prática psiquiátrica*. Porto Alegre: Artmed.

Lira, Margaret Olinda de Souza Carvalho *et al* (2017), “Abuso sexual na infância e suas repercussões na vida adulta”, *Texto-contexto enferm.* Florianópolis, 26(03).

Maia, Angela (2001), *Abuso sexual na infância: a reconstrução depois do trauma*. Instituto de educação e psicologia, Universidade de Minho, Portugal: *Psicologia: teoria investigação e prática*.

Marconi, Maria de Andrade; Lakatos, Eva Maria (2010), *Fundamentos de Metodologia Científica*. 7ed. São Paulo: Editora Atlas.

Minayo, Maria Cecília de Souza (2002), “O significado social e para a saúde da violência contra crianças e adolescentes”, In: Westphal, M. F. *Violência e criança*. São Paulo: EDUSP.

Brasil, Ministério da Justiça (2018), *Denúncias feitas ao Disque 100 - Módulo crianças e adolescentes - segundo tipos de violação e sexo*. Consultado em: <https://observatoriocrianca.org.br/cenario-infancia/temas/violencia/630-denuncias-feitas-aodisque-100-modulo-criancas-e-adolescentes-segundo-tipos-de-violacao-esexo?filters=1,258>

Morales, Álvaro; Schramm, Fermin (2002), “A moralidade do abuso sexual intrafamiliar em menores”, *Ciência & Saúde coletiva*, 7(02), 265-273.

Moreschi, Marcia Teresinha (2018), *Violência contra Crianças e Adolescentes: Análise de Cenários e Propostas de Políticas Públicas*. Brasília: Ministério dos Direitos Humanos.

Neufeld, Carmem Beatriz (2011), “Intervenções em grupos na abordagem cognitivo-comportamental”, In: Rangé, Bernard, *Psicoterapias cognitivo-*

comportamentais: Um diálogo com a psiquiatria. 2ed. Porto Alegre: Artmed.

Oliveira, Polliana Rodrigues de; Menezes, Marcela Barbosa de; Brito, Soraia Silva; Pinto, Paula Sanders Pereira (2018), “Psicoeducação das emoções e habilidades sociais: uma proposta de promoção e prevenção de saúde mental para adolescentes”, XVII SEPA - Seminário Estudantil de Produção Acadêmica, UNIFACS.

Organização Mundial de Saúde OMS (2002), Relatório Mundial sobre Violência e Saúde. Genebra: Organização Mundial de Saúde.

Padilha, Maria da Graça Saldanha; Gomide, Paula Inês Cunha (2004), “Descrição de um processo terapêutico em grupo para adolescentes vítimas de abuso sexual”, Estudos de psicologia, 9(01), 53-61.

Pelisoli, Cátula; Piccoloto, Luciane Benvegna (2010), “Prevenção do abuso sexual infantil: Estratégias cognitivo-comportamentais na escola, na família e na comunidade”, Revista Brasileira de Terapias Cognitivas, 6(01).

Petersen, Circe Salcides; Wainer, Ricardo (Cols.) (2011), Terapias

cognitivo-comportamentais para crianças e adolescentes. Porto Alegre: Artmed.

Pinheiro, Paulo Sergio (2016), Relatório do especialista independente sobre o Estudo das Nações Unidas sobre Violência contra Crianças, Distribuição Geral. Consultado em: http://www.unicef.org/brazil/Estudo_PS_P_Portugues.pdf.

Ribeiro, Maria Aparecida; Ferriani, Maria das Graças Carvalho; Reis, Jair Neves dos (2004), “Violência sexual contra crianças e adolescentes: características relativas à vitimização nas relações familiares”, Cadernos de Saúde Pública, 20(02), 456-464.

Rush, Florence (2008), The best kept secret: sexual abuse of children. New York: McGraw-Hill Book Company.

Saffioti, Heleieth (1997), “No fio da navalha: violência contra crianças e adolescentes no Brasil atual”. In: Madeira, Felícia Reicher (Org.). Quem mandou nascer mulher?. São Paulo: Editora Rosa dos Tempos.

Safren, Steven; Perlman, Carol; Sprith, Susan; Otto, Michael (2008), Dominando o TDA/H adulto: programa

de tratamento cognitivo-comportamental (guia do terapeuta). Porto alegre: Artmed.

Santos, João Diógenes Ferreira dos. (2010), “Rompendo O Silêncio”: violência sexual contra meninas no espaço doméstico. In: 9º Fazendo Gênero: Diásporas, Diversidades, Deslocamentos.

Schneider, Jaluza Aimée; Habigzang, Luísa Fernanda (2016), “Aplicação do programa cognitivo comportamental superar para atendimento individual de meninas vítimas de violência sexual: estudos de caso”, *Avances en Psicología Latinoamericana*, 34(03), 543-556.

Seabra, André Salame; Nascimento, Helena Maria do (1998), “Abuso sexual na infância”, *Arquivos Brasileiros de Pediatria*, 34(07), 395-415.

Silva, Shirley de Souza; Pereira, Reginete Cavalcanti; Aquino, Thiago Antônio Avellar (2011), “A terapia cognitivo-comportamental no ambulatório público: possibilidades e desafios”, *Revista Brasileira de Terapias Cognitivas*, 7(01), 44-49.

Viaux, Jean-Luc (1997), “A perícia psicológica das crianças vítimas de

abusos sexuais”, In: Gabel, Marceline (Org.), *Crianças vítimas de abuso sexual*. São Paulo: Summus.

Viodres Inoue, Silvia Regina; Ristum, Marilena (2008), “Violência sexual: caracterização e análise de casos revelados na escola”, *Estudos de Psicologia*. Campinas, 25(01), 1-21.

Wright, Jesse; Basco, Monica Ramires; Thase, Michael (2008), *Aprendendo a terapia cognitivo-comportamental: um guia ilustrado*. Porto Alegre: Artmed.

Zagaglia, Rosangela (2004), “Crimes contra crianças e adolescentes”, In: Pisá, Graça; Barbosa, Gabriela Ferrarese (Orgs.). *A violência silenciosa do incesto*. Rio de Janeiro: Imprensa Oficial

VIOLÊNCIAS CONTRA ESTUDANTES NO *CAMPUS* DE UMA UNIVERSIDADE FEDERAL BRASILEIRA

Sales Augusto dos Santos¹

Resumo: Este artigo é fruto de uma pesquisa quantitativa que realizamos com quatrocentos estudantes de graduação da Universidade Federal de Viçosa (UFV). A pesquisa foi financiada pela Pró-Reitoria de Educação da universidade. Nosso objetivo neste artigo é interrogar, por meio de argumentos e evidências empíricas, a afirmação de uma renomada pesquisadora de que "o estupro é de fácil diagnóstico". As evidências utilizadas para demonstrar que a constatação desse tipo de violência sexual pode não ser tão fácil foram obtidas dos dados empíricos de uma pesquisa supracitada, cujo objetivo era investigar as violências praticadas contra os/as discentes de graduação da universidade, especialmente as do sexo feminino. Os argumentos utilizados para inquirir a afirmação supracitada foram obtidos da literatura sobre o tema. Conclui-se que

não se pode afirmar sem ponderações que o estupro é de fácil diagnóstico no meio universitário.

Palavras chave: Violência na universidade. Estudantes. Mulheres. Violência Sexual. Diagnóstico.

Abstract: This article is the result of quantitative research that we conducted with four hundred undergraduate students of the Universidade Federal de Viçosa (UFV). The research was funded by the Dean of Education of the aforementioned university. Our aim in this paper is to interrogate, through arguments and empirical evidence, the statement of a renowned researcher that "rape is easily diagnosed." The evidence used to demonstrate that the diagnostic of this type of sexual violence may not be so easy was obtained from the empirical data of the research mentioned above, which aimed to investigate the violence practiced against undergraduate

¹ Doutor em Sociologia pela Universidade de Brasília (UnB), com Pós-Doutorado pela Brown University. É Professor Voluntário do Departamento de Ciências Sociais (DCS) da Universidade Federal de Viçosa (UFV) e Senior Research Specialist at the Department of African & African Diaspora Studies of the University of Wisconsin Milwaukee (UWM), ano letivo de 2019/2020.

students, especially female students. The arguments used to inquire the above statement were obtained from the literature about the subject. It can be concluded that it cannot be stated without consideration that rape is easily diagnosed in the university environment.

Keywords: University violence. Students. Women. Sexual violence. Diagnosis.

Introdução

Conforme a professora e pesquisadora Mercedes Prieto da *Facultad Latinoamericana de Ciencias Sociales* (FLACSO)-Ecuador, nas universidades de todos os países da América Latina tem havido denúncias de assédio sexual, entre outras violências de gênero, praticadas contra as estudantes mulheres. Segundo Prieto, “El 2018 fue un año marcado, en América Latina, por mujeres en las calles, en tomas de planteles educativos y en el ciberespacio denunciando violencias de género y

acoso sexual en escenarios académicos” (Prieto, 2019: 15).

Ao que tudo indica, o sofrimento de assédio sexual pelas estudantes de sexo feminino nas universidades, entre outras violências, é um problema mundial, visto que nos últimos anos algumas instituições de renome internacional, como a *Onu Mujeres*² e a Anistia Internacional,³ assim como os meios de comunicação de massa, tais como jornais, televisão e *Websites*, têm noticiado práticas de violências sexuais contra as estudantes nos *campi* das universidades de alguns países europeus, como na Inglaterra,⁴ sul-americanos, como na Argentina,⁵

² Consultado a 30.05.2018, em <http://www.unwomen.org/es/news/stories/2017/11/feature-bangladesh-students-say-no-more-sexual-harassment>.

³ Consultado a 30.05.2018, em <https://www.amnistia.org/ve/blog/2018/02/4864/el-acoso-sexual-en-las-universidades>.

⁴ Vide a matéria “As ameaças que escandalizaram universidade britânica:

‘Estuprem as meninas para dar uma lição’”. Consultado a 28.05.2019, em <https://www.bbc.com/portuguese/internacional-48438652>.

⁵ Consultado a 05.04.2019, em https://www.clarin.com/sociedad/uba-abrio-sumario-escrache-profesor-acusado-acoso-sexual_0_OGfEaMmo1.html.

Bolívia,⁶ Colômbia,⁷ Chile,⁸ Equador,⁹ norte-americanos, como no México¹⁰ e nos Estados Unidos da América,¹¹ africanos, como na África do Sul,¹² e países asiáticos, como Bangladesh.¹³

Na América do Sul o Brasil não foge à regra quanto às violências praticadas contra as estudantes universitárias do sexo feminino. Nas universidades brasileiras há casos de violências física, sexual, psicológica, racial, de orientação sexual, entre outras, contra as estudantes mulheres, que ocorrem simultaneamente ou não dentro de salas de aulas, laboratórios, bibliotecas, alojamentos estudantis, entre outros espaços universitários. Por exemplo, segundo reportagem publicada no programa televisivo *Fantástico*, da Rede Globo de Televisão, edição do dia

28/09/2014, no Brasil, “casos de estupro têm se multiplicado em universidades do país.¹⁴”

Contudo, ao que parece, o tema violências contra as estudantes universitárias nos *campi* universitários brasileiros ainda é um assunto *tabu*. Praticamente não há pesquisas acadêmico-científicas sobre o tema no Brasil, visto que não há um campo de pesquisa consolidado sobre esse tema, mesmo havendo violências concretas (d)enunciadas pelas vítimas de Norte ao Sul do País, a exemplo das que já ocorreram na Universidade Federal do Acre (UFAC),¹⁵ Universidade Federal da

⁶ Consultado a 15.06.2018, em <https://www.eldeber.com.bo/septimodia/El-acoso-sexual-en-las-universidades-se-sabe-pero-se-calla-20171019-0085.html>.

⁷ Consultado a 05.09.2017, em https://www.vice.com/es_co/article/paak38/silencio-vice-acoso-sexual-universidades-colombia-existe-investigacion-connectas.

⁸ Consultado a 25.04.2019, em <https://www.latercera.com/nacional/noticia/acoso-sexual-investigan-132-casos-16-universidades/252893/>.

⁹ Consultado a 25.04.2019, em <https://www.elcomercio.com/actualidad/docentes-destituidos-acoso-universidad-central.html>.

¹⁰ Consultado a 05.05.2019, em <https://www.mexico.com/nuestras-causas/acoso-sexual-universidades-mexico-denuncias-2018/>.

¹¹ Consultado a 05.09.2017, em https://www.bbc.com/portuguese/noticias/2014/05/140506_estupros_universidades_eua_pai.

¹² Consultado a 05.05.2019, em <https://www.timeslive.co.za/news/south-africa/2018-10-10-university-of-limpopo-lecturer-suspended-over-sexual-harassment-allegations/>.

¹³ Consultado a 30.05.2018, em <http://www.unwomen.org/es/news/stories/2017/11/feature-bangladesh-students-say-no-more-sexual-harassment>.

¹⁴ Consultado a 05.06.2017, em <http://g1.globo.com/fantastico/noticia/2014/09/a-lunas-lutam-contra-violencia-sexual-com-mulheres-em-universidades.html>.

¹⁵ Consultado a 26.02.2016, em <http://ujf.org.br/index.php/noticias/ujfeminista-contra-a-violencia-sexual-nas-universidades-brasileiras/>.

Bahia (UFBA),¹⁶ Universidade de Brasília (UnB),¹⁷ Universidade Federal de Minas Gerais (UFMG),¹⁸ Universidade São Paulo (USP)¹⁹ e Universidade Federal do Paraná (UFPR).²⁰ Nessas universidades, entre outras, foram registrados casos de assédio sexual, assédio moral, estupro, tentativa de estupro, desqualificação intelectual, entre outras violências praticadas por professores e estudantes homens contra as estudantes mulheres.

Os *campi* da Universidade Federal de Viçosa (UFV), não estão livres das violências denunciadas pelas estudantes das Instituições de Ensino Superior (IES) públicas supracitadas, visto que estudantes da UFV já haviam denunciado ocorrências de casos de “estupro, abuso, assédio e discriminação,

que são frequentes no dia a dia da instituição” (Narde, 2015).

A pesquisa que Santos (2018) realizou com discentes de graduação da UFV, entre os meses de junho e julho de 2016, ratificou as denúncias supracitadas. Na época em que foi realizada a pesquisa, a UFV tinha 11.239 estudantes de graduação, dos quais 400 foram entrevistados/as no *campus* Viçosa,²¹ por meio de questionário, sendo 51% dos entrevistados do sexo masculino e 49% do sexo feminino. Os resultados da pesquisa indicaram que os/as estudantes sofrem 31 tipos de violências na universidade e/ou em festas acadêmicas, conforme se verá ao longo deste texto.

Como não temos espaço neste artigo para descrever e analisar todas as

¹⁶ Consultado a 28.02.2016, em <https://www.correio24horas.com.br/noticia/nid/professor-da-ufba-e-afastado-apos-ser-denunciado-por-alunas/>

¹⁷ Consultado a 28.02.2016, em <http://ujs.org.br/index.php/noticias/ujsfeminista-contra-a-violencia-sexual-nas-universidades-brasileiras/>.

¹⁸ Consultado a 28.02.2016, em <http://g1.globo.com/fantastico/noticia/2014/09/a-lunas-lutam-contra-violencia-sexual-com-mulheres-em-universidades.html>.

¹⁹ Consultado a 28.02.2016, em <http://g1.globo.com/fantastico/noticia/2014/09/a-lunas-lutam-contra-violencia-sexual-com-mulheres-em-universidades.html> e <http://revistaforum.com.br/digital/173/universidade-e-violencia-contra-mulheres-vamos-falar-serio-sobre-o-assunto/>.

²⁰ Consultado a 28.02.2016, em <http://g1.globo.com/fantastico/noticia/2014/09/a-lunas-lutam-contra-violencia-sexual-com-mulheres-em-universidades.html>.

²¹ A UFV possui três *campi*: (a) o *campus* Viçosa, o principal, que “oferece cursos de graduação e programas de pós-graduação *stricto sensu*, em níveis de mestrado (acadêmico e profissional) e doutorado, além de cursos de pós-graduação *lato sensu* (presenciais e a distância)”; (b) o *campus* Florestal, que “oferece cursos técnicos concomitantes ao ensino médio, cursos técnicos ministrados após o término do ensino médio, bem como cursos de graduação e programas de pós-graduação em nível de mestrado”; e (c) o *campus* Rio Paranaíba, que “oferece cursos de graduação e programas de pós-graduação em nível de mestrado (acadêmico e profissional)”. Consultado a 05.06.2017, em <https://www.ufv.br/a-ufv/campi/>.

violências (d)enunciadas pelos/as estudantes de graduação da UFV, focaremos em um tipo de violência, o estupro. Nosso objetivo aqui é buscar estabelecer um diálogo com a professora Diva Muniz e, especialmente, interrogar, por meio de argumentos e evidências empíricas, a sua afirmação de que "o estupro é de fácil diagnóstico" (Muniz, 2017: 37).

A escassez de produção acadêmico-científica no Brasil sobre violência contra estudantes nos *campi* universitários

Embora seja considerável a bibliografia sobre o tema violência no Brasil (Porto, 2015), inclusive sobre violência contra as mulheres (Bandeira, 2014), a literatura sobre *Violência contra estudantes nos campi universitários brasileiros* ainda é muito incipiente. Ao que tudo indica, poucos são os/as autores/as que têm se dedicado a escrever sobre o tema, como, por exemplo, Almeida (2017), Bandeira e Almeida (2011), Porto (2017) e Schwantes e Andrade (2017). Praticamente não há produção de conhecimento sobre o tema, que parece ser um tabu no Brasil. Portando, mais

raras ainda são pesquisas quantitativas e qualitativas sobre o assunto. Mais ainda, essas, quando existem, foram realizadas muito recentemente, ou seja, após a segunda metade da década de 2010.

Assim, não é sem razão que encontramos apenas três pesquisas relativas ou correlatas ao tema violências nos *campi* universitários brasileiros. A primeira que encontramos foi feita por Oliveira e Santibanez (2015), cujo título é "Violência, conflitos e crimes nos *campi* universitários: subsídios para a política de segurança da UFG. Relatório de Pesquisa". Essa pesquisa não focou diretamente na violência contra os/as estudantes, visto que tinha um escopo mais abrangente: a política de segurança no *campus* da Universidade Federal de Goiás (UFG). Seus autores fizeram uso de duas abordagens basicamente. A primeira, quantitativa, que tinha como objetivo:

identificar e analisar as ocorrências relativas a conflitos intersubjetivos, crimes e contravenções nos *campus* da UFG, incluídas as regionais (situadas em Catalão, Jataí e Cidade de Goiás) que tenham sido registradas tanto no âmbito interno da Universidade, quanto em delegacias de polícia competentes para averiguar crimes e contravenções na região em que os *campus* se situam. (Oliveira e Santibanez, 2015: 5)

A segunda abordagem, qualitativa, que tinha como objetivo:

descrever e mensurar as representações (julgamentos e valores) sobre risco, ocorrências de violência e tráfico de drogas nas Regionais da UFG, via pesquisa no modelo *survey*, por meio de grupos focais e entrevistas em profundidade, permitindo a identificação dos principais temas, conceitos e variáveis (qualitativas e quantitativas) que compõem as representações da comunidade universitária. (Oliveira e Santibanez, 2015: 9)

A segunda pesquisa que encontramos sobre o tema *Violência contra estudantes nos campi universitários brasileiros* foi realizada pelo Instituto Avon (2015), cujo título é “Violência contra a mulher no ambiente universitário”. Segundo o próprio Instituto Avon,

A pesquisa foi realizada ao longo de setembro e outubro de 2015, com universitários dos cursos de graduação e pós-graduação. Ela contou com uma fase quantitativa, realizada online, e uma qualitativa, com grupos de discussão envolvendo universitários de ambos os sexos e entrevistas em profundidade com especialistas. Em ambas as fases foram coletados depoimentos dos estudantes (Instituto Avon, 2015).²²

Foram entrevistados/as 1.823 estudantes de instituições de ensino

superior públicas (24%) e privadas (76%) de todo o Brasil, sendo 60% de entrevistadas do sexo feminino e 40% do sexo masculino. Mais da metade dos/as entrevistados/as, 51%, tinham entre 16 e 25 anos, 35% de 26 a 35 anos, 10% de 36 a 45 anos e 4% acima de 45 anos. A maioria dos/as estudantes entrevistados/as, 53%, era de classe média, 36% eram de classe alta e 12% eram de classe baixa.

Focada na “violência contra a mulher no ambiente universitário”, essa pesquisa constatou várias agressões contra as discentes no ambiente acadêmico e/ou em festas acadêmicas, visto que 67% das estudantes mulheres afirmaram ter sofrido algum tipo de violência nesses espaços. Por exemplo, 56% das estudantes afirmaram ter sofrido assédio sexual e 11% sofreram tentativa de abuso enquanto estavam sob efeito de álcool (Instituto Avon, 2015).

Diferentemente da pesquisa de Santos (2018), que será descrita mais à frente, na pesquisa do Instituto Avon os questionários foram respondidos *online*, enquanto na pesquisa daquele/a pesquisador/a os questionários foram entregues diretamente ao/à

²² Consultado a 10.07.2017, em <https://agenciapatriciagalvao.org.br/violencia/pe>

[squisa-violencia-contra-a-mulher-no-ambiente-universitario/](https://agenciapatriciagalvao.org.br/violencia/pe).

entrevistado/a por um/a entrevistador/a e aquele/a o respondia imediatamente na presença desse/a, mas sem a sua interferência. Outra diferença importante é que a pesquisa de Santos (2018) foi feita somente com estudantes de graduação de uma universidade federal, portanto, pública. A pesquisa do Instituto Avon (2015) foi mais abrangente, uma vez que entrevistou estudantes de graduação e pós-graduação de universidades públicas e privadas.

A terceira pesquisa que encontramos sobre o tema foi realizada por Martins et al. (2017), e cujo título é “Violência sexual na Universidade Federal de Viçosa: ‘Boa noite Cinderela Acadêmico’”. Semelhante à pesquisa de Santos (2018), visto que também teve como campo de pesquisa a UFV, assim como o tema violência contra as estudantes mulheres no *campus* Viçosa dessa universidade, a pesquisa de Martins et al. (2017) tem relação direta com o nosso artigo. Contudo, o trabalho desses/as autores/as limitou-se a investigar, por meio de documentos obtidos em redes sociais e por questionários *online* (aplicados via Internet), um tipo específico de violência: a sexual ou os “crimes sexuais” contra as estudantes de sexo

feminino. Como os/as autores/as afirmam:

Esse trabalho é um desafio colocado frente à curiosidade investigativa do tema violência sexual, pois se reporta à prática dos crimes sexuais no interior da universidade: prática relativizada na instituição acadêmica, a partir do comportamento assumido por alguns estudantes, que exige reconhecer em seus alunos como agressores na rotina das relações interpessoais [...]. Esse trabalho objetivou uma maior compreensão das práticas de violência sexual envolvendo estudantes universitários. Sua hipótese inicial alude à fragilidade de reconhecimento das vítimas e agressores desse tipo de crime, pela dificuldade clássica aplicada à obtenção de dados consistentes e minimamente qualificados sobre o fenômeno. (Martins et al., 2017: 3-5)

Por um lado, se a primeira pesquisa, sobre a política de segurança na e da UFG, de Oliveira e Santibanez (2015), era bem mais ampla que a de Santos (2018), a pesquisa de Martins et al. (2017) era menos abrangente. Ou seja, essa última era mais restrita que a pesquisa de Santos (2018), pois tinha como foco somente “os crimes sexuais” contra as estudantes mulheres no interior da UFV e em festas acadêmicas. Por outro lado, como foi visto anteriormente, a pesquisa do Instituto Avon (2015) também se diferencia da pesquisa de Santos (2018), visto que utilizou

metodologia de pesquisa diferente, bem como teve público e campo de pesquisa diferentes.

Devemos destacar que, embora as pesquisas do Instituto Avon (2015) e de Santos (2018) tenham revelados vários tipos de violências iguais e/ou semelhantes praticadas contra as estudantes do sexo feminino, não podemos compará-las em razão dos argumentos expostos no parágrafo acima. Em realidade, não podemos fazer comparações com e/ou entre nenhuma das quatro pesquisas supracitadas, visto que elas têm metodologias, objetivos e públicos pesquisados distintos. Assim, neste artigo focaremos na descrição de algumas violências que foram enunciadas pelos/as estudantes da UFV na pesquisa de Santos (2018), bem como analisaremos uma delas, o estupro. Como afirmamos anteriormente, visamos questionar se esse crime é de fácil diagnóstico, como afirmou a pesquisadora Diva Muniz (2017).

Violências contra os/as estudantes da UFV

Como citado anteriormente, a pesquisa de Santos (2018) foi realizada com 400 estudantes de ambos os sexos

da UFV, *campus* Viçosa. Do total de estudantes entrevistados/as, 21,25% afirmaram que tinham sofrido pelo menos um tipo de violência na universidade ou em festas acadêmicas, 72,25% afirmaram que não sofreram violências nesses espaços, 5,25% disseram que não sabiam se haviam sofrido algum tipo de agressão e 1,25 não respondeu à questão (Santos, 2018: 134). Após perguntar quem havia sofrido algum tipo de violência na universidade, Santos (2018) perguntou aos/às estudantes que responderam afirmativamente a essa questão de qual ou quais violências eles/as tinham sido vítimas. Os/as respondentes da questão enunciaram trinta e um tipos de violências, como se pode verificar no Quadro 1, que foi construída em ordem decrescente de respostas (Santos, 2018: 140). Dessa forma, Santos também construiu um *ranking* das violências (d)enunciadas pelos/as estudantes, uma vez que o Quadro 1 começa com a violência mais manifestada pelos/as estudantes, “levar cantada ofensiva” [que é uma violência praticada tipicamente pelos homens contra as mulheres na sociedade brasileira], e termina com a menos manifestada, “ser ameaçada/o de morte” [uma violência

que pode ser praticada e sofrida por ambos os sexos dos estudantes, embora quem a manifestou na UFV tenha sido exclusivamente estudantes homens] (Santos, 2018: 171).

Observa-se que as violências contidas no Quadro 1 foram automanifestadas tanto por estudantes do sexo masculino quanto do sexo feminino. Porém, Santos (2018) interseccionou os tipos de violências sofridas com o sexo dos/as estudantes. Assim, constatou que foram as estudantes mulheres quem mais enunciaram que foram vítimas de violências na universidade ou em festas acadêmicas, visto que, do total dos/as estudantes entrevistados/as que afirmaram ter sofrido algum tipo de violência, 58,80% eram mulheres e 41,20% eram homens (Santos, 2018: 165).

A partir dessa constatação, Santos (2018) buscou verificar quais

violências eram as mais praticadas contra as estudantes mulheres e contra os estudantes homens. Por meio de alguns critérios, quem não vamos descrever ou analisar neste artigo, Santos criou o que denominou de tipologia das violências praticadas contra os/as estudantes da UFV. Esta tipologia teve como objetivo categorizar os trinta e um tipos de violências enunciados pelos/as estudantes (Quadro 1). Isto é, Santos visou demonstrar, didaticamente, que alguns tipos de violências estavam propensos a acontecer, e aconteceram, mais ou totalmente contra as estudantes mulheres da UFV, enquanto outros tipos estavam propensos a acontecer, e aconteceram, mais ou totalmente contra os estudantes homens, assim como alguns tipos de violências foram iguais ou semelhantes em relação a ambos os sexos.

Quadro 1 – Tipos de violências automanifestadas pelos/as estudantes

Tipo de violência	Frequência absoluta das respostas	Frequência relativa (%) a 363 respostas	% em relação ao total de entrevistados/as
1ª) Levar cantada ofensiva	32	8,81	8,00
2ª) Ouvir piadas LGBTfóbicas	29	7,98	7,25
3ª) Ouvir piadas machistas/sexistas	28	7,71	7,00
4ª) Agressão psicológica [desqualificação pessoal, ser diminuída/o ou rebaixada/o enquanto ser humano, tentativa de destruição da autoestima, etc.]	26	7,16	6,50

5ª) Trote	25	6,88	6,25
6ª) Assédio sexual	24	6,61	6,00
7ª) Desrespeito ao corpo [tocar ou passar a mão em você sem seu consentimento]	22	6,06	5,50
8ª) Ouvir piadas classistas, ou seja, contra pobres	20	5,50	5,00
9ª) Ouvir piadas racistas	16	4,40	4,00
9ª) Ser intimidada/o	16	4,40	4,00
11ª) Ser ofendida/o verbalmente	15	4,13	3,75
12ª) Ser coagida a dar ou receber beijo de alguém	13	3,58	3,25
13ª) Ser desqualificada/o intelectualmente	12	3,30	3,00
14ª) Assédio moral	11	3,03	2,75
15ª) Ser humilhada/o	10	2,75	2,50
15ª) Furto [quando se é furtado o ladrão não tem contato com a vítima]	10	2,75	2,50
17ª) Agressão física [ser empurrada/o, levou tapa, um chute, foi espancada/o, etc.]	8	2,20	2,00
17ª) Ser ameaçada/o de agressão física	8	2,20	2,00
17ª) Ser ridicularizada/o	8	2,20	2,00
20ª) Coagida/o a ingerir bebida/s alcoólica/s	6	1,65	1,50
21ª) Roubo [quando se é roubado o ladrão tem contato com a vítima, ameaçando-a ou agredindo-a]	5	1,38	1,25
22ª) Estupro	3	0,82	0,75
22ª) Ser difamada/o	3	0,82	0,75
22ª) Coagida/o a fumar maconha	3	0,82	0,75
25ª) Tentativa de estupro	2	0,55	0,50
25ª) Sofrer tortura	2	0,55	0,50
25ª) Colocaram drogas em sua bebida e você a tomou sem saber	2	0,55	0,50
28ª) Não fui aceito no alojamento estudantil porque sou gay	1	0,27	0,25
28ª) Ter fotos íntimas publicadas na Internet sem sua autorização	1	0,27	0,25
28ª) Ter vídeos íntimos publicados na Internet sem sua autorização	1	0,27	0,25
28ª) Ser ameaçada/o de morte	1	0,27	0,25
Total	363	100,00	XXX

Fonte: Santos (2018).

Desta maneira, Santos (2018) fez a seguinte classificação, que também podem ser observadas no Figura 1:

(a) violências exclusivas contra as estudantes mulheres: estupro, tentativa de estupro, tortura, ter fotos íntimas publicadas na internet, ter vídeos íntimos publicados na internet e ingerir, sem saber, bebidas com drogas;

(b) violências exclusivas contra os estudantes homens: ser ameaçado de morte;

(c) violências majoritariamente contra as estudantes mulheres: levar cantada ofensiva, ouvir piadas sexistas/machistas, assédio sexual, desrespeito ao corpo, coagida a dar ou receber beijo de alguém e assédio moral;

(d) violências majoritariamente contra os estudantes homens: ser ridicularizado e ser humilhado;

(e) violências com tendência a acontecer contra as estudantes mulheres: roubo, ouvir ofensas verbais, ouvir piadas racistas, ouvir piadas classistas;

(f) violências com tendência a acontecer contra os estudantes homens: trote, ser coagido a bebidas alcoólicas e coagido a fumar maconha; e

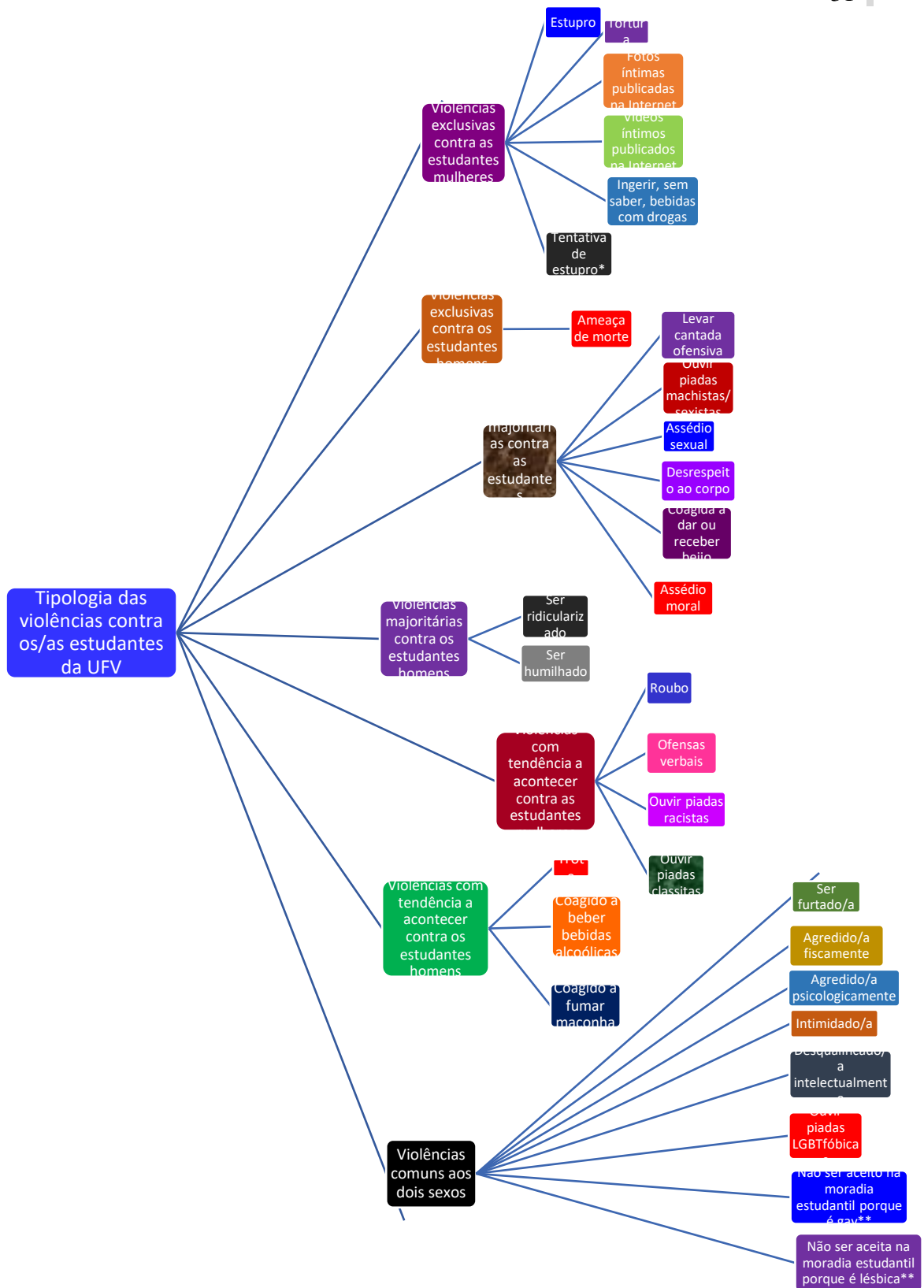
(g) violências comuns contra os dois sexos: ser furtado, ser agredido fisicamente, ser agredido psicologicamente, ser intimidado/a, ser desqualificado/a intelectualmente, ouvir piadas LGBTfóbicas, não ser aceito no alojamento estudantil porque é gay e não ser aceito no alojamento estudantil porque é lésbica.

Como se pode observar no Figura 1, salvo a tipificação *violências*

comuns aos dois sexos [até porque elas são comuns aos dois sexos], nas demais tipificações sempre há mais denúncias de sofrimento de tipos de violências por parte das mulheres que pelos homens, ratificando que, do total de estudantes que afirmaram ter sofrido algum tipo de violência, a maioria (58,80%) era mulher e a minoria (41,20%), homem.

Portanto, não é sem sentido que haja mais tipos de violências na classificação de *violências exclusivas contra as estudantes mulheres* (6 tipos) do que em *violências exclusivas contra os estudantes homens* (1 tipo), assim como mais tipos de violências na classificação *violências majoritárias contra as estudantes mulheres* (6 tipos) que em *violências majoritárias contra os estudantes homens* (2 tipos) e assim sucessivamente.

Figura 1 – Tipologia das violências praticadas contra os/as estudantes da UFV



Fonte: Santos (2018)

* Tipificamos a “tentativa de estupro” como uma violência histórico-estrutural e/ou exclusiva contra as mulheres, apesar de os dados da pesquisa indicarem como sendo uma violência comum aos dois sexos.

** Tipificamos a violência “não foi aceito na moradia estudantil porque é gay” e a “não foi aceita na moradia estudantil porque é lésbica” como violências comuns aos dois sexos, em razão de a discriminação em razão da orientação sexual afetar os dois sexos.

Estupro: crime de fácil diagnóstico?

Todavia, em alguns casos, devemos ponderar quanto ao fator quantitativo, quer dizer, quanto a considerar a violência que é a mais enunciada como a mais significativa para a pesquisa ou ainda a mais agressiva contra a vítima, assim como ser a mais importante para a descrição e análise do tema pesquisa. Por exemplo, “levar cantada ofensiva” na universidade ou em festas acadêmicas foi a violência mais enunciada pelos/as estudantes entrevistados/as da UFV (Quadro 1), com 32 respostas (Santos, 2018). Já a violência de estupro ficou em vigésimo segundo lugar no *ranking* da Quadro 1, visto que foram enunciadas apenas três respostas afirmativas com relação a essa última violência. Poderíamos pensar que este último caso, o de estupro, não seria considerado um grande problema para a universidade, visto que houve pouca automanifestação dessa violência.

Pensamos que devemos, primeiro, refletir sobre essas violências e

perguntamo-nos qual o peso delas para as vítimas? Ou seja, qual das duas violências supracitadas é a mais agressiva e/ou traumática para a vítima? Ao que tudo indica é o estupro. Portanto, não é sem razão que ele é considerado um crime hediondo no Brasil.²³

Segundo, devemos lembrar que as pesquisas sobre estupro no Brasil indicam que no máximo 10% dos casos são notificados e/ou denunciados à polícia. Por exemplo, conforme a pesquisa “Estupro no Brasil: uma radiografia segundo os dados da saúde”, de autoria dos pesquisadores Daniel Cerqueira e Danilo Santa Cruz Coelho, publicada em 2014 pelo Instituto de Pesquisa Econômica Aplicada (Ipea): “a cada ano no Brasil 0,26% da população sofre violência sexual, o que indica que haja anualmente 527 mil tentativas ou casos de estupros consumados no país, dos quais 10% são reportados à polícia” (Cerqueira e Coelho, 2014: 6). Ou seja, a subnotificação de estupro, bem como da tentativa de estupro, é uma característica nacional. Sendo assim, isto é,

²³ Lei n. 8.072, de 25/07/1990, que “dispõe sobre os crimes hediondos, nos termos do Art. 5, inciso XLIII, da Constituição Federal, e determina

outras providências”. Disponível em: http://www.planalto.gov.br/ccivil_03/Leis/L8072.htm. Acesso em: 10 jul. 2017.

considerando o histórico de baixa notificação nacional desse crime (Cerqueira e Coelho, 2014), parece ser plausível supor que há uma tendência de as estudantes da UFV que foram vítimas de estupro seguirem o padrão nacional com relação à notificação desse crime e não denunciá-lo. Por isso o seu baixo índice de enunciação pelas estudantes da UFV.

Pensamos que a característica de subnotificação do crime de estupro no Brasil, associada a evidências empíricas da pesquisa de Santos (2018), que veremos abaixo, nos permitem questionar a assertiva da professora Diva do Couto Gontijo Muniz, da Universidade Brasília (UnB), de que o estupro é de fácil diagnóstico. Segundo a professora:

Os crimes de *estupro*, assassinato de mulheres e feminicídio são a expressão mais cruel dessa desigualdade [entre homens e mulheres], uma ferida aberta e exposta em nosso cotidiano social. É uma chaga que sangra e ressangra, que é aberta e reaberta, que não cicatriza, não obstante as múltiplas profilaxias pensadas e utilizadas para removê-la do corpo social, extirpá-la do tecido social e cultural. *Embora de fácil diagnóstico* é, porém, uma ferida de difícil tratamento e cura porque gerada e gestada em campo propício: o da cultura do

patriarcado. (Muniz, 2017: 37, grifos nossos).²⁴

Primeiro, devemos lembrar que as relações sociais não são lineares. Ao contrário, são extremamente complexas e/ou dinâmicas para afirmarmos, taxativamente, que o crime de estupro é “de fácil diagnóstico”. Tal assertiva, confrontada com o que indicam alguns dados da pesquisa de Santos (2018), ao que tudo indica, é no mínimo questionável, uma vez que esses dados nos permitem apresentar argumentos consistentes em sentido contrário à afirmação de Muniz (2017), como veremos a seguir.

Como já se afirmou em parágrafos anteriores e como pode ser observado no Quadro 1, houve apenas três enunciações de estupro feitas por estudantes do sexo feminino da UFV (Santos, 2018). Contudo, como se verá, quando as estudantes foram perguntadas quem praticou esse crime contra elas, as suas respostas indicaram seis estupradores. Logo, é plausível afirmar que houve mais estupros do que a quantidade de vítimas de estupros. Isto é, apesar de algumas estudantes terem

²⁴ A citação é explícita, ou seja, não se refere somente ao estupro, mas também ao assassinato de mulheres e ao feminicídio. Em função dos

objetivos deste artigo, faremos comentários somente a respeito do crime de estupro.

(d) enunciado que foram vítimas de estupro, elas não esclareceram ou explicitaram se (ou que) foram vítimas mais de uma vez desse crime, até porque Santos (2018) não perguntou para as vítimas quantas vezes elas haviam sido estupradas.

Assim, se considerássemos a quantidade de estupros como sendo apenas as três enunciações feitas anteriormente (Quadro 1), ou seja, se as considerássemos como um “diagnóstico fácil”, aquele que se apresentou à primeira vista,²⁵ poderíamos ter um diagnóstico superficial e enganoso do crime de estupro na UFV, visto que a quantidade de estupradores denunciados foi maior do que a quantidade de vítimas.

Foi possível chegar a essa conclusão porque Santos (2018)

interseccionou a violência estupro com o sexo da vítima e o tipo de agressor. Seu objetivo aqui, ao que tudo indica, era saber quem praticou estupro e contra quem. Por exemplo, no Quadro 2 observa-se que houve três enunciações da violência de estupro feitas por estudantes do sexo feminino. Essa é a informação comum aos quadros de número 2 a 5. Uma das diferenças entre esses quadros é que cada uma mostra uma categoria de estuprador. Por exemplo, o Quadro 2 mostra que uma das estudantes vítimas de estupro afirmou que um dos seus estupradores foi um professor. Portanto, uma pessoa teoricamente conhecida da vítima, que merece um comentário à parte.

Quadro 2 - Estupro, segundo o tipo de agressor e o sexo do/da estudante

Estupro	Sexo da vítima	Números exibidos	Agressor: professor			Total
			Sim	Não	Não respondeu	
Sim	Feminino	Frequência absoluta	1	2	0	3
		% linha	33,3	66,7		100,0
		% coluna	100,0	100,0		100,0
		% total de estud. estupradas	33,3	66,7		100,0
		% total de entrevistados/as	0,25	0,5		0,75
	Total	Frequência absoluta	1	2	0	3
		% linha	33,3	66,7		100,0
		% coluna	100,0	100,0		100,0
		% total de estud. estupradas	33,3	66,7		100,0
		% total de entrevistados/as	0,25	0,5	0	0,75

Fonte: Santos, 2018.

²⁵ Que foram algumas das respostas à pergunta “Que tipo de violência você foi vítima no campus

da UFV ou em festas acadêmicas?”, feita aos/às entrevistados/as.

Por um lado, se o estupro praticado por um desconhecido é traumático, causando vários problemas físicos, psicológicos, sexuais, entre outros, à vítima desse crime, por outro, imagina-se o estupro praticado por um colega de sala de aula ou, como no caso acima, um professor? Não temos respostas para nomear, qualificar ou indicar os prováveis danos físicos e mentais/psíquicos na vítima. Basta lembrarmos que deve ser mais que tortura²⁶ ter de encarar o violentador do seu corpo, do seu sexo e/ou da sua mente pelo menos duas vezes por semana.²⁷ Dito de outra maneira, sofre-se outra/s violência/s²⁸ e, no mínimo, mais um crime hediondo: a tortura.²⁹ O que estamos supondo aqui é que, quando o estupro é praticado por um conhecido da estudante, ela sofre sobremaneira, porque é punida novamente quando paga o ônus do

estupro. Isto é, para não serem torturadas com a presença de seu estuproador e/ou do praticante de outras agressões sofridas, muitas estudantes desistem de ir às aulas quando o seu algoz faz ou ministra uma disciplina que ela está cursando. Conforme Almeida:

É necessário e premente encontrar soluções a curto prazo e jurídicas para momentos em que uma estudante esteja em situação de vulnerabilidade diante do seu agressor/ofensor, não deixando que ela siga com o ônus da violência perpetrada e que esta ainda não está configurada como crime. Ou seja, estudantes que trancam disciplinas ou o curso porque seu(s) agressor(es) seguem frequentando a universidade sem qualquer restrição, constringendo-as com sua simples presença ou com intimidações sutis ou explícitas. (Almeida, 2017: 394)

Assim, pensamos ser plausível levantar a hipótese, por mais perversa que possa ser, de talvez o estupro praticado por um conhecido possa ser mais prejudicial ou mais nocivo que o

²⁶ Este foi outro tipo de violência que também foi enunciado pelos/as estudantes da UFV (Santos, 2018).

²⁷ Em geral, na UFV as disciplinas de quatro créditos são ofertadas duas vezes na semana com carga horária de no mínimo 100 minutos por encontro.

²⁸ Aliás, Santos (2018: 149-150) sugere que um ato de violência não expressa somente a violência declarada pela vítima, mas contém vários outros tipos de violência, o que o autor denomina de “coquetel de violências”. Por exemplo, o desrespeito ao corpo da estudante é precedido e/ou praticado simultaneamente com vários

outros tipos de violência, como, por exemplo, assédio sexual, violência psíquica, tortura, entre outras.

²⁹ Em realidade a tortura é um crime equiparado ao crime hediondo, conforme o Inciso XLIII, do Art. 5 da Constituição da República Federativa do Brasil, de 1988. Consultado a 10.07.2017, em http://www.planalto.gov.br/ccivil_03/constituicao/constituicaocompilado.htm; e Art. 2 da Lei n. 8.072, de 25/07/1990. Consultado a 10.07.2017, em http://www.planalto.gov.br/ccivil_03/Leis/L8072.htm.

praticado por um desconhecido. E dizemos que tal hipótese é perversa porque acreditamos que só quem sabe do peso da sua dor, do seu sofrimento, é quem a está carregando, pois, como medir o pior estupro? O fato é que ele não deveria existir. Contudo, existindo um estupro de um professor contra uma aluna essa violência não deve ser silenciada pelos pares do agressor, pois, como nos lembra Almeida (2017), a “lei do silêncio”, nesse caso da convivência, protege os agressores.

Retornando desse rápido comentário sobre o estupro, aqui devemos enfatizar que, quando afirmamos acima que “um dos seus estupradores” foi um professor, estamos apresentando, por um lado, a hipótese de que uma estudante vítima de estupro pode ter sofrido esta violência sexual mais de uma vez não somente pelo mesmo criminoso, como também por diferentes agressores, como se verá abaixo. Por outro lado, enfatizamos que essa hipótese não surgiu de um vácuo de evidências empíricas. Ao contrário, foi a partir dos dados da pesquisa de Santos (2018) que apresentamos essa resposta provisória, ou seja, essa hipótese (Giddens, 2002).

Santos (2018) interseccionou a violência de “estupro” com o sexo das vítimas, assim como com quem foi o praticante da violência. Os dados resultantes desses cruzamentos indicam que as estudantes que sofreram essa violência foram estupradas mais de uma vez, visto que a quantidade de perpetradores de estupro, (d) enunciada pelas vítimas, é maior que a quantidade da ocorrência de “estupros” declarada por elas, como citado anteriormente. Por exemplo, no Quadro 3, três estudantes mulheres de graduação da UFV afirmam que foram estupradas por três estudantes de graduação da Universidade que elas não conheciam, ou seja, sem proximidade com a vítima. Se iniciássemos a descrição do estupro, segundo o tipo de agressor e o sexo da vítima, por esse quadro e não observássemos mais nenhum cruzamento de dados com as outras categorias de agressores, uma vez que já tínhamos a informação anterior de que foram (d)enunciados três estupros, tenderíamos a concluir, equivocadamente, que as três ocorrências de estupro foram praticadas somente pelos três estudantes sem proximidade com a vítima, uma vez que

aparentemente tínhamos três ocorrências de estupro e três estupradores.

Quadro 3 - Estupro, segundo o tipo de agressor e o sexo do/da estudante

Estupro	Sexo	Números exibidos	Agressor: estudante de graduação sem proximidade com a vítima			Total
			Sim	Não	Não respondeu	
Sim	Feminino	Frequência absoluta	3	0	0	3
		% linha	100,0			100,0
		% coluna	100,0			100,0
		% total de estud. estupradas	100,0			100,0
		% total de entrevistados/as	0,75			0,75
	Total	Frequência Absoluta	3	0	0	3
		% linha	100,0			100,0
		% coluna	100,0			100,0
		% total de estud. estupradas	100,0			100,0
		% total de entrevistados/as	0,75			0,75

Fonte: Santos, 2018.

Contudo, Santos (2018) fez o cruzamento de todos os tipos de violência, inclusive a de “estupro”, com todas as categorias de agressores/as, assim como com o sexo das vítimas, e o resultado foi revelador na medida em que isso possibilitou enxergar além dos “diagnósticos fáceis” e/ou dos ou resultados “óbvios” ou imaginados, como o fato de uma/s estudante/s ter/em sido estuprada/s mais de uma vez, conforme hipótese citada acima.

Por meio dos resultados dos cruzamentos supracitados observamos, com relação à violência “estupro”, que, além de haver denúncias das estudantes de graduação da UFV contra um professor (Quadro 2), havia também a indicação de praticantes desse crime em

várias subcategorias de estudantes de graduação, como os três estudantes sem proximidade com a vítima (Quadro 3). Mas houve outras identificações de outros tipos de estudantes de graduação. Por exemplo, no Quadro 4, uma entrevistada afirmou que fora estuprada por um estudante que estudava na mesma sala de aula que ela. No Quadro 5, outra ou a mesma estudante afirmou que foi estuprada por um estudante de graduação que era seu amigo. Ou seja, houve denúncias da prática da violência de estupro não somente contra um professor, mas também contra estudantes de graduação desconhecidos da vítima, os três primeiros do Quadro 3, assim como contra estudantes de graduação conhecidos ou íntimos das estudantes

vítimas, os dois dos Quadros 4 e 5, respectivamente.

Quadro 4 - Estupro, segundo o tipo de agressor e o sexo do/da estudante

Estupro	Sexo	Números exibidos	Agressor: estudante de graduação que estudava na mesma sala de aula da vítima			Total
			Sim	Não	Não respondeu	
Sim	Feminino	Frequência absoluta	1	2	0	3
		% linha	33,3	66,7		100,0
		% coluna	100,0	100,0		100,0
		% total estud. estupradas	33,3	66,7		100,0
		% total de entrevistados/as	0,25	0,5		0,75
	Total	Frequência absoluta	1	2	0	3
		% linha	33,3	66,7		100,0
		% coluna	100,0	100,0		100,0
		% total estud. estupradas	33,3	66,7		100,0
		% total de entrevistados/as	0,25	0,5		0,75

Fonte: Santos, 2018.

Quadro 5 - Estupro, segundo o tipo de agressor e o sexo do/da estudante

Estupro	Sexo	Números exibidos	Agressor: estudante de graduação que era amigo da vítima			Total
			Sim	Não	Não respondeu	
Sim	Feminino	Frequência absoluta	1	2		3
		% linha	33,3	66,7		100,0
		% coluna	100,0	100,0		100,0
		% total estud. estupradas	33,3	66,7		100,0
		% total de entrevistados/as	0,25	0,5		0,75
	Total	Frequência absoluta	1	2		3
		% linha	33,3	66,7		100,0
		% coluna	100,0	100,0		100,0
		% total estud. estupradas	33,3	66,7		100,0
		% total de entrevistados/as	0,25	0,5		0,75

Fonte: Santos, 2018.

Somando-se a quantidade de agressores ou, caso se queira, estupradores, obtêm-se seis perpetradores de “estupro”: um professor, três estudantes de graduação sem proximidade com a vítima, um aluno de graduação que estudava na mesma sala de aula que a vítima e um aluno de graduação que era amigo da

vítima. Não obstante, entre os tipos de violências (d)enunciadas pelos/as estudantes apareceram três casos de estupro, como se observa no Quadro 1. Ou seja, houve três ocorrências de estupros (d)enunciadas para seis perpetradores ou seis tipos de estupradores, o que nos impeliu a apresentar a hipótese, plausível, de que

alguma/s estudante/s vítima/s de estupro sofreram esta violência sexual mais de uma vez pelo mesmo estuprador ou por diferentes estupradores.

Assim, considerando os dados supracitados e os argumentos dos parágrafos anteriores, pensamos que não podemos afirmar taxativamente que "o estupro é de fácil diagnóstico", como o fez a pesquisadora Muniz (2017: 37). O nosso questionamento parece ser mais plausível ainda quando consideramos a ponderação da professora Leila Harris sobre a importância do lugar ou local onde aconteceu a violência sexual para o diagnóstico e/ou denúncia da violência. Para esta pesquisadora algumas violências são mais difíceis de serem detectadas em razão do local. Conforme a professora Leila Harris:

A violação do estupro quando vem a público causa comoção na mídia e na sociedade em geral, ainda que por um curto período de tempo, mas a violência na esfera doméstica [incluindo ou não o estupro] é mais difícil de ser detectada justamente por ocorrer no lugar normalmente associado ao afeto e à segurança: o lar. No entanto, mulheres, crianças e, muito mais raramente, homens são vítimas desse tipo de violência. Se no caso do estupro a vergonha e o medo são os principais motivos que levam as vítimas ao silêncio, no caso de violência na família, o medo em geral é acompanhado por um sentimento de lealdade ao agressor. (Harris, 2017: 271).

A reflexão da professora Leila Harris na citação acima demonstra, entre outras possibilidades de leitura e análises, a importância do lugar onde ocorreu o crime para o seu conhecimento mais apropriado ou o mais próximo da realidade possível. E, ao que tudo indica, o lugar onde ocorre o crime de estupro condiciona não somente o diagnóstico da violência, como também a decisão da vítima sobre publicizar [e/ou denunciar legal e amplamente] o crime e o criminoso ou sobre silenciar sobre eles.

Logo, se estamos analisando violências sexuais, especificamente o estupro contra as mulheres na Universidade, imediatamente temos que indagar qual é o imaginário social sobre este ambiente, assim como qual é o próprio imaginário que os/as acadêmicos/as têm sobre a universidade. De maneira geral, a universidade é uma instituição imaginada ou pensada como um lugar também insuspeito para a prática de crimes sexuais graves, especialmente os que causam aversão na sociedade, como o estupro. Ela, a universidade, está associada à racionalidade, ao conhecimento científico, à mais elevada e refinada educação formal. E, lamentavelmente,

imagina-se que pessoas educadas formalmente no e com ensino superior não cometem crimes sexuais contra estudantes universitários/as. Por conseguinte, se infere que esse espaço de reunião coletiva de intelectuais, de produtores/as e reprodutores/as do conhecimento racional e de pessoas educadas formalmente, é associado, equivocadamente, ao *locus* dos/das justos/as, “acima do bem e do mal”.

Desse modo, e fazendo uma analogia com a afirmação da professora Leila Harris, levantamos a hipótese de que na universidade ou, caso se queira, no mundo acadêmico, a violência de estupro é mais difícil de ser detectada. Até mesmo porque os locais onde se produz conhecimento, onde se aprende e se ensina a produzi-lo com ou por meio de metodologias sofisticadas, são também os locais onde se aprende a esconder ou a distorcer da maneira mais eficiente possível [ou com argumentos com cariz de cientificidade] a verdade ou o conhecimento sobre os fenômenos sociais, econômicos, políticos, culturais, educacionais, entre outros, incluindo aí as violências sexuais, como o estupro. Por conseguinte, mais uma vez é possível questionar se o estupro é “de fácil diagnóstico”, uma vez que este não

depende só do fato em si, ou seja, do crime para ser conhecido.

Conclusão

Diante das evidências empíricas da pesquisa de Santos (2018), dos argumentos que construímos neste artigo, associados às reflexões da professora Leila Harris, pensamos ser plausível questionar a afirmação da professora Diva Muniz de que “o estupro é de fácil diagnóstico”. A maneira como a autora “lê” a realidade social no que se refere às violências sexuais contra as mulheres, ou seja, de considerar o crime de estupro “de fácil diagnóstico” é, como os dados apresentados neste artigo indicam, limitante para compreendermos essas violências com as complexidades que lhes são peculiares. Fato que pode prejudicar um diagnóstico correto do problema ou, caso se queira, o mais próximo possível da realidade sobre o estupro. Procedendo assim, isto é, tratando o estupro como fenômeno de simples constatação, provavelmente não conheceremos o real-concreto das violências no meio acadêmico, especialmente os crimes hediondos praticados contra as estudantes mulheres.

Os dados apresentados neste artigo também ratificam o que a literatura e/ou as pesquisas sobre estupro no Brasil indicam, a sua provável subnotificação. No caso específico, a sua subnotificação na UFV. Ao que tudo indica, muito provavelmente as estudantes dessa universidade que foram vítimas dessa violência sexual, especialmente as que a sofreram mais de uma vez, não a denunciaram e, conseqüentemente, contribuíram para o aumento do índice de subnotificação desse crime na universidade, logo no país.

Todavia, deve-se frisar que as estudantes que sofreram este crime na universidade e/ou em festas acadêmicas não o tornaram público por vários motivos, entre os quais alguns que a professora Leila Harris enunciou, além dos fatores indicados na literatura sobre o assunto, como, por exemplo, a exploração ou espetacularização midiática do crime, a tendência à culpabilização da vítima e, conseqüentemente, a desconfiança com relação ao seu caráter, a humilhação, o sentimento de impunidade, o sofrimento psíquico [que pode levá-la à depressão entre outras doenças], enfim, a vergonha e o medo.

Referências bibliográficas

Almeida, Tânia Mara Campos (2017), “Violências contra mulheres nos espaços universitários”, in Cristina Stevens et al. (orgs.), Brasil. **Mulheres e violências: interseccionalidades**. Brasília: Technopolitik, 384-399.

Bandeira, Lourdes (2014), “Violência de gênero: a construção de um campo teórico e de investigação”, **Revista Sociedade e Estado**, 29(2), 449-469.

Bandeira, Lourdes; Almeida, Tânia Mara C (2011), “O trote universitário: a festa da intolerância e humilhação feminina”, **UnB Agência**, de 18 de Fevereiro. Consultado a 20.12.2016, em <http://www.unb.br/noticias/unbagencia/artigo.php?id=367>.

Cerqueira, Daniel; Coelho, Danilo de Santa Cruz (2014), **Estupro no Brasil: uma radiografia segundo os dados da Saúde**. Brasília: IPEA.

Giddens, Anthony (2002), **Modernidade e identidade**. Rio Janeiro: Zahar.

Harris, Leila A. (2017), “Imagens de violência contra a mulher na literatura chicana contemporânea”, in Cristina Stevens et al. (orgs.), Brasil. **Mulheres e violências: interseccionalidades**. Brasília: Technopolitik, 267-282.

Instituto Avon (2015), “Violência contra a mulher no ambiente universitário”. Página consultada a 10.07.2017, em <https://agenciapatriciagalvao.org.br/violencia/pesquisa-violencia-contr-a-mulher-no-ambiente-universitario/>.

Martins, Rogéria et al. (2017), “Violência sexual na Universidade Federal de Viçosa: ‘Boa noite Cinderela Acadêmico’”, in SBS. **18º Congresso Brasileiro de Sociologia**. Anais. Brasília: SBS.

Muniz, Diva do Couto Gontijo (2017), “As feridas abertas da violência contra as mulheres no Brasil”, in Cristina Stevens et al. (orgs.), Brasil. **Mulheres e violências: interseccionalidades**. Brasília: Technopolitik, 36-49.

Narde, Shara (2015), “Combater a cultura da violência dentro das universidades brasileiras”, **Rebelião**, de 08 de Julio. Consultado a 26.02.2016, em

https://www.facebook.com/pg/brasil.ujr/posts/?ref=page_internal.

Oliveira, Dijaci David; Santibanez, Dione A. de C. de S. (2015), **Violência, conflitos e crimes nos Campus Universitários: subsídios para a política de segurança da UFG**. Goiânia: Necrivi, (Relatório de Pesquisa).

Porto, Madge (2017), “O enfrentamento da violência no ambiente universitário: uma experiência na UFAC”, in Cristina Stevens et al. (orgs.), Brasil. **Mulheres e violências: interseccionalidades**. Brasília: Technopolitik, 400-411.

Porto, Maria Stela Grossi (2015), “A violência, entre práticas e representações sociais: uma trajetória de pesquisa”, **Revista Sociedade e Estado**. 30(1), 19-37.

Prieto, Mercedes (2019), “Violencias de género y acoso sexual en las universidades del Ecuador”. **Forum Lasa**. 50, Spring, 14-17. Consultado a 28.05.2019 em <https://forum.lasaweb.org/>.

Santos, Sales Augusto dos (2018), **Violências contra os/as estudantes no**

campus Viçosa da UFV. Viçosa:
UFV/PCD/DCI, (Relatório de Pesquisa).
Schwantes, Cíntia Carla Moreira;
Andrade, Vanessa Carvalho de (2017),
“Mulheres no campo da pesquisa em
Física e Ciências Exatas na
contemporaneidade”, in Cristina Stevens
et al. (orgs.), Brasil. **Mulheres e
violências: interseccionalidades.**
Brasília: Technopolitik, 445-456

**ENTRE O PODER E A SUBMISSÃO: AS FACES DA VIOLÊNCIA
CONJUGAL SOFRIDA POR MULHERES ATENDIDAS PELO
SERVIÇO DE APOIO EMERGENCIAL A MULHER- SAPEM EM
MANAUS**Aline dos Santos Pedraça¹Lidiany de Lima Cavalcante²

Resum: O presente trabalho apresenta a discussão sobre as relações de poder no interior das conjugalidades. A relevância deste estudo justifica-se pela necessidade de se criar políticas públicas de caráter preventiva capaz de inibir a prática da violência contra a mulher no âmbito conjugal. Através deste estudo objetiva-se analisar as várias faces da violência sofrida pelas mulheres atendidas pelo Serviço de Apoio Emergencial a Mulher (SAPEM). Propõe-se também, averiguar como as mulheres vivenciam a violência no âmbito das relações conjugais e os elementos que elas consideram relação de poder. O trabalho assume o aporte teórico e metodológico das abordagens qualitativa, sem excluir os dados quantitativos, tendo como lócus da pesquisa o SAPEM, que é uma das

instituições que compõe a Rede de Atenção a Mulher no Estado do Amazonas. Como instrumento de investigação, utilizamos o aporte da entrevista semiestruturada com dez sujeitos femininos vítima de violência conjugal. Quanto aos múltiplos resultados apresentados, o presente estudo apontou que o sentimento de posse do sujeito masculino sobre o sujeito feminino atrelado as relações desiguais de poder no âmbito conjugal é o desencadeador das diferentes formas de violência praticado contra as mulheres.

Palavras-chaves: Relações de poder, Violência conjugal, SAPEM.

Abstract: The present work presents the discussion about power relation in the

¹ Assistente Social, Mestra em Serviço Social e Sustentabilidade na Amazônia pela Universidade Federal do Amazonas

² Doutora em Sociedade e Cultura na Amazônia, Professora do Programa de Pós-graduação em Serviço Social e Sustentabilidade na Amazônia - UFAM.

interior of married relationships. The importance of this study justifies by the necessity of creating public politics with a preventive character able to inhibit the practice of violence against women in a conjugal environment. Through this study, the aim is to analyze the different aspects in which women has been victim of violence and that were attended by the Women's emergency support service (**WESS**). The purpose is to see how these women live within violence in their marriage and what elements they consider relation of power. This work assumes theoretic and methodological inputs with qualitative approaches, without excluding the qualitative results, considering the main source of search the service known as (**WESS**), which is one of the institutions that is part of Attention Network to Women in the State of Amazonas which is another program that was made to help them against violence. Since this work was done like an investigation tool, in order to have real results an interview was done with a group of women that had lived this experience. According to the multiple results achieved by the interview, the following study shows that the feeling of possession that men have over the women is linked to unequal

power which is the main cause to the different kinds of violence that women suffer.

Keywords: Power relations, Conjugal violence, **WESS**.

Introdução

A violência conjugal é um tema discutido nos mais diversos meios como no âmbito acadêmico/científico, profissional e agora mais fortemente no âmbito da sociedade civil que tem debatido e questionado cada vez mais o poder público sobre a efetivação e fortalecimento das políticas públicas voltadas para o enfrentamento à violência.

Em uma relação conjugal, cujos protagonistas são sujeitos possuidores de comportamentos diversos, os sujeitos acabam que protagonizando histórias de relações de poder capaz de tornar a convivência a dois em um palco de conflitos e violência. Nessas relações evidencia-se a predominância do processo de dominação que consequentemente tende a desencadear diversas formas de violência, estando formalmente casados (as) ou não com as vítimas.

A constituição de 1988, considerada um avanço na garantia de direitos entre homens e mulheres do qual contou com a participação de parlamentares do Estado do Amazonas foi primordial para se pensar na criação de políticas públicas para as mulheres, pois naquele momento, o número significativo da presença feminina no parlamento contribuiu bastante para a aprovação de emendas constitucionais em favor dos direitos femininos (SOUZA, 2017). Apesar dos avanços, evidencia-se um aumento no número de casos de violência contra o sujeito feminino no âmbito conjugal.

Escolheu-se o tema violência conjugal, por ser este, considerado uma das expressões da Questão Social que mais assola a sociedade contemporânea e por está incluído dentro da categoria de discussão e análise da violência contra o sujeito feminino, que de forma geral, não se limita aos espaços conjugais, apesar de ser o maior em número de casos. A categoria *conjugalidade* aqui trabalhada denomina-se a relações passadas e atuais, onde estão incluídos os maridos e ex-maridos, os companheiros e ex-companheiros, amásios e ex-amásios e namorados e ex-namorados. É importante mencionar que esta

denominação também se aplica aos casais homoafetivos que também desenvolvem relações de poder e a prática da violência no âmbito conjugal.

Quanto aos seus objetivos, este estudo busca-se refletir sobre as relações de poder nas conjugalidades e também, analisar as várias faces da violência sofrida pelas mulheres atendidas pelo SAPEM, dando principal relevo a relação de poder existente no âmbito das relações conjugais.

Tendo a discussão relações de poder como uma das categorias chaves de nosso estudo, buscaremos averiguar como as mulheres vivenciam a violência no âmbito das relações conjugais e os elementos que elas consideram relação de poder.

A tipificação das expressões da violência contra o sujeito feminino

A violência que hoje assola a sociedade tem se tornado em um dos grandes problemas a ser enfrentado pelo poder público que, até então, não tem conseguido oferecer a sociedade uma resposta satisfatória com relação ao problema. As diversas formas de violência têm sido praticadas na sociedade de forma estereotipada, e esta mesma sociedade tem se sentido cada dia

mais desprotegida pela própria falta de segurança, tanto dentro dos espaços domésticos quanto fora dele. A pauperização em contexto avançado também tem contribuído para o aumento da prática da violência em diferentes cidades brasileiras, a exemplo da cidade de Manaus, que segundo estudos realizados pelo Conselho Nacional de Justiça (CNJ) em 2017 a caracterizou como a terceira cidade em maior número de registro de casos de feminicídio. Dois anos se passaram e a capital amazonense ainda continua sendo uma das mais violentas com relação à prática da violência conjugal.

A violência se faz presente atualmente em todos os lugares, não existe uma classe ou grupo social que não a conheça, porém ela se apresenta em maior proporção em lugares da periferia onde a ausência de segurança pública e de políticas públicas de inclusão é muito maior. A violência esteve presente no cotidiano das pessoas e seu uso, como consequência para dominar o outro, ao longo da história da humanidade foi se tornando em um assunto de discussão em diferentes nações.

Em todas as sociedades e civilizações ela se fez presente como

consequência das grandes guerras e conflitos. O uso da força e da violência tornou-se então, meios para se dominar o outro, e assim, mantê-lo em condição de subalterno. Atualmente, podemos observar a sociedade contemporânea e facilmente é possível descrever as diferentes formas das expressões da violência que assola as famílias e grupos sociais. Sendo a violência uma das expressões da Questão Social, observa-se que estamos vivendo diante da barbarização da vida (BOSCHETTI, 2017).

As razões que contribuem para com a prática da violência são diversas como: religião, questões raciais, política, territorial, étnicas e de gênero. Esta última tem sido uma das mais preocupantes quando tratamos, por exemplo, o problema da violência contra o sujeito feminino, principalmente no âmbito das conjugalidades, visto que, esse tipo de violência tem sido naturalizado pela sociedade e considerado como um assunto do âmbito privado.

O sentido de privacidade aqui mencionado está ligado a noção de intimidade construída na época da colonização, onde a vida quotidiana era regulada por leis imperiais. O conceito

de privado apareceu pela primeira vez em 1718 e foi o dicionarista Jesuíta Raphael Bluteau que assim o definiu: “privado: uma pessoa que trata só de sua pessoa, de sua família e de seus interesses domésticos” (DEL PRIORE, 2011: 14).

Romper com a barreira que há séculos naturaliza a violência conjugal é um desafio não somente das mulheres, mas do Estado e sociedade. A violência de gênero que vitima principalmente as mulheres é considerada atualmente como uma questão de saúde pública e uma violação explícita aos Direitos Humanos (MINAYO, 2005). No Brasil, a violência se expressa cotidianamente nos lares, contra moradores de rua, índios, negros, travestis, transexuais, jovens, crianças e mulheres.

Vivemos em uma sociedade que ainda sustenta a cultura do machismo e a violência contra o sujeito feminino é consequência dessas relações assimétricas de poder entre o masculino e o feminino. A violência cometida no âmbito dos espaços conjugais atinge diversas camadas da sociedade e produz consequências físicas e psicológicas devastadoras na vida da mulher enquanto vítima. Compreender a gravidade do o

que representa a violência contra o sujeito feminino é uma possibilidade de se criar estratégias para o seu enfrentamento. Mas como enfrentar um problema através de legislações e políticas públicas se muitas vezes a própria lei age de forma antagônica?

O Brasil, no que diz respeito aos direitos femininos, por exemplo, é considerado um dos países mais atrasados. O reconhecimento da gravidade que representa a violência só foi apresentado em 2002 pela Organização Mundial da Saúde (OMS), que se pronunciou com relação ao problema através do Relatório Mundial sobre a Violência e Saúde definindo o problema como;

Uso intencional da força física ou do poder real ou em ameaça, contra si próprio, contra outra pessoa, ou contra um grupo ou comunidade, que resulte ou tenha qualquer possibilidade de resultar em lesão, morte, dano psicológico, deficiência de desenvolvimento ou privação (KRUG et al., 2002: 5).

Essas diferentes formas de violência comumente vêm sendo praticada por membros de grupos que deveriam proteger uns aos outros, como é o caso da família, mas que infelizmente tem deixado de ser uma instituição de apoio e proteção, tornando-se, muitas vezes, intolerante às diferenças e

responsável em punir aqueles que de alguma forma não se enquadram mais naquele grupo e suas regras preestabelecidas. O exemplo disso são os casos de violência contra gays, transexuais e travestis motivado pela intolerância e pelo conservadorismo que muitas vezes é praticado por familiares das vítimas.

A família é uma instituição de relações assimétricas e de diferentes estruturas e de acordo com Ruiz & Mattioli (2004: 122) por intermédio das análises de Adorno; Horkheimer (1956) “a família não é um agrupamento natural, mas é uma construção social, que foi se transformando ao longo dos tempos, nas diferentes sociedades”. Analisar o universo familiar e social é preciso quando se observa o crescimento da violência principalmente com seres do gênero feminino, cujo agressor (a) em sua maioria é seu (sua) cônjuge.

Entender as diversas formas de expressão da violência é importante principalmente para as vítimas, pois muitas mulheres deixam de denunciar seus (suas) agressores (as) por desconhecer que a violência não se configura somente como física. Compreender as diversas formas da violência e como ela se expressa no

âmbito das relações conjugais ainda é um grande desafio para muitas mulheres que ainda entendem que parte da violência que sofrem é natural de uma briga de casal.

De acordo com o Capítulo II, Art.7 da Lei 11.340/06, são formas de violência doméstica e familiar contra a mulher;

I- a violência física: entendida como qualquer conduta que ofenda sua (integridade ou saúde corporal);

II- a violência psicológica: entendida como qualquer conduta que lhe cause dano emocional e diminuição da autoestima ou que lhe prejudique e perturbe o pleno desenvolvimento ou que vise degradar ou controlar suas ações, comportamentos, crenças e decisões, mediante ameaça, constrangimento, humilhação, manipulação, isolamento, vigilância constante, perseguição contumaz, insulto, chantagem, ridicularização, exploração e limitação do direito de ir e vir ou qualquer outro meio que lhe cause prejuízo à saúde psicológica e à autodeterminação;

III- a violência sexual: entendida como qualquer conduta que a constranja a presenciar, a manter ou a participar de relação sexual não desejada, mediante intimidação, ameaça coação ou uso da força; que a induza a comercializar, ou a utilizar, de qualquer modo, a sua sexualidade, que a impeça de usar qualquer método contraceptivo ou que a force ao matrimônio, à gravidez, ao aborto ou à prostituição, mediante coação, chantagem, suborno ou manipulação; ou que limite ou anule o exercício de seus direitos sexuais e reprodutivos;

IV- a violência patrimonial: entendida como qualquer conduta que configure retenção, subtração, destruição parcial ou total de seus objetos, instrumentos de trabalho, documentos pessoais, bens, valores e direitos ou recursos econômicos, incluindo os destinados a satisfazer suas necessidades;

V- a violência moral: entendida como qualquer conduta que configure calúnia, difamação ou injúria.

Essas tipificações da violência acima descritas nos servem como parâmetros para conseguirmos identificar os tipos de violência sofrida pelas mulheres que hoje buscam auxílio no SAPEM. A violência física por está visivelmente exposta ao corpo feminino é mais fácil de identificar, mas algumas vítimas, ainda apresentam resistência em denunciar seus cônjuges. Um empurrão, onde a mulher possa cair e se machucar não deixa de ser uma prática de violência física, porém, muitas mulheres desconhecem.

A violência psicológica atualmente é a mais difícil de ser percebida pelos familiares e amigos da vítima, às vezes, nem a própria mulher consegue se dá conta de que sofre esse tipo de violência. A violência moral e patrimonial normalmente ocorre em conjunto com as demais violências. É perceptível nos relatos das vítimas que

normalmente elas sofrem violência psicológica, da qual as deixam debilitadas emocionalmente, permitindo que seus cônjuges usurpem seus bens materiais. É possível perceber que a violência nos espaços conjugais normalmente ocorre de forma cíclica e quase sempre de diferentes formas.

Essas diferentes formas de violência sofrida por muitas mulheres dentro dos espaços conjugais, ainda que por muito tempo tenha sido considerado como um problema privado, atualmente tem conseguido mexer com a opinião pública, pois a frase ‘em briga de marido e mulher ninguém mete a colher’ vem sendo desconstruída através da luta feminista contra a violência sofrida por milhares de mulheres. Esse movimento tem sido significativamente importante porque reivindica do poder público não somente uma punição mais severa aos agressores, mas a criação de políticas públicas eficazes e capaz de contribuir com a emancipação feminina, pois as mulheres para saírem do ciclo de violência da qual vivem é necessário se reconstruir não só financeiramente, mas emocionalmente para que consiga seguir a sua vida mais segura e confiante.

Conhecer as diferentes formas e modalidades de violência é

relevante para que o sujeito feminino possa procurar ajuda e também compreender que a sua dor e sofrimento não é normal a um simples conflito conjugal. Para os profissionais das redes de atendimento a mulher conhecer as modalidades de violência é uma forma de tentar agilizar o andamento dos processos que a cada dia se multiplicam nos Fórum, deixando muitas mulheres ainda expostas ao medo de seus companheiros e ex- companheiros.

Para entendermos sobre essas modalidades da violência contra o sujeito feminino, trouxemos seu significado de acordo com o Conselho Nacional de Justiça (CNJ), vejamos;

Violência de gênero - violência sofrida pelo fato de se ser mulher, sem distinção de raça, classe social, religião, idade ou qualquer outra condição, produto de um sistema social que subordina o sexo feminino;

Violência doméstica - quando ocorre em casa, no ambiente doméstico, ou em uma relação de familiaridade, afetividade ou coabitação;

Violência contra a mulher - é qualquer conduta - ação ou omissão - de discriminação, agressão ou coerção, ocasionada pelo simples fato de a vítima ser mulher e que cause dano, morte, constrangimento, limitação, sofrimento físico, sexual, moral, psicológico, social, político ou econômico ou perda patrimonial. Essa violência pode acontecer tanto em espaços públicos como privados (CONSELHO

NACIONAL DE JUSTIÇA, 2008).

Essa caracterização das formas de violência pelo CNJ contribui com o trabalho realizado pelos técnicos e profissionais que atendem as mulheres vítimas de violência que procuram os serviços de atenção a mulher em Manaus. É importante mencionar que os avanços das políticas públicas e criação de novas leis que penalizam as diversas formas de violência contribuem para o enfrentamento da violência conjugal contra a mulher também. O enfrentamento a violência contra o sujeito feminino deve ser realizado através de uma ação conjunta entre família, sociedade e Estado.

Muitas mulheres, ainda que não violentadas fisicamente, sofrem com um ciclo de violência moral e psicológico muito sério. O aumento do feminicídio em todo o Brasil também tem preocupado tanto a sociedade quanto o Estado. Um sujeito feminino quando entra para as estatísticas de feminicídio, certamente já sofreu todas as demais formas de violência por viverem sob o domínio de seus cônjuges e não conseguem romper com o ciclo de violência do qual convivem, e por isso,

muitas mulheres não denunciam seus agressores.

Segundo os dados publicados pelo Atlas da Violência (2018), de 2006 a 2018, ou seja, em dez anos foi registrada uma taxa de 100 mil homicídios de mulheres no Brasil (CERQUEIRA, 2018). Esse resultado nos obriga a refletir sobre os avanços e retrocessos no o que concerne ao enfrentamento à violência conjugal, visto que, a maioria desses homicídios, muitas vezes, ocorre no âmbito das relações conjugais, pois segundo o estudo, 76% dos casos de feminicídio os companheiros e ex-companheiros são os principais responsáveis. A morte de mulheres nos espaços conjugais é o ultimo estágio da violência, pois durante a relação com seus (sua) agressor (a) elas já vivenciaram todas as outras demais formas da violência conjugal.

Os dados publicados pelo Atlas da Violência (2018), sobre o aumento dos casos de feminicídio no Brasil motivou um debate em audiência pública da Comissão de Direitos Humanos e Legislação Participativa (CDH) no dia 17 de junho de 2019. O debate sugeriu avaliar as medidas de prevenção ao feminicídio e a desnaturalização da violência, o que

ajudaria a evitar as mortes de mulheres pelos seus cônjuges (Senado Notícias, 2019).

Outras formas de violência contra o sujeito feminino também merece atenção, pois quase sempre o nível de violência só aumenta, e em alguns casos, muitas mulheres chegam a perder a própria vida. Segundo pesquisa realizada pelo Conselho Nacional de Justiça (CNJ) referente ao ano de 2017, através dos dados fornecidos pelas Varas Especializadas de Crime contra a Mulher apontou que o estado do Amazonas está em terceiro lugar com maior proporção de casos de feminicídio por cada 100 mil mulheres. Os dados apresentados pelo Conselho Nacional de Justiça são preocupantes, pois ao passo que aumenta o número de denúncias de violência contra o sujeito feminino, também cresce o número de mulheres mortas por seus cônjuges.

A existência da Lei 11.340/06 conhecida como Lei Maria da Penha e as mudanças no Código Penal têm contribuído para que mais mulheres, vítimas de violência, busquem denunciar seus agressores. No entanto, o número de casos de estupro coletivo, assédio e feminicídio também têm crescido no país. No caso do feminicídio, o mesmo é

considerado o último estágio da violência, o que nos faz refletir sobre uma ineficiência por parte do poder público em punir os agressores.

A taxa de assassinatos de mulheres (sejam elas mulheres lésbicas, mulheres trans), atualmente denominada pela Lei de Nº. 13.104/15 (Lei do Femicídio) também tem crescido no país e o mais preocupante é que 76% dos casos, os assassinos são o atual e ex-companheiros das vítimas, assim aponta a comissão de Direito e Justiça do Senado Federal.

Por se tratar de um crime que na maioria das vezes ocorre dentro dos espaços conjugais, a percepção da sociedade sobre a problemática da violência nesse âmbito e do feminicídio, ainda é bastante limitada e conservadora devido a um processo cultural de subordinação do sujeito feminino ao sujeito masculino que perpassa por toda a sociedade.

De acordo com o levantamento realizado pelo Núcleo de estudos de Violência da USP e o Fórum Brasileiro de Segurança Pública, o número de registro de feminicídio foi de 1.173 casos em 2018. É importante salientar que, esses dados não correspondem ao número exato do

número de casos, visto que, algumas Secretarias de Segurança Pública dos municípios atrasam na divulgação dos dados.

Durante a pesquisa de campo é comum os desafios se apresentarem ao pesquisador, e durante a nossa busca por dados e informações documentais sobre os atendimentos, nos deparamos com alguns desafios ao tentarmos colher algumas informações consideradas pertinentes para o nosso processo de pesquisa. Os Relatórios Anuais das instituições enfatizam os dados numéricos sem uma análise qualitativa desses dados, a Secretaria de Segurança Pública que divulga os dados da violência também não realiza nenhuma análise qualitativa em cima dessas informações. É divulgado para a sociedade apenas informações quanto ao número de casos atendidos pela rede de atenção a mulher, mas sem nenhuma reflexão sobre a problemática.

A realização das entrevistas nos foi bastante desafiadora, pois para contemplar os nossos objetivos, foi necessário o retorno no campo de pesquisa várias vezes para aplicar novamente as entrevistas tanto com os técnicos da instituição quanto às mulheres atendidas pelo SAPEM. Para

compreender o universo da violência conjugal durante o processo de rompimento com o mesmo, tivemos que acompanhar de forma direta o trabalho realizado tanto no nosso campo de pesquisa quanto na Delegacia Especializada em Crimes contra a Mulher.

Durante a coleta de dados para este estudo no SAPEM, presenciamos uma triste realidade de uma jovem vítima de tentativa de feminicídio por parte de seu companheiro. Ela aceitou participar desta pesquisa, e nos relatou sobre o medo que passou ao perceber que iria ser morta pelo o seu cônjuge. Vejamos;

Antes ele era atencioso, parceiro, um amor comigo. Quando saíamos via os amigos se insinuarem para mim, mas nunca ligou muito, pois sempre estava ali ao meu lado, me vigiando, eu era apenas do lar. Quando passei a trabalhar fora, conquistar a minha autonomia ele passou a se tornar desconfiado, a me xingar e me ofender muito. Só que dessa última vez ele passou de todos os limites. Ele me atacou me bateu com chutes e socos até pegar um objeto cortante e começou a me perfurar pelo o meu corpo, conforme você tá vendo aqui os hematomas. A vontade dele era me matar e só não conseguiu porque lutei muito pela a minha vida, pois travamos luta corporal (Vitória, 28 anos, Entrevista/2019).

Através dos estudos de Saffioti (1994) compreende-se que os casos semelhantes o de Vitória, nos

revela que a violência praticada pelo sujeito masculino sobre o feminino se respalda em uma ideologia social de legitimidade do sujeito masculino. Enquanto a vítima vivia sob seus domínios o controle era até limitado, mas bastou Vitória sair em busca de sua autonomia financeira para que seu cônjuge mostrasse quem realmente manda e domina na relação. O agressor pratica várias formas de violência ao longo da relação até que chega o ponto de decidir sobre a própria vida de sua companheira, ou seja, a prática do feminicídio. Sobre essa prática de violência o feminicídio se configura em;

Assassinatos de mulheres por razões associadas às relações de gênero. Nesses casos, os assassinatos ocorrem, em sua grande maioria, quando seus agentes são homens e pessoas com as quais essas mulheres mantiveram um relacionamento afetivo, no momento em que estes consideram não haver mais como controlar a mulher em seu lado, tanto o seu corpo como os seus desejos, pensamentos e sentimentos (TELES & MELO, 2002) apud (GIORDANI, 2006: 147).

Em entrevista ao repórter Daniel Landazuri do Jornal Em Tempo em 19 de agosto de 2018, a titular da Delegacia Especializada em Crimes contra a Mulher (DECCM) localizada na cidade de Manaus, a delegada Débora

Mafra, explicou que os casos de feminicídio se caracterizam de duas formas: a primeira está ligada a violência doméstica e familiar, onde os companheiros e ex-companheiros acabam matando a mulher. O segundo está ligado ao menosprezo e discriminação quanto à condição de mulher, a exemplo dos estupradores que matam porque gostam.

O Ministério dos Direitos Humanos (MDH) através do balanço realizado pelo 180- que é uma central de atendimento gratuito a mulher registrou de janeiro a julho de 2018 vinte e sete (27) casos de feminicídio e 547 tentativas de feminicídio. Em entrevista ao repórter Otávio Augusto do Correio Brasiliense, a fundadora da Associação Brasileira de Defesa da Mulher, da Infância e da Juventude, Daila Figueiredo defende que é preciso desenvolver outra consciência de masculinidade através da educação nas escolas. Para ela, o adolescente reproduz a violência que assiste em casa, então trabalhar o comportamento agressor dos jovens seria um grande passo para se enfrentar a violência conjugal e evitar o crescente número de casos de feminicídio em todos os estados brasileiros. Em entrevista, Daila

Figueiredo também mencionou uma importante tarefa por parte do Estado em reabilitar o agressor, “As mulheres estão morrendo com a medida protetiva dentro da bolsa. Temos de reabilitar o agressor. Porque, se ele não se transformar vai mudar de casa e de esposa e agredir novamente. Os serviços devem ser capazes de dar resposta a quem precisa” (Correio Brasiliense, 2019).

É importante mencionar que a prática da violência nas relações conjugais, como consequência das relações de poder é um dos grandes desafios para se pensar em criação de estratégias de combate e enfrentamento a violência contra a mulher. O bloqueio maior está contido no próprio sujeito feminino que escamoteia os conflitos conjugais vivenciados por ela. Se auto perceber vítima da violência conjugal é o primeiro passo para romper com a continuação deste ciclo e, para isto, identificar as formas de violência que sofre se faz consideravelmente necessário.

Metodologia

Os procedimentos metodológicos aqui adotados foram bastante relevantes, pois serviram como baliza durante todo o

processo da coleta de dados no campo de pesquisa. Para compreender as características da pesquisa científica e seus métodos, se faz necessário instigar a procedência da ciência. A pesquisa precisa ser embasada numa condição norteada e as estratégias serem capazes de indicar uma abordagem empírica do objeto em estudo. Através dos estudos de Prodanov (2013) afirma-se então que, a metodologia refere-se à aplicação de procedimentos e técnicas capazes de construir o conhecimento com o intuito de comprovar sua validade e utilidade nos diversos âmbitos da sociedade.

Este estudo faz parte da dissertação de mestrado intitulada “Relações de poder no Âmbito das conjugalidades: a face oculta da violência contra as mulheres atendidas pelo SAPEM- AM” do Programa de Pós-graduação em Serviço Social e Sustentabilidade na Amazônia da Universidade Federal do Amazonas.

A Instituição Participante da pesquisa foi o Serviço de Apoio Emergencial a Mulher (SAPEM) que é uma instituição subordinada à Secretaria de Estado, Direitos Humanos e Cidadania (SEJUSC), que nos forneceu a anuência da pesquisa.

A caracterização dos sujeitos quanto aos critérios de inclusão se deu da seguinte forma: nove (09) mulheres (hétero, lésbicas, transexual) em situação de violência conjugal, moradora de alguma das zonas da cidade de Manaus e de idade acima de dezoito (18) anos, da qual tenha sido atendida ou esteja em atendimento pela rede de Atenção a mulher ou somente pelo SAPEM nos anos de 2016/ 2017 e 2018. Quanto aos critérios de exclusão observaram-se os sujeitos que estivessem fora da faixa etária escolhida, residisse fora do município supracitado e/ou que apresentasse outra condição que não contemplasse os objetivos deste estudo.

A coleta de dados foi realizada sob a técnica de entrevista semiestruturada. Por se tratar de sujeitos vítimas da violência conjugal, muitas encontravam-se em situação de acolhidas, aguardando julgamento de seus processos e, por isso, para garantir a confidencialidade dos dados da pesquisa aqui apresentados, os sujeitos foram tratados por nomes fictícios. Nem seus nomes verdadeiros, assim como seus dados pessoais serão apresentados aqui neste estudo.

Quanto aos cuidados éticos, a pesquisa obedeceu todos os critérios

exigidos na Resolução 466/2012 do Conselho Nacional de Saúde. Seu envio se deu ao Comitê de Ética em Pesquisa da Universidade Federal do Amazonas, por meio da Plataforma Brasil obtendo a autorização para a realização da pesquisa por meio do CAAE No 07916819.1.0000.5020.

Análise e discussão

Relações de poder e violência no âmbito conjugal

Se perceber uma vítima da violência conjugal não é uma decisão fácil a muitas mulheres que procuram atendimento no Serviço de Apoio Emergencial a Mulher- SAPEM. Ao longo da história da sociedade brasileira, elas foram criadas, educadas para servir de forma subalterna os seus pais e posteriormente os seus esposos. Se reconhecer como indivíduo possuidor de direitos tem sido uma construção lenta e gradual na vida de muitas mulheres que decidem romper com o ciclo de violência do qual vivem.

A partir de agora, iremos conhecer alguns casos de violência conjugal atendidos pela equipe multidisciplinar do Serviço de Apoio Emergencial a Mulher –SAPEM. Lembrando que todas as entrevistadas, por questões éticas da pesquisa e pela

própria segurança desses sujeitos, não terão seus nomes verdadeiros divulgados.

Rosa, 26 anos, participante deste estudo, quando inquirida sobre a prática da violência por seu cônjuge sobre ela, a mesma respondeu da seguinte forma: “Nunca me agrediu fisicamente, mas gostava de me empurrar” (Rosa, 26 anos/Entrevista, 2019).

Em sua fala, observa-se que, a mesma desconhece que os empurrões praticados por seu companheiro também se configura violência física. Muitas mulheres em situação de violência convivem com o seu agressor e não entendem que sofrem violência porque eles não as machucam fisicamente. Algumas atitudes como os empurrões sofridos pelo sujeito da pesquisa é uma forma de violência que comumente é praticado contra as mulheres em âmbito conjugal.

Conforme definições de Araújo, Martins, Santos (2014) a violência física se configura em “agressões como tapas, pontapés, socos, empurrões, queimaduras, tentativas de homicídio, agressões com uso de instrumentos variados e uso de armas –

faca ou armas de fogo” (ARAÚJO et al.,2014:26).

Muitas mulheres não conseguem compreender que a violência não se configura somente como física e que sabendo identificar os tipos de violência que sofrem é possível procurar atendimento para que este ciclo de sofrimento seja quebrado. Dona Ametista, 33 anos é uma das mulheres atendidas pelo SAPEM. Em entrevista, ela nos relata como é sua relação com seu cônjuge e o ciclo de violência que sofre. Vejamos;

Ele me constrange na frente dos outros, fala que o meu cabelo é feio, me trata de forma grosseira e me empurra. Eu imagino que ele me segue porque ele sabe aonde vou e estou e sempre aparece do nada. Sempre me diz que ele é e será a única pessoa que ficará comigo. Já me forçou a fazer relações sexuais com ele quando eu estava de resguardo. Ele não me respeita e sempre chega em casa comentando sobre com quantas mulheres teve relações. Isso me machuca muito principalmente porque foi ele quem me contaminou. Hoje sou soropositivo (Ametista, 33 anos, Entrevista/2018).

As diferentes formas de violência sofrida pelo sujeito aqui citado, infelizmente chega a ser muito comum em outras relações conjugais. É possível identificar a violência moral, psicológica e sexual cometida por seu agressor durante os anos de convivência entre o

casal. Outra situação extrema de violência está no fato da mesma ter sido contaminada por seu cônjuge com o vírus HIV o que a deixou muito mais debilitada fisicamente e emocionalmente para tentar sair da relação. O sujeito sofreu diversas formas de violência, encontra-se vulnerável e cheia de limitações. Enquanto vítima e em condição subalterna ao seu agressor, ela não se sente capaz se quer de se expressar contra ao seu companheiro e agressor. O silêncio feminino ultrapassa gerações, assim nos explica Spivak (2010: 165) “O subalterno não pode falar. Não há valor algum atribuído à mulher como um item respeitoso nas listas de prioridades globais. A representação não definiu”.

Com relação aos casos de HIV nas famílias, segundo os indicadores do Ministério da Saúde (2004) têm crescido significativamente os números da epidemia entre os casais, principalmente entre os heterossexuais, pois no ano de 1993 dos 29,5% dos infectados pelo vírus HIV no Brasil, 22,3% eram casais homossexuais e a cada ano esse percentual tem se modificado tanto que no ano de 2002 os homossexuais representavam 16,6% dos infectados, enquanto que 38,6% das

peças infectadas por via sexual eram heterossexuais. A percepção de risco de infecção pelo HIV/AIDS (Síndrome da Imunodeficiência Adquirida) entre os casais homossexuais e heterossexuais é bastante diferente. A confiança entre o casal é uma das justificativas que na maioria das vezes impede o uso de preservativos. Muitas mulheres para não desagradar o seu parceiro não exigem que os mesmos façam o uso de preservativos, o que as tornam em fatores de risco.

Segundo estudos realizados por Del Priore (2011) a revelação dos casos de AIDS na sociedade brasileira se propagou rapidamente pela década de 1980. O problema inicialmente era tratado de forma moral o que tornou a população homossexual cada vez mais estigmatizada já que se apresentou como o grupo mais infectado. Cavalcante (2015: 50), pontua que naquela época “Os homossexuais foram responsabilizados pela epidemia que se tornou o fantasma das expressões do sexo”.

Por se tratar de uma doença sexualmente transmissível o modo de vida das pessoas também foi sofrendo mudanças. “Passou-se a falar em abstinência, preservativos e fidelidade” (DEL PRIORE, 2011:214). Ao longo

dos anos, a questão da AIDS passou a ser tratado como saúde pública, o que obrigou o Estado a garantir tratamentos e remédios. Propagandas de como evitar se contaminar pela doença também era presente na mídia, mas pelo crescimento do número de infectados por casais heterossexuais, percebe-se que o espaço conjugal desses casais ainda é protegido por uma cultura machista muito forte, visto que, impede, aniquila qualquer direito que a mulher possa ter de se expressar ou exigir algo, mesmo que isso seja a preservação da sua própria saúde.

Para o Ministério da Saúde (2004) um dos motivos para esta epidemia é devido ao fato das pessoas adotarem o uso do preservativo apenas como contraceptivo e não como estratégia de prevenção, já que, a confiança e fidelidade ao parceiro (a) acabam que se tornando em uma forma de prevenção. É importante mencionar que conforme o Art. 130 do Código Penal Brasileiro a transmissão consciente do vírus HIV/AIDS configura-se em lesão corporal gravíssima (GOMES, 2010).

Infelizmente há várias tipificações da violência cometida pelo cônjuge de Ametista, segundo seu relato, mas infelizmente por questões

burocráticas da justiça, o mesmo continua impune, o que a fragiliza ainda mais emocionalmente.

Reconhecer que é uma vítima de seu próprio cônjuge é na maioria das vezes um processo lento, o que quase sempre acaba dificultando na tomada de decisão em denunciar o seu (sua) agressor (a). Romper com a relação abusiva é romper com o ciclo da violência e com a imposição de poder existente entre o casal.

As análises de Foucault confirmam que é possível a dominação dos corpos através do uso de mecanismos disciplinares que nem sempre contempla a violência física e esse poder que não é estático, subalterniza o outro sujeito sem precisar violentá-lo fisicamente, mas consegue mantê-lo sob o seu domínio.

Perguntamos à senhora Violeta, 42 anos, se a mesma se sente presa ao seu relacionamento com seu companheiro, a mesma nos responde nos seguintes termos;

Sim. Eu já pensei em sair de casa, mas me sinto muito limitada e acabo me submetendo aos caprichos dele. Ele sempre me diz que não sou uma pessoa capaz de realizar nada e tudo que eu faço ele diz que está errado. Me coloca para baixo o tempo todo e diz que nada sou. Sinto-me dominada por ele. Ele controla o meu celular, como

me visto e implica se saio para fazer as unhas, por isso, nem saio mais para ir a manicure (Violeta, 42 anos, Entrevista/2018).

O poder nas relações conjugais quando usado para dominar o outro, quase sempre se presencia o uso de alguma forma de violência. Na maioria dos casos não é perceptível a prática da violência física, mas que não diminui o sofrimento de inúmeras mulheres que por muito tempo convivem em uma relação abusiva e dominadora. O poder é um atributo das relações entre duas ou mais pessoas que se mantêm num equilíbrio instável de forças (ELIAS, 1994).

A Lei Maria da Penha (11.340/06) contribuiu para que alguns avanços nas políticas públicas para a proteção e criminalização da violência contra a mulher fossem surgindo como as leis que tipificam crimes sexuais, modificadas em 2008, 2012 e 2014 do qual passa a reconhecer estupro como sexo sem consentimento, com ou sem penetração, estupro de vulnerável, além de dar mais crédito ao depoimento das vítimas.

Apesar dos avanços das leis, ainda que de forma tardia, temos observado um crescente aumento da violência de gênero contra o sujeito

feminino. Os tipos de violência de gênero são: violência doméstica, violência sexual, abuso sexual, assédio sexual, exploração sexual, feminicídio e a violência psicológica (ARAÚJO et al, 2004).

De acordo com o Capítulo I, Art.5º da Lei 11.340/06 (Lei Maria da Penha), configura-se violência doméstica e familiar contra a mulher;

Qualquer ação ou omissão baseada no gênero que lhe cause morte, lesão, sofrimento físico, sexual, psicológico e dano moral e patrimonial;

I – no âmbito da unidade doméstica, compreendida como o espaço de convívio permanente de pessoas, com ou sem vínculo familiar, inclusive as esporadicamente agregadas;

II – no âmbito da família, compreendida como a comunidade formada por indivíduos que são ou se consideram aparentados, unidos por laços naturais, por afinidade ou por vontade expressa;

III – em qualquer relação íntima de afeto, na qual o agressor conviva ou tenha convivido com a ofendida, independentemente de coabitação.

As reformas no código repressivo no o que se refere aos crimes contra a dignidade sexual trouxe mais rigidez ao punir através da Lei Nº 13.718/18, os responsáveis que cometem crimes de importunação sexual,

divulgação de cena de estupro, crimes sexuais contra vulnerável, estupro coletivo e o estupro corretivo. A criminalização de importunação sexual é um anseio antigo da sociedade, principalmente das mulheres usuárias do transporte coletivo que sofriam com os toques de mãos de passageiros, alguns casos, de homens que ejaculavam nas passageiras.

Compreender o problema da violência requer fazer um estudo minucioso sobre suas causas, analisar os avanços e retrocessos jurídicos voltados para coibir a violência contra o sujeito feminino principalmente na cidade de Manaus. Para compreendermos a tipologia da violência no âmbito das relações conjugais em Manaus, apresentaremos os tipos de violência praticados contra a mulher, tomando por base os dados dos anos de 2016/2017 e 2018 disponibilizados pelo SAPEM-AM.

De acordo com os dados fornecidos pelo SAPEM com relação aos atendimentos realizados no ano de 2016, evidenciou-se os seguintes tipos de violência;

Quadro 1- Tipos de violência apresentados através dos atendimentos realizados em 2016/2017 e 2018.

Tipos de Violência	Ano			Nº Atendimentos nos últimos três anos
	2016	2017	2018	
Física	501	591	709	1801
Psicológica	802	1.069	1376	3247
Moral	1.101	1231	1272	3604
Sexual	11	24	41	76
Patrimonial	10	30	60	100
Total	2425	2945	3458	8828

Fonte: Relatório Anual do SAPEM

De acordo com os dados do SAPEM de 2016 e 2017 a violência moral praticada contra as mulheres atendidas pela instituição nesses dois anos superou a psicológica e física. Nos espaços conjugais onde a prática da violência não física já persiste, os xingamentos ocorrem quase que diariamente. Muitas mulheres convivem com esse tipo de violência a bastante tempo, mas entendem que tal atitude de seus companheiros se refere a conflitos e desentendimentos considerados normais da relação conjugal.

É necessário que as instituições que compõem a Rede de Atenção a Mulher enquanto Estado desenvolva um trabalho direcionado a esclarecer as mulheres sobre o significado dos tipos de violência conjugal, doméstica e familiar que

buscam atendimento na rede logo no primeiro atendimento, pois na maioria das vezes, as mulheres retornam para o convívio de seus cônjuges e quase sempre, por ainda desconhecer, acabam que novamente se tornando vítimas da dos xingamentos, das calúnias, que são tipos de violência moral. Enquanto um crime como se configura a violência moral?

De acordo com a Lei 11.340/06 em seu Capítulo II, art 7º “a violência moral é entendida como qualquer conduta que configure calúnia, difamação ou injúria”. Conforme relatório anual do SAPEM/2016 e 2017, do universo de mulheres que procuraram a instituição para o registro de violência moral neste ano, relataram sofrer situações de injúria, calúnia e difamação, geralmente ofendidas no decorrer de

outra situação de violência. Para Minayo (2003) a violência moral se caracteriza pela dominação cultural, que agride e viola os direitos de outras pessoas.

A violência nas relações conjugais caracteriza-se por diversas formas de violação contra a dignidade do sujeito, seus direitos e contra o seu corpo tendo como consequência uma relação de dependência e de poder assimétrico em relação ao seu agressor, que a submete e a domina numa condição desigual e subalterna.

Vejamos o relato de uma das entrevistadas sobre a violência moral sofrida por ela em sua relação conjugal;

Quando ele bebe fica extremamente agressivo e me trata com palavras de baixo calão. Ele sempre procura me rebaixar, coloca defeitos em tudo que eu faço, regula os tipos de roupas que uso, fala que estou me expondo e traindo-o. Sempre afirma que não sou nada sem ele e me faz sentir presa a tudo isso (Flor de Liz, 38 anos, Entrevista, 2018).

O sujeito da pesquisa não nos relatou sofrer violência física, mas justifica o comportamento agressivo e depreciador de seu companheiro sobre sua pessoa devido ao consumo de bebidas alcoólicas, mas entende que o controle exercido por ele sobre ela é indiferente se o mesmo está ou não sob efeito da bebida alcoólica. A prática da

violência moral é constante nas relações conflituosas e de poder quando a mulher se torna vítima de seu cônjuge. A violência, seja ela física, psicológica ou moral tem a capacidade de influenciar na construção da subjetividade daqueles que a vivenciam.

Novamente reforçamos aqui a importância de esclarecer as mulheres sobre as diferentes formas de violência, pois esses sujeitos precisam compreender que a violência vai além da configuração física, pois “todas as vezes que coagimos alguém, que invadimos o direito do outro, que tolhemos a liberdade alheia, estamos agindo com violência” (GIORDANI, 2006:3).

Conforme os atendimentos realizados no SAPEM no ano de 2017 evidenciou-se um crescimento no número de atendimentos, assim como um aumento da prática da violência moral. Esses números nos mostram que no âmbito das relações conjugais, a prática dos xingamentos e das ofensas ao sujeito feminino ainda permanecem em evidência. A questão da violência deve ser analisada e compreendida a partir de diversos fatores como: relações socioeconômicas, políticas e culturais, e também, fruto de fatores como a desigualdade social, miséria, ignorância,

abandono e diferentes formas de preconceito como: racial, religioso e social (GIORDANI, 2006).

Diferentes estudiosos buscam explicar as causas da manifestação da violência. Arendt (2003) entende que a violência deve ser analisada nas relações humanas, sociais e políticas. Giordani (2006: 98) complementa que “a origem da violência de gênero está na discriminação histórica contra as mulheres”. Compreende-se então que, a violência contra o sujeito feminino é histórica, social e política, já que, os mecanismos criados para coibir esta prática na sociedade ainda não tem surtido o efeito esperado.

Outro problema enfrentado por muitas mulheres no âmbito das relações conjugais é a prática do sexo por seu (sua) cônjuge sem o consentimento das mesmas. Muitas mulheres desconhecem que manter relações sexuais contra a sua vontade mesmo com seu cônjuge configura-se violência sexual. Muitas mulheres entendem que ceder aos cônjuges o ato sexual mesmo contra a sua vontade é cumprir com seu papel de esposa. Perguntamos a algumas participantes da pesquisa se as mesmas são pressionadas a manter relação sexual

com seus cônjuges mesmo contra a sua vontade, vejamos as suas respostas;

Sim. Quando ele está alcoolizado ele me força a manter relações sexuais com ele. Por medo eu faço, pois ele me ameaça. Eu não me sinto bem, não gosto, mas me sinto obrigada a fazer (Doralina, 43 anos, Entrevista/2018).

Ele não consome bebidas alcólicas sabe, mas é uma pessoa extremamente grossa. Reclama constantemente de mim, sempre inventa uma briga e depois com toda a grosseria do mundo ele vem me procurar querendo manter relações sexuais mesmo eu não querendo acabo cedendo (Hortência, 59 anos, Entrevista/2018).

Essa é a pior parte porque ele primeiro me agride, me ofende, me machuca e após a agressão ele vem querer manter relações sexuais comigo. O amor esfriou muito na cama após esse comportamento agressivo dele comigo (Yara, 38 anos, Entrevista/2018).

Observe-se que nossos sujeitos relatam que mesmo contra a sua vontade acabam mantendo relações sexuais com seus cônjuges como se o sentimento de obrigação tomasse de conta delas. Esse comportamento reforça a submissão feminina que durante séculos obrigou a mulher a servir seus cônjuges sem reclamar. Sobre este assunto, Del Priore (2011), nos descreve perfeitamente como o sexo nas relações conjugais aconteciam entre os séculos XVIII e XIX.

O sexo no casamento virava débito conjugal e obrigação recíproca

entre cônjuges. Negá-lo era pecado, a não ser que a solicitação fosse feita nos dias proibidos, ou se a mulher estivesse muito doente. Dor de cabeça não valia. O que se procura é cercear a sexualidade, reduzindo ao mínimo as situações de prazer (p.43).

Ao longo do tempo, percebemos a força da cultura machista que extrapola todas as gerações fazendo com que toda uma sociedade, inclusive a própria mulher, muitas vezes, naturalize a prática violenta da relação sexual. A Lei Maria da Penha (11.340/06) em seu artigo 7, alínea III, descreve a violência sexual como aquela cometida em contexto de violência doméstica e familiar. A violência sexual se configura em;

- Qualquer conduta que a constranja a presenciar, a manter ou a participar de relação sexual não desejada, mediante intimidação, ameaça, coação ou uso da força;
- Que a induza a comercializar ou a utilizar, de qualquer modo, a sua sexualidade;
- Que a impeça de usar qualquer método contraceptivo ou que a force ao matrimônio, à gravidez, ao aborto ou à prostituição, mediante coação, chantagem, suborno ou manipulação;
- Ou que limite ou anule o exercício de seus direitos sexuais e reprodutivos.

Apesar do ato sexual sem consentimento ser considerado uma forma de violência, nem sempre as mulheres denunciam seus cônjuges por

esse motivo. A violência sexual no âmbito das conjugalidades ainda é um tabu, muitas mulheres entendem que servir seu (sua) companheira (o) mesmo contra a sua vontade, faz parte do ritual de obrigações que o casamento lhe impõe. O medo de desapontar, enfrentar o companheiro (a) é grande e, muitas mulheres, já vivendo em uma situação de violência contínua e de submissão, não os denunciam pelo ato.

É importante mencionar que o fenômeno da violência conjugal entre casais homossexuais, apesar de quantitativamente inferior, registrado pelo SAPEM com relação aos casais heterossexuais, também protagonizam diversas formas de violência. Um estudo desenvolvido pela pesquisadora Cavalcante (2015) aponta que a violência nas relações homossexuais feminina é predominante na cidade de Manaus. Nessas relações, ainda que entre mulheres, evidencia-se também a presença do poder, da dominação machista incorporada por muitos casais homossexuais femininos.

Vejamos relato de um sujeito da pesquisa sobre as diferentes formas de violência que sofreu de sua companheira. Vejamos;

Ela me constrangia bastante, fazia piadas ao meu respeito, sempre mostrando que eu era inferior a ela. Com muita luta cheguei ao curso superior, mas por ela, eu não era capaz de nada. Tudo que acontecia no relacionamento ela me culpava e me culpa ainda por termos terminado a relação (Flora, 20 anos, Entrevista, 2019).

O relato do sujeito feminino acima, nos mostra que o padrão de dominação nas relações conjugais homoafetivas é semelhante das relações heterossexuais. Conforme pondera Cavalcante (2015), essa prática de dominação tem como característica o comportamento heteronormativo que intrinsecamente ligado a cultura machista busca dominar e oprimir o sujeito feminino.

Cavalcante (2015) também destaca que a violência no âmbito das relações conjugais não está presente somente entre os casais heterossexuais. A autora em sua pesquisa pôde destacar que a violência entre casais homoafetivos é bastante expressiva na cidade de Manaus, mas ainda com pouca visibilidade por parte do poder público local. Os relatórios das instituições não registram em nível de dados a violência entre iguais femininos. Esses dados seriam de grande relevância para se

pensar em criar novas políticas públicas de atenção ao sujeito feminino.

Já em 2018, segundo o Relatório Anual do SAPEM, a violência psicológica contra a mulher se apresentou em maior número na cidade de Manaus. Não menos relevante que a violência moral, a violência psicológica é um tipo de violência que associada ao poder de dominação exercido pelo agressor, aniquila profundamente o sujeito, pois invade sua subjetividade, controlando-a e mantendo-a em seu domínio. A violência psicológica de acordo com Araújo (2004:26) “deve ser entendida como: agressões verbais, xingamentos, humilhações, ameaças, desqualificação, calúnia, acusações, críticas infundadas, privação de liberdade, abuso de poder e autoridade, exploração e constrangimento”.

Apesar dos números de casos registrados configurarem que as mulheres estão buscando denunciar seus (suas) agressores (as), muitas mulheres ainda sofrem com a violência conjugal por ainda não conseguirem romper com a relação de dependência que alimentam com seu cônjuge. Mas é possível pensar também que a morosidade da justiça, punições leves aos agressores, falta de políticas públicas mais eficazes,

possivelmente esteja se tornando fatores que contribuem com o aumento da violência conjugal?

Não somente esses fatores, mas a questão cultural, econômica e até política em que o nosso país tem atravessado têm direcionado a sociedade ao sentido contrário aos avanços na luta contra a desigualdade de gênero. A árdua luta pelos direitos de equidade entre os gêneros conquistados na Constituição Federal de 1988 tem sido enfraquecida pela prevalência do conservadorismo burguês que atualmente assola a sociedade com suas normas e valores totalmente excludente para as mulheres.

A criação de Políticas Públicas de enfrentamento à violência contra a mulher é essencial para que se almeje uma diminuição dos casos, porém outros fatores precisam ser avaliados a exemplo da morosidade da justiça em julgar e punir os casos de violência e uma investigação da violência contra a mulher desprovida de estereótipos e preconceitos, pois sabemos que mesmo os profissionais que trabalham na área, ainda reproduzem comportamento machista. É possível que o Estado, enquanto provedor de direitos, têm conseguido garantir as mulheres uma

sociedade menos desigual e menos violenta?

Então, o papel do Estado é criar mecanismos para que de fato ocorra à garantia dos direitos femininos, a criação de Políticas Públicas é uma forma de enfrentamento muito importante, mas evidencia-se a necessidade de conhecer o fio condutor que alimenta a prática da violência conjugal. É necessário aumentar o número de profissionais junto as Varas Maria da Penha para que os processos possam ser julgados com mais agilidade, trabalhar o empoderamento feminino de forma contínua fortalecendo a rede de mulheres, garantir oportunidades igualitárias a homens e mulheres nos espaços ocupacionais, já contidos na Constituição Federal de 1988 e, trabalhar nas escolas junto às crianças e adolescentes sobre os malefícios da prática da violência são algumas alternativas.

Não pretendemos aqui, tornar esta discussão sobre a violência conjugal exaustiva e nem concluída, pois sabe-se que, esta problemática que assola todas as formas de sociedade é um desafio contínuo não somente para os que sofrem com a violência, mas precisa ser entendido como um compromisso

por parte do Estado enquanto provedor de direitos e da sociedade já que a proliferação da violência é prejudicial a todos.

Considerações finais

Em virtude do o que foi apresentado neste estudo, o mesmo não objetivava-se a tornar a discussão sobre a violência conjugal em um debate conclusivo. Ao contrário, nunca se discutiu tanto sobre o problema da violência contra o sujeito feminino como se tem discutido nesses últimos 13 anos, data de criação da Lei 11.340/06, mais conhecida como Lei Maria da Pena.

Após ser sancionada, várias Políticas Públicas foram criadas de forma a oferecer estratégias de enfrentamento a questão da violência contra o sujeito feminino, mas até então, a problemática da violência contra as mulheres no âmbito conjugal tem crescido assustadoramente e o mais agravante, a falta de punição aos agressores que tem deixado a sociedade e principalmente as mulheres menos confiante no poder da Justiça.

Debater sobre a problemática da violência conjugal nos requer primeiramente que façamos uma reflexão sobre de que forma o Estado e

até a própria sociedade têm buscado enfrentar o problema da violência contra as mulheres. Mesmo com uma lei que busca tipificar e punir os agressores, observou-se que o número de casos de violência conjugal tem crescido no Brasil, segundo estudos realizados pela Comissão Econômica para a América Latina e o Caribe (CEPAL: 2017).

Atualmente a maioria dos relacionamentos conjugais indica que as mulheres possuem projetos e interesses individuais que extrapolam o espaço familiar (SCOTT: 2012). Ainda que se tenha conseguido obter algumas conquistas no decorrer da história, as mulheres ainda enfrentam o seu maior desafio, a violência dentro de casa e cometida por seus companheiros (as).

A autonomia financeira feminina não lhes garantiu o direito de viver em uma sociedade livre de violência, muito menos conviver em uma relação harmoniosa e igualitária (DEL PRIORE: 2011). O estudo mostrou que as relações de conflitos, muito frequente entre as relações conjugais, decorrente do exercício do poder não é estático, e tanto o homem quanto a mulher demonstram comportamento violento sobre o outro sujeito através do poder

que a figura masculina representa sobre a figura feminina.

Atualmente, os Juizados responsáveis por julgar os casos de violência contra a mulher estão cheios de processos sem previsão de serem julgados, e assim, conseguir oferecer as vítimas um direito de manterem a própria vida. A Lei criada para punir não tem conseguido ser eficaz, visto que, o número de casos de violência contra o sujeito feminino e até de feminicídio vêm crescendo de forma alarmante no país. Muitas mulheres estão sendo assassinadas mesmo possuindo as medidas protetivas nas mãos o que nos mostra que os assassinos desafiam a justiça.

Enquanto se criam mecanismos jurídicos de punição, esquecem-se de se criar medidas capazes de prevenir a prática da violência conjugal, pois como demonstrou nesse estudo, a violência é geracional. Quem na infância convive com a violência no âmbito familiar terá grandes chances de se tornar um indivíduo violento se não receber intervenções preventivas.

Enquanto instituição e parte de uma Rede de Enfrentamento a Violência contra o sujeito feminino o SAPEM através do cotidiano

profissional frente aos atendimentos as mulheres vítimas da violência conjugal necessita compreender de forma abrangente e até mais criteriosa o universo que envolve as relações de poder no âmbito conjugal, pois a compreensão desta categoria os possibilitará a realizar um trabalho de emancipação feminina não limitada aos oferecidos pelo Centro Estadual de Referência e Apoio a Mulher (CREAM), que ainda vislumbra emancipação apenas como uma autonomia financeira do sujeito feminino.

Nossa pesquisa constatou que diante de um quadro de violência conjugal, cuja relação de poder efetiva-se como parte da relação, impede que o sujeito feminino se veja como vítima da violência cometida por seus cônjuges, pois a falta de conhecimento sobre as tipologias da violência contra a mulher tem impedido que muitas mulheres efetive a denuncia contra seu agressor.

Deve-se reconhecer aqui, à guisa de conclusão é que a violência conjugal ainda é frequente por trás dos muros que envolve a relação afetiva tanto de casais heterossexuais, quanto em relações entre casais homoafetivos. Mecanismos jurídicos nós possuímos,

mas precisamos torna-lo operante em todos os aspectos.

Referências bibliográficas

ARAÚJO, Maria de Fátima et al (2014), Violência de Gênero contra a Mulher. In: ARAÚJO, M. D. F.; (ORGS), O. C. M. Gênero e Violência. São Paulo: Arte & Ciência.

ARENDDT, Hannah (2003), A Condição Humana 10. ed. Rio de Janeiro: Forense Universitária

BOSCHETTI, Ivanete (2017), Agudização da barbárie e desafios ao Serviço Social, Serv. Soc. Soc, São Paulo, nº 128, p.54-71, jan/abr.

BRASIL. Decreto Lei nº 11.340 de 7 de agosto de 2006 (2010), II. ed. Brasília: Edições Câmara, 34 p. Brasília.

BRASIL. Lei Importunação sexual: Lei nº 13.718 de 24 de setembro de 2018.

Consultado a 31/06/2019 em

http://www.planalto.gov.br/ccivil_03/Ato2015-2018/2018/Lei/L13718.htm.

BRASIL. Lei Femicídio. Lei 13.104 de 09 de março de 2015. Consultado a

31/06/2019 em

http://www.planalto.gov.br/ccivil_03/Ato2015-2018/2015/lei/113104.htm.

CAVALCANTE, Lidiany de Lima (2015), Sob o véu da Homossexualidade: relações como espaços de conflito, poder e reconhecimento em Manaus. Manaus, TESE (Doutorado em Sociedade e Cultura na Amazônia), 168 p.

CERQUEIRA, Daniel (2018), Atlas da Violência. IPEA. Rio de Janeiro, p. 93.

CNJ, Conselho Nacional de Justiça (2018), Manual de Rotinas e Estruturação dos Juizados de Violência Doméstica e Familiar Contra a Mulher. Conselho Nacional de Justiça. Distrito Federal/Brasília, p. 90.

DEL PRIORE, Mary (2011), Histórias Íntimas: sexualidade e erotismo na história do Brasil. 1. ed. São Paulo: Planeta do Brasil, v. 1.

ELIAS, Norbert (1994), O processo civilizador: uma História dos Costumes. Tradução de Ruy Jungmann. 2. ed. Rio de Janeiro: Jorge Zahar, v. 1.

GIORDANI, Anney Tojeiro (2006),
Violência contra a Mulher São Paulo:
Yendis.

GOMES, Luiz Flávio (2010), JUS
BRASIL, Goiânia, consultado a 21
Janeiro 2019 em

<https://lfg.jusbrasil.com.br/noticias/2457844/artigo-do-dia-aids-transmissao-do-virus-hiv-qual-delito> .

KRUG, Etienne G et al (2002),
Relatório Mundial sobre Violência e
Saúde. Organização Mundial da Saúde.
Geneva, p. 380.

MINAYO, Maria Cecília de Souza
(2003a), Violência sob Olhar da Saúde.
Brasília: Fiocruz,.

_____ (2005b),
Violência: um problema para a saúde dos
brasileiros. In: SAÚDE, M. D. Impacto
da Violência na Saúde dos Brasileiros. 1.
ed. Brasília: Ministério da Saúde, v. 1ª,
Cap. 1, p. 342.

PRODANOV, Cleber Cristiano et al (2013), Metodologia do trabalho científico: métodos e técnicas de pesquisa e do trabalho acadêmico. 2. ed. Novo Hamburgo/RS: Feevale.

RUIZ, Josiane Machado et al (2004),
VIOLÊNCIA PSICOLÓGICA E
VIOLÊNCIA DOMÉSTICA. In:
ARAÚJO, M. D. F.; MATTIOLI, O. C.
Gênero e Violência. I. ed. São Paulo:
Arte & Ciência, v. I, Cap. Segunda
Parte, p. 111-138.

SAFFIOTI, Heleieth Iara Bongiovani;
VARGAS, Mônica Muñoz (1994),
Mulher brasileira é assim. Rio de
Janeiro: Rosa dos Tempos.

SCOTT, Ana Silva (2012), O
caleidoscópio dos arranjos familiares. In:
PINSKY, C. B.; (ORGANIZADORAS),
M. J. P. Nova História das Mulheres no
Brasil. São Paulo: Contexto, Cap. 1, p.
15-42.

SPIVAK, Gayatri Chakravorty (2010),
Pode o Subalterno falar? Belo Horizonte:
UFMG.

SOUZA, Michelle Rabelo de (2017), O
feminismo no Amazonas e a luta política
pela presença de mulheres no
Parlamento. In: CHAVES, P. C. P. R.
Diálogos na Amazônia: espaços,
processos e relações Sociais. 1ª. ed.
Olinda: Livro Rápido, v. I. Cap. 6, p.
159-183.

STEARNS, Petter Nathaniel (2012),
História das relações de gênero.
Tradução de Mirna Pinsky. 2. ed. São
Paulo: Contexto, 250 p

PERCEPÇÃO DA (AUTO)IMAGEM GERACIONAL PELOS JOVENS DE ENSINO MÉDIO DE TEIXEIRA DE FREITAS/ BA, PELA TÉCNICA DOS MAPAS MENTAIS

Emerson da Silva Mendes¹

Lilian Reichert Coelho²

Resumo: O presente trabalho objetivou compreender a percepção do/as jovens de Teixeira de Freitas/BA sobre o município onde residem. Nesse sentido, o problema de pesquisa efetivou-se a partir do questionamento sobre os modos como os/as jovens moradores/as de diferentes bairros da cidade de Teixeira de Freitas/BA constroem suas subjetividades em relação ao espaço urbano e como percebem a alteridade em relação a outros/as jovens. Como procedimentos metodológicos, utilizamos a técnica de análise da produção de mapas mentais, além da realização de entrevista coletiva. Concluiu-se que a juventude teixeirense explora de forma segregatória os espaços abrangidos pelo território, seja com base nos índices de violência que insistem em

permeiar as relações sociais, criando ruídos onde poderia haver troca e diálogo, seja por experiências pregressas que vivenciaram.

Palavras-chave: Imagens de si. Território. Juventude. Subjetividades.

Abstract: This paper intended to comprehend the perception of young people of Teixeira de Freitas/BA about the city where they live in. The research problem centered on the questioning about the ways young people from different neighbourhoods of Teixeira de Freitas construct their own subjectivities in relation with the urban space and how they construct the otherness. In regard of methodological procedures, we used the analysis technique of mental maps production, besides the accomplishment of collective interviews. We concluded

¹ Discente do Programa de Pós-Graduando Lato Sensu em Gênero e Sexualidade na Educação pela Universidade Federal da Bahia (UFBA); Graduação em andamento no Curso de Bacharelado em Direito pela Universidade Federal do Sul da Bahia; Bacharel Interdisciplinar em Humanidades pela Universidade Federal do Sul da Bahia (2017).

² Docente da Universidade Federal do Sul da Bahia; Doutora em Letras (Literatura Contemporânea) pela Universidade Federal da Bahia (2009); Mestra em Estudos Literários pela UNESP-Araraquara (2000); Graduada em Comunicação Social/Jornalismo pela Universidade Estadual de Londrina (1998);

that the youth of Teixeira de Freitas explores the expanded space of the territory in a segregated way, whenever it is based on violence data that insist to cross social relations, creating white noise where it could have had trade and dialogue, or by previous experiences they have lived.

Keywords: Self Images. Territory. Youth. Subjectivities.

Introdução

O município de Teixeira de Freitas, localizado no Extremo Sul Bahia, às margens da BR-101, a aproximadamente 700 km da capital, Salvador, configurou-se ao longo dos anos como cidade-polo da região por meio de vertiginosas transformações. Isso ocorreu devido, sobretudo, ao acentuado processo migratório para a região, notadamente a partir de 1989, com a implantação de uma fábrica de papel e celulose (KOOPMANS, 1993). O município foi emancipado no dia 9 de maio de 1985 de Alcobaça e Caravelas.

Um distinta característica que caracteriza o município de Teixeira de Freitas/BA é proximidade com dois grandes rios, Itanhém e Alcobaça, cuja contribuição para o crescimento da cidade e desenvolvimento econômico é

significativamente peculiar. A respeito de tais aspectos, o historiador ROCHA (2015: s/p), pondera que:

Sua população configurava-se por pequenas comunidades rurais, em sua maioria negra, localizada à beira dos rios supracitados. A configuração geográfica de Teixeira de Freitas era composta por florestas atlânticas, matas e brejos. A principal forma de locomoção e interação entre as comunidades era o meio fluvial, que utilizavam os trechos navegáveis dos rios e/ou trilhas abertas no meio da mata.

Nas últimas décadas, o município de Teixeira de Freitas/BA revelou, em seu Produto Interno Bruto-PIB, significativa parcela de contribuição das empresas de agricultura e pecuária que se instalaram na região do sul baiano. Essa tendência de monoculturas e grandes propriedades tem provocado danos ambientais e sociais de difícil reversão.

Extraímos de observações aos indícios verificados em material midiático de recorte local/regional e por observação simples, direta e pública, em situação natural (FLICK, 2009: 204) das falas de diferentes moradores da cidade, que o município é percebido como lugar topofóbico (TUAN, 1980) para os/as jovens devido à violência urbana, cujos

agentes seriam, prioritariamente, jovens dos bairros periféricos.

Diante disso, a pesquisa se propôs compreender e analisar a percepção e a construção subjetiva dos/as jovens de Teixeira de Freitas/BA sobre o município onde residem, orientando-se pela investigação dos modos como são construídas discursivamente as relações eu-nós-outros pelos/as jovens moradores/as de diferentes bairros da cidade de Teixeira de Freitas/BA.

O projeto foi desenvolvido entre os anos de 2015 e 2016 com estudantes do Ensino Médio do Colégio Estadual Henrique Brito, localizado na rua Ministro Mario Andreazza – SN, no bairro Teixeira, Cidade de Teixeira de Freitas, Estado da Bahia. O colégio possuía, à época, de acordo com o portal da Secretaria de Educação do Estado da Bahia, cerca de 668 alunos regularmente matriculados e recebeu investimento de cerca de 1 milhão, 746 mil e 890 reais por ano.

Como técnica de análise, foi empregada a dos mapas mentais ou cognitivos, que, a partir das representações expostas em forma de desenhos pelos/as participantes, possibilita derivar informações para a

elaboração e aplicação de oficinas. As oficinas proporcionaram verificar de que modos os sujeitos da pesquisa constroem a (auto)imagem geracional.

Procedimentos Metodológicos

Com o objetivo de investigar os modos como a juventude teixeirense pensa a violência urbana em Teixeira de Freitas-BA, aplicou-se, de forma aberta, num período de dois meses, um questionário *online*. O instrumento de pesquisa foi construído por meio de um formulário eletrônico via *Google Drive* e divulgado em grupos diversos, assim como em página pessoal dos/as envolvidos/as nesta pesquisa da rede social *Facebook*. Ao fim da aplicação, chegou-se a um resultado de 71 – setenta e uma – respostas.

No que diz respeito ao recorte do grupo social pelo viés etário, sublinha-se a dificuldade de se definir juventude como categoria genérica ou universal, pois, como todas as classificações, é marcada por uma historicidade inerente. CURY (2009: 90) destaca que, “até pouco tempo a juventude era vista, no Brasil, apenas como uma fase de transição da adolescência para a vida adulta. Em função do próprio Estatuto da Criança e

do Adolescente (ECA) as políticas para o segmento estavam restritas ao universo de jovens com idade até dezoito anos.” Ainda sobre a realidade brasileira, ANDRADE e RODRIGUES (2008: 102) explicam que:

Diante do processo histórico de prolongamento da experiência juvenil na vida das pessoas (começando cada vez mais cedo e terminando cada vez mais tarde), o governo brasileiro decidiu adotar, para a definição de políticas públicas de juventude, uma faixa etária abrangente: ‘a juventude (...) congrega cidadãos e cidadãs entre os 15 e os 29 anos (...). Nesse caso, podem ser considerados jovens os adolescentes-jovens (entre 15 e 17 anos), os jovens-jovens (entre 18 e 24 anos) e os jovens-adultos (entre 25 e 29 anos).

Compreendendo a amplitude dessa discussão, optou-se por seguir a tendência oficial, pois julgamos oferecer um espectro variante de sujeitos, o que possibilita mais diversidade para o trabalho.

Posteriormente à tabulação e análise dos resultados provenientes da aplicação dos questionários, foi estabelecida a criação de um grupo focal para a execução da técnica de análise dos mapas mentais. Após contato por meio de ofício com três Colégios da Rede Estadual de Educação, tivemos retorno positivo do Colégio Estadual Henrique Brito onde, após apresentação do projeto

à coordenação administrativa, iniciamos o processo de sensibilização e mobilização da comunidade para a participação nas atividades futuras.

A fim de convidar a comunidade estudantil a colaborar com esta pesquisa de forma estritamente voluntária, planejamos, junto com a direção administrativa do Colégio, 02 (dois) momentos presenciais com os/as estudantes. O primeiro teve por objetivo explicar de forma detalhada a proposta da pesquisa, seus objetivos, metodologia e finalidades. No segundo momento, foram entregues àqueles/as estudantes que previamente já haviam manifestado interesse em colaborar com o trabalho os Termos de Consentimento Livre e Esclarecido. Importante destacar que a participação não foi restrita a pessoas de uma série/ano específico; pelo contrário, a diversidade aqui se apresenta como traço relevante para o desenvolvimento da pesquisa e seus resultados.

Para estreitar os laços e manter comunicação contínua com os/as jovens que aderiram à proposta e facilitar as trocas de informações com relação às atividades que seriam desenvolvidas, criamos um grupo na rede social *Whatsapp* exclusivo para finalidades acadêmicas. Um dado surpresa que

emergiu das etapas preliminares foi o fato de que discussões sobre temas transversais à pesquisa e que atravessam a dinamicidade dos sujeitos sociais logo surgiram de forma natural e enriqueceram o desenvolvimento das atividades ligadas ao projeto. Sustenta-se tal fato na sob a hipótese de que o ambiente digital proporciona interação descentralizada entre os indivíduos, o que permite o diálogo horizontal entre pares.

Após constituição do grupo de participantes, foram realizados 04 (quatro) encontros presenciais, todos previamente planejados e divulgados aos/às participantes, ocorridos nas dependências da Universidade Federal do Sul da Bahia, *Campus* Paulo Freire. Nessas ocasiões, foram desenvolvidas rodas de diálogos, exposições de curtas-metragens/documentários, seguidas de discussões, prática de desenhos, produções textuais e atividades que visavam à compreensão sobre a percepção dos/as participantes em relação ao território e as condições e situações que o atravessam.

O primeiro encontro, ocorrido no dia 17 de março de 2016, foi planejado, inicialmente, para ter três momentos: o primeiro foi destinado à

reapresentação da proposta e do objetivo da pesquisa para esclarecimento de eventuais dúvidas e mobilização dos afetos mútuos. Em seguida, exibiu-se o curta-metragem “Por trás de um rótulo” (2015), produzido por estudantes do Projeto Curta Jovem. Posteriormente, foram realizadas discussões a partir de um roteiro de perguntas abertas orientadas pelos/as pesquisadores/as sobre rótulos sociais, desejos, anseios, autopercepção, trabalhados no curta-metragem, sempre correlacionando com as vivências do grupo na cidade de Teixeira de Freitas/Bahia.

Por fim, foi solicitado aos/às estudantes que elaborassem um trabalho individual – mapa mental – no qual representassem visual, graficamente, seu território. A equipe compartilhou com os/as jovens participantes algumas definições de território, dentre as quais a de Raffestin, que o entende “[...] a partir do espaço, é o resultado de uma ação conduzida por um ator sintagmático (ator que realiza um programa) em qualquer nível. Ao se apropriar de um espaço, concreta ou abstratamente [...] o ator “territorializa” o espaço”. (RAFFESTIN, 1993: 143).

Já SANTOS (1978: 171) conceitua território como “[...] O espaço

por suas características e por seu funcionamento, pelo que ele oferece a alguns e recusa a outros, pela seleção de localização feita entre as atividades e entre os homens, é o resultado de uma práxis coletiva que reproduz as relações sociais.”

Ao término das atividades do primeiro encontro, foi solicitado que

os/as jovens apresentassem seus trabalhos ao coletivo, a fim de identificar e compreender as representações produzidas, assim como as justificativas associadas às escolhas dos elementos representados. Os mapas foram recolhidos pela equipe com permissão dos/as participantes para posterior análise.

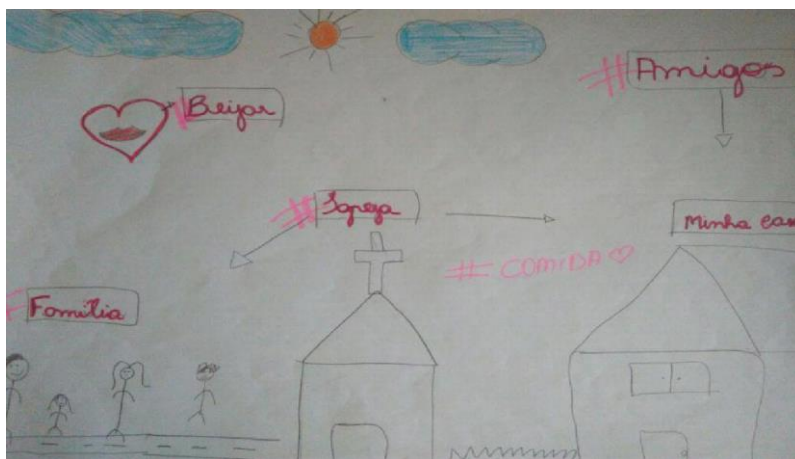


Figura 01

O segundo encontro ocorreu aos 14 dias de abril de 2016. Pretendeu-se trabalhar a percepção dos/as jovens participantes sobre o sentido de juventude considerando o olhar do outro, por meio da exposição de fotografias escolhidas aleatoriamente pelos/as pesquisadores/as. Chegou-se a um total de 09 (nove) fotos selecionadas, de pessoas ligadas in(diretamente) à

orientadora e ao bolsista, desde amigos até contatos da rede social *Facebook*.

Durante as atividades foram lançadas perguntas norteadoras, com o objetivo de instigar e proporcionar discussões entre os/as jovens e com os/as pesquisadores/as. Essa atividade possibilitou identificar uma alta e complexa carga de opiniões pré-concebidas nas falas dos/as estudantes. As imagens de pessoas negras (pretas ou

pardas) apresentadas geralmente eram associadas à marginalidade. Tais ligações foram identificadas por meio de deduções como: “Parece bandido”, “Deve ser traficante”, “Cara de mau”, “Cabelo pinga-creme”, “Maconheiro”.

No segundo momento foi solicitado que os/as jovens presentes produzissem um texto individual manuscrito, relatando seu cotidiano durante a semana, pontuando os locais mais frequentados, os caminhos percorridos e as atividades que desenvolviam em cada local. Após a conclusão, foi sugerida a socialização das produções, por meio da leitura voluntária. Os textos foram recolhidos

pela equipe e utilizados como parte da metodologia de análise.

Por fim, foi requerido que os/as presentes fotografassem seu itinerário cotidiano durante uma semana e apresentassem as imagens no próximo encontro ao coletivo, potencializando as observações de seus cotidianos e ampliando o material analítico.

O terceiro encontro, realizado no dia 28 de abril de 2016, iniciou com destinação de cerca de quinze minutos para apresentação das fotos, seguido de debates e discussões. O encontro foi registrado em forma de vídeo e foi utilizado neste trabalho com o objetivo de confirmar falas e subsidiar as análises dos mapas mentais.

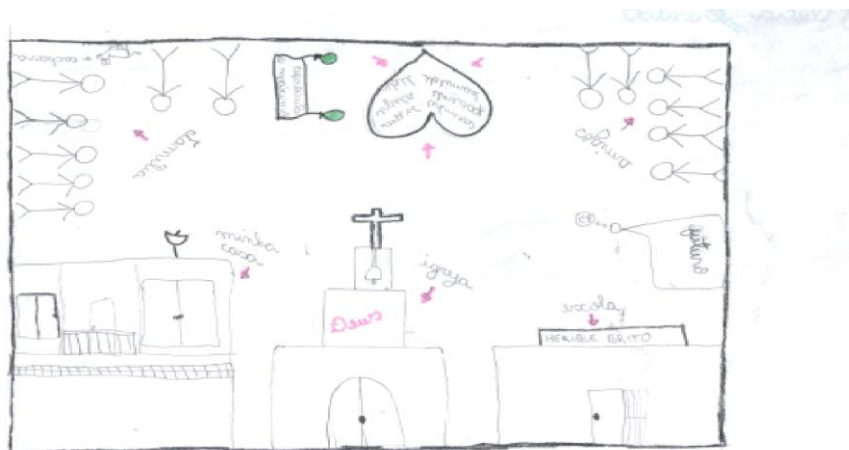


Figura 02

Breve introdução à Técnica dos Mapas Mentais

Grosso modo, mapas mentais ou cognitivos são imagens espaciais que as pessoas têm de lugares conhecidos, direta ou indiretamente. De acordo com ARCHELA *et.al.* (2010: 127), “[...] as representações espaciais mentais podem ser do espaço vivido no cotidiano”.

A ideia cartográfica conferida ao termo “mapa” - em um contexto em que a mente humana é o limite - dotado de “meridianos”, de estrutura própria, mostra-se, a princípio, como área exclusiva das Ciências da Saúde. Ao refletir sobre as facetas da memória do indivíduo, sobretudo em seu espaço-tempo, em sua vivência e apreensão de saberes e práticas, traduzidas em um papel, conclui-se a necessidade de estudar tal recurso a partir da posição das Ciências Humanas.

Para KOZEL (2009: 01), os mapas mentais “[...] podem ser construídos por intermédio de imagens, sons, formas, odores, sabores; logo, seu caráter significativo exige uma (ou mais) forma(s) de linguagem para ser comunicado”. A autora entende os mapas mentais “[...] como uma forma de linguagem que retrata o espaço vivido representado em todas as suas nuances,

cujos signos são construções sociais”. DEBARBIEUX (1998 *apud* KOZEL, 2010: 01) utiliza a terminologia “‘representação’ como processo pelo qual são construídas formas concretas ou idealizadas, dotadas de particularidades que podem também se referir a um outro objeto, fenômeno ou realidade”.

Ainda sobre a importância dos mapas mentais como instrumento de análise, OLIVEIRA (2011: 03-04), apoiada em CAVALCATI (1998) argumenta que “[...] a partir de mapas mentais, podem-se conhecer os valores previamente desenvolvidos pelos alunos e avaliar a imagem que têm do seu lugar”. Nesse direcionamento, MILGRAM e JODELET (1976 *apud* CRUZ; ARRUDA, 2008: 02) expõem que os mapas mentais “[...] consistem em representações do espaço que possibilitam a localização espacial, mas que não são formadas meramente pela experiência pessoal e direta do sujeito com o ambiente”.

O mapa mental, uma expressão do sensível, carrega consigo a formalidade da expressão territorial, nele, a pessoa se põe como elemento simbólico, ou seja, expõe seus símbolos internalizados. Os mapas mentais e as entrevistas mostraram o espaço construído: o lugar é formado pelos seres humanos e suas obras. [...] assim, todos os

mapas mentais apresentados formam uma análise a respeito de um lugar visto através dos olhares dos próprios moradores e da sua vivência. Apontam um caminho para diversas interpretações e ao mesmo tempo, proporcionam uma observação sensível do lugar que está impregnado de elementos subjetivos presentes no seu cotidiano e se forem levados em conta nos planejamentos urbanos serão de grande valia para a implantação de diversas ações que revalorizem o lado humano da vida nas cidades. (LIMA; KOZEL, 2009: 227).

Em suma, podemos compreender a utilização de mapas mentais na metodologia científica como uma das possíveis formas de revelação da percepção do lugar vivido e forma de extração de memórias.

Operacionalmente, aplicamos a metodologia de Kozel para análise dos mapas mentais produzidos pelos participantes da pesquisa. Desse modo, o conteúdo dos mapas mentais deve ser analisado, considerando-se os seguintes aspectos:

- 1 - Interpretação quanto à forma de representação dos elementos na imagem (como ícones diversos, letras, mapas, linhas, figuras geométricas etc.);
- 2 - Interpretação quanto à distribuição dos elementos na imagem (as formas podem aparecer dispostas horizontalmente, de forma isolada, dispersa, em quadros em perspectiva etc.);

- 3 - Interpretação quanto à especificidade dos ícones:
Representação dos elementos da paisagem natural;
Representação dos elementos da paisagem construída;
Representação dos elementos móveis;
Representação dos elementos humanos;
- 4 - Apresentação de outros aspectos ou particularidades (KOZEL, 2007: 133).

Discussão dos Mapas Mentais produzidos pela juventude

Como o trabalho realizado pretendeu angariar a percepção dos/as participantes sobre o território, foi necessário compreender como constroem as suas subjetividades. Para tanto, ancoramos a pesquisa nas noções de identidade de HALL (2006), notadamente em *A Identidade Cultural na pós-modernidade*, livro no qual o autor busca compreender e problematizar, identificar e ponderar as possibilidades de constituição das novas identidades, com base nas já existentes, avaliando o que a sociologia chama hoje de crise de identidade e quais as suas implicações nas sociedades contemporâneas.

Há conflitos evidentes no que diz respeito às questões de identidade. Percebe-se que as identidades sociais já

constituídas estão cada vez mais fragmentadas, desestruturando as bases epistemológicas norteadoras dos seres humanos, o que possibilita pensar nas novas formulações identitárias. Nesse aspecto, é necessário pontuar três concepções distintas sobre identidade na perspectiva de HALL (2006: 10), quais sejam: a partir do Iluminismo, da Sociologia e da Pós-modernidade. As ideias iluministas compreendem a identidade como algo constitutivo e inerente aos seres humanos; já a Sociologia infere que as identidades são construídas por meio das relações sociais, ao passo que a concepção pós-moderna compreende a identidade como mutável, afixo, que possui um sistema contínuo de inferências internas – sujeito – e externas – sociedade, superando a concepção biológica, pois passa a ser vista a partir do crivo das Ciências Sociais.

A partir desse pensamento, as percepções identitárias são concebidas como variáveis e temporárias, pois dependem de inúmeros sistemas de significações e representações culturais e sociais.

Dito isto, para a elaboração deste trabalho, selecionamos 3 (três) mapas mentais dentre os 18 produzidos pelo grupo, a partir de critérios específicos, como: qualidade visual das representações, quantidade de elementos representados e diversidade de elementos simbólicos. Como procedimento metodológico, optamos pela descrição seguida de análise. Ao fazer tal escolha, consideramos a necessidade de identificar e analisar cada elemento representado, a fim de entender as relações com os sujeitos da pesquisa.

Para a obtenção dos mapas mentais, lançou-se uma pergunta central: “Como é ser jovem na cidade de Teixeira de Freitas? ”.



Figura 03

Abaixo, descrevemos as etapas da leitura dos mapas:

Fase 1- Interpretação quanto à forma de representação dos elementos na imagem

Em todos os mapas, foi identificada a combinação entre ícones, setas de indicação, pequenos retângulos, figuras e letras que apareceram nos desenhos em diversas formas, tamanhos e posições. Os termos ou palavras mais utilizados foram “Deus” (em 10 mapas de um total de 18) e “Família” (em 10 mapas de um total de 18). Quanto à nomeação dos espaços ou lugares: Igreja (em 15 mapas de um total de 18), “Casa” (em 10 mapas de um total de 18),

“Escola ou Colégio” (em 6 mapas de um total de 18), “Praças, Shoppings, Casas noturnas” (em 6 mapas de um total de 18).

As principais expressões foram: “Aproveite o máximo” (em 1 de um total de 18 mapas), “É preciso amar como se não houvesse amanhã!!” e “Por isso viva!! Deus” (em 1 de um total de 18 mapas), “Foco na profissão futura” (em 1 de um total de 18 mapas).

Fase 2 - Interpretação quanto à distribuição dos elementos na imagem

Os elementos representativos estão dispostos na horizontalidade, de forma harmônica (em 17 de um total de 18 mapas); alguns mapas apresentam os

elementos em forma de organograma, interligado por setas de indicação e identificados com nomes (em 4 de um total de 18 mapas); houve os que mesclaram o organograma com as representações por meio de figuras (em 1 de um total de 18 mapas) e, por fim, houve representação disposta na vertical (em 1 de um total de 18 mapas).

Fase 3 - Interpretação quanto à especificidade dos ícones/representação dos elementos: da paisagem natural; da paisagem construída; móveis e humano

Elementos móveis como carros, bicicletas, transporte público, motos, etc., não foram representados pelo grupo. Acreditamos que isso denota a não compreensão total do espaço e do território vivido pelos sujeitos da pesquisa, ao menos no momento de produzir os mapas. Talvez isso se deva ao modo como foi explicada a atividade, pois, como se tratou de um trabalho sobre percepção e território, entendido de modo mais restrito, os/as participantes compreenderam que se tratava da sua vida cotidiana, para onde se deslocam na vida de todos os dias, não em momentos extraordinários.

Observa-se que alguns mapas apresentam ícones tipicamente

compostos por elementos correspondentes à paisagem construída, como sorveterias, praças e centros de compras (em 7 mapas de um total de 18). Elementos humanos aparecem em diversos mapas, sempre representando laços diretos com os sujeitos da pesquisa, como familiares e amigos (em 11 mapas de um total de 18); alguns apresentam elementos de paisagens naturais (em 3 mapas de um total de 18).

Fase 4 - Apresentação de outros aspectos ou particularidades:

Na perspectiva das relações estabelecidas pelos sujeitos observou-se, tanto nos textos escritos quanto na leitura dos mapas, que os/as estudantes preocupam-se muito com o futuro, mais especificamente, com a situação pós-ensino médio, na busca pela independência, trabalho (em 5 de um total de 18 mapas). Para uma análise mais minuciosa, apresenta-se abaixo a interpretação referente aos 3 (três) mapas escolhidos entre os 18 (dezoito) produzidos pelos membros do grupo.

Figura 1. Mapa Mental produzido por V.S. 16 anos:

O mapa apresenta elementos de paisagem natural e

construída (nuvens, sol, igreja, casa), ícones juvenis que devem estar presentes na vivência da autora como, por exemplo, o gosto por afeto, pelo beijo, pelas amizades. Exprime vínculo religioso, o que possivelmente se interliga ao lar e à família, pois houve cuidado da autora em centralizar a representação da igreja e, ao seu lado, alocar a representação de sua casa e, do outro lado, representar sua família. As ligações foram sinalizadas por meio de setas. As representações estão expostas de forma harmônica, o que denota cuidado ao demonstrar os elementos.

Figura 2. Mapa Mental produzido por A.S. 16 anos, 3º Ano:

No centro do mapa há a representação de uma igreja, contendo ao seu lado esquerdo a representação de uma casa e, do lado direito, o colégio. Vale ressaltar que é o único mapa que representa o colégio, identificando-o pelo nome. O mapa apresenta delimitação de espaço representado por um retângulo que demarca as margens da representação, o que denota preocupação e cuidado em sua elaboração, contendo a representação humana pela identificação dos membros da família. Há preocupação em aproveitar a vida,

gozando da liberdade e usufruindo do afeto, com preocupação consigo e com respeito aos outros. Apesar dessa liberdade e vontade de viver o momentâneo, os questionamentos com relação ao futuro estão presentes e bem representados em uma caixa de pensamento seguida da palavra “Futuro”.

Figura 3. Mapa Mental produzido por N.S. 16 anos:

O mapa de número 3 (três) é bem interessante e contributivo para este trabalho, considerando-se a inserção de vários temas em um único espaço. Este mapa possui elementos de natureza construída, representando locais e espaços frequentados pela autora, como sorveteria, boate, centro de compras e igreja, todos locais interligados com setas de indicação ao grupo de pessoas representado como “amigo”. Um outro grupo representado neste mapa mental é a família, cuja representação mescla jovialidade e traços de desenho “infantil”, pois as figuras possuem coroas e são identificadas pelas legendas “Pais, Irmãos, Eu, Sobrinhos”. Em caixas de pensamento em formato de balões, no canto superior do mapa, são

apresentados alguns possíveis desejos da jovem, como: a busca pela felicidade, independência, viagens e a representação de sua fé por meio do nome em destaque “Deus”. Uma situação que chama atenção nesta representação é a presença da palavra “Lembrar”, seguida de inúmeras recomendações, tais como: “Estudar para ter futuro”, “Escolher uma profissão que dê dinheiro”, seguido de diversas proibições como: “Roupa de mulambo”, fazendo uma analogia às roupas em desuso ou gastas; outras proibições são “Celular à mostra”, “Más companhias”, “Chegar tarde”, “Celular desligado”.

Em diálogos durante as oficinas, os/as jovens relataram que a cidade onde vivem é perigosa e que evitar o uso de celular na rua, por exemplo, é um mecanismo de segurança.

As construções dos mapas mentais aliados à observação participante constataram que os sujeitos da pesquisa têm a religião como fonte de lazer, possuem restrições de mobilidade territorial, advinda do medo da violência urbana, muitas das vezes enfatizada de forma perversa pelos meios de comunicação regional – *sites*, rádios, *tevê* –, o que favorece hábitos de vida sedentários. Utilizam bastante as redes

sociais, têm grande preocupação com o futuro, principalmente no que diz respeito à estabilidade financeira e social, o que pôde ser observado pela frase apresentada no mapa mental de número 3: “Escolher uma profissão que dê dinheiro”.

Considerações Finais

Com a realização deste trabalho, buscou-se compreender de que modos os/as jovens de diferentes bairros de Teixeira de Freitas constroem a (auto)imagem geracional através da técnica dos mapas mentais, baseando-se em sua visão de mundo em relação à cidade e ao seu lugar no espaço urbano e social. Nesse sentido, o problema da pesquisa efetivou-se a partir do questionamento sobre os modos como os/as jovens moradores/as de diferentes bairros da cidade de Teixeira de Freitas/BA constroem suas subjetividades em relação ao espaço urbano e como elaboram discursivamente a alteridade com outros/as jovens que não circulam – ou que não deveriam circular, pela lógica excludente e marginalizante das classes médias – pelos mesmos espaços físicos e, conseqüentemente, sociais, a não ser

como “tumultuadores” ou agentes de violência.

Observou-se que os/as jovens participantes veem os outros assim, como potenciais criminosos, mas não eles/as próprios/as que, em sua maioria, são moradores/as de periferias. Por exemplo: assaltantes são sempre jovens, na opinião deles, mas “jovens que não têm Deus”. São pessoas de outras localidades, bairros periféricos e distante dos bairros próximos ao centro econômico da cidade, que saem com o objetivo de roubar, o que pode ser corroborado pelo levantamento bibliográfico realizado durante a pesquisa:

Tradicionalmente, a violência costuma ser relacionada à pobreza, à exclusão social, à omissão do Estado, ausência de serviços públicos urbanos e ao próprio processo de urbanização que cria os enclaves de pobreza e as periferias. A complexidade e o crescimento da violência nas cidades tem levado a considerá-la como o resultado da junção de todos esses aspectos, facetas do processo social. (FERREIRA; PENNA, 2011: 157).

Dito isto, compreende-se que os sujeitos da pesquisa sentem seu espaço de circulação pela cidade reduzido, também em relação a determinados horários, em razão do medo social, que se alastra nas falas cotidianas e nas

publicações midiáticas locais e regionais. Ou seja, trata-se da percepção da cidade como lugar topofóbico, do qual se deve criar estratégias de proteção.

Como técnica de análise, foi empregada a dos mapas mentais ou cognitivos que, a partir de desenhos elaborados pelos sujeitos de pesquisa, permitiram derivar dados e informações para a reelaboração do que havia sido planejado para as oficinas. Os mapas desenvolvidos pelos sujeitos participantes podem ser considerados mais uma dentre tantas outras possibilidades para compreender a percepção das pessoas sobre o espaço físico e social onde residem. Deriva da trajetória desta pesquisa a impressão de que entrevistas individuais poderiam agregar mais informações e revelar contradições com os momentos coletivos.

Os levantamentos e problematizações aqui realizadas apontaram para um dentre tantos outros caminhos. Ao final, concluímos que a juventude teixeirense cuja produção foi analisada entende e vive de forma segregatória os espaços abrangidos pelo território, seja com base nos índices de violência que insistem em permear as

relações sociais, criando entre os possíveis diálogos sociais ruídos, seja por experiências pregressas que vivenciaram. Observou-se que os/as jovens têm uma visão problemática com relação à juventude residente nos diferentes bairros da cidade, muitas das vezes associando os/as outros/as com quem não convivem ao tráfico de drogas, condicionando-as/as a uma vida marginal, fora do alcance do Estado, a partir da repetição de termos como “marginais”, “vagabundos”, “bandidos”. Resulta também da pesquisa a ideia de que a violência é atribuída eminentemente a jovens homens.

Referências Bibliográficas

- Archela, Rosely Sampaio; Gratão, Lucia Helena B.; Trostorf, Maria A.S, 2010. O lugar dos mapas mentais na representação do lugar. GEOGRAFIA. Londrina, v. 13, n. 1, p. 127-142.
- Andrade, José Eduardo de; Rodrigues, Júlia Alves Marinho, 2008. Ação pública para a juventude. Cadernos Cenpec. Nova série, v. 3, n. 5.
- Cury, Beto, 2009. Os muitos desafios da política nacional de juventude. In: Avritzer, Leonardo (org.). Experiências nacionais de participação social. São Paulo: Cortez.
- Cruz, Ana Carolina Dias; Arruda, Angela, 2008. Por um estudo do ausente: a ausência como objetivação da alteridade em mapas mentais do Brasil. Estudos e Pesquisas em Psicologia, v. 8, n. 3.
- Ferreira, Ignez Ferreira Costa Barbosa; Penna, Nelba Azevedo, 2011. Território da violência: um olhar geográfico sobre a violência urbana. GEOUSP: espaço e tempo, n. 18, p. 155-168. Disponível em: <<http://www.revistas.usp.br/geousp/article/view/73979>>. Acessado em: maio de 2016.
- Flick, Uwe, 2009. Introdução à Pesquisa Qualitativa. Tradução. Joice Elias Costa. 3.ed. Porto Alegre, RS: Artmed.
- Hall, Stuart, 2006. A identidade cultural na pós-modernidade. Tradução Tomaz Tadeu da Silva, Guacira Lopes Louro – 11. ed – Rio de Janeiro: DP&A.
- Kozel, Salete, 2016. As linguagens do cotidiano como representações: uma proposta metodológica possível. Disponível em: <

<http://observatoriogeograficoamericalatina.org.mx/egal12/Teoriaymetodo/Metodologicos/04.pdf>>. Acesso em: maio de 2016.

_____, 2010. Representação do espaço sob a ótica, dos conceitos: mundo vivido e dialogismo. Anais do Encontro nacional de Geógrafos. Porto Alegre.

_____, 2007. Mapas mentais – uma forma de linguagem: perspectivas metodológicas. In: Costa e Silva, J.; Gil Filho, S. F. (orgs.). Da Percepção e cognição à representação: Reconstruções teóricas da Geografia Cultural e Humanista. São Paulo: Terceira Margem, 2007. p.114-138.

Koopmans, José, 2006. Além do eucalipto: o papel no Extremo Sul. Cadernos do CEA - Revista Crítica de Humanidades. UCSAL, Salvador. Disponível em: <https://cadernosdoceas.ucsal.br/index.php/cadernosdoceas/article/view/180>
Acesso em 20 de janeiro de 2018.

Lima, Angélica Macedo Lozano; Kozel, Salete, 2009. Lugar e mapa mental: uma análise possível. GEOGRAFIA, Londrina, v. 18, n. 1, p. 207-231.

Oliveira, Nilza. A. S. Mapas Mentais, 2007. Uma forma de representar a compreensão e interpretação do lugar. Disponível em: <http://www.neer.com.br/anais/NEER-2/Trabalhos_NEER/Ordemalfabetica/Microsoft%20Word%20-%20NilzaApdaSilvaOliveira.ED2I.b.pdf>. Acesso em: maio de 2016

Raffestin, Claude, 1993. Por uma geografia do poder. Tradução de Maria Cecília França. São Paulo: Ática.

Rocha, Daniel, 2015. Alguns fatos históricos da cidade de Teixeira de Freitas. Disponível em: <http://www.teixeiradefreitas.ba.gov.br/n/?page_id=348>. Acesso em: maio de 2016.

Santos, Milton, 1978. Por uma Geografia Nova. São Paulo: Hucitec/Edusp.

Tuan, Yi-Tu, 1980. Topofilia – um estudo da percepção, atitudes e valores do meio ambiente. São Paulo, Rio de Janeiro: Difel

**RIQUEZA INVISÍVEL: O TRABALHO ESSENCIALMENTE
FEMININO NA PRODUÇÃO DE SEMIJOIAS EM LIMEIRA, SÃO
PAULO**Marta Mesquita Silva Viganô¹Sandra Francisca Bezerra Gemma²Marta Fuentes-Rojas³

Resumo: *Objetivo:* desvelar a natureza do trabalho realizado em fábricas de semijoias na cidade de Limeira, São Paulo, e sua relação com cenário social de trabalho informal presente na cidade.

Método: três fábricas da cidade foram estudadas por meio de uma adaptação do método Análise Ergonômica do Trabalho (AET). *Resultados e discussão:* Além da caracterização geral

dos processos e atividades desenvolvidas nas fábricas, o trabalho feminino exercido em vendas permitiu explicitar a diversidade e as contradições existentes e apontar as conexões da produção fabril com o cenário mais amplo do município, bem como desvelar a relação da produção em escala com o trabalho artesanal e criativo. Evidenciou-se que esse trabalho inclui desde a criação e

¹ Graduação em Fisioterapia pela Pontifícia Universidade Católica de Campinas (2007) e pós-graduação lato sensu em Fisioterapia do Trabalho pelo grupo CBES, São Paulo (2009). Faz parte do grupo de pós-graduação stricto sensu da Unicamp, campus Limeira, Faculdade de Ciências Aplicadas, no Laboratório de Ergonomia.

² Especialista em Ergonomia pela Engenharia de Produção da Escola Politécnica da USP (2001), com Doutorado (2008) e Mestrado (2004) em Engenharia Agrícola na temática de Ergonomia pela Universidade Estadual de Campinas. Tem experiência na área de Ergonomia, principalmente em Ergonomia da Atividade/AET (Análise Ergonômica do Trabalho); Saúde e Trabalho; Agricultura Orgânica e Complexidade. Professora Doutora (MS3.2) da Faculdade de Ciências Aplicadas, UNICAMP-Limeira, na área de engenharia em Ergonomia, Saúde e Trabalho. É professora plena do ICHSA - Curso de Mestrado Interdisciplinar em Ciências Humanas e Sociais Aplicadas da FCA-UNICAMP na linha de pesquisa Sustentabilidade e proteção social.

³ Possui graduação em Psicologia - Fundação Konrad Lorenz (1989) Bogotá-Colômbia, Mestrado em Educação pela Universidade Estadual de Campinas (1996) e Doutorado em Saúde Coletiva pela Universidade Estadual de Campinas (2001). Pós-doutorado junto ao Núcleo de Estudos da Mulher e Relações Sociais de Gênero - NEMGE, da Universidade de São Paulo - USP. Tem participado como docente dos cursos de Psicologia e de Enfermagem. Ministrado aulas e supervisionado estágios na área de Saúde Coletiva e Clínica Psicológica na Abordagem Humanista. Atuando principalmente nos seguintes temas: educação em saúde, saúde coletiva, trabalho comunitário, psicologia comunitária, terapia comunitária, saúde do adolescente, qualidade de vida, relações, grupos e instituições, terapia centrada na pessoa. Na pós-graduação no curso de saúde da família e na extensão no curso de formação de terapeutas comunitários. Atualmente, docente da Faculdade de Ciências Aplicadas da Universidade Estadual de Campinas - UNICAMP- Limeira.

montagem de produtos, passando por serviços e pós-vendas, bem como gestão de custos e logística, assim como de trabalhadores formais e terceirizados. Para além do esperado de uma produção metalúrgica em larga escala, se observa a conciliação com uma manufatura customizada, pouco automatizada, dependente de constantes manobras entre produção e clientes, altamente atrelada ao conhecimento e experiência das trabalhadoras. A real beleza e riqueza se desvela no trabalho invisível dessas mulheres que fazem arte no contexto desfavorável da produção em massa.

Palavras-chave: ergonomia da atividade; análise ergonômica do trabalho; semijoias; trabalho feminino

Abstract: *Objective:* to unveil the nature of the work in semi-jewel factories in the city of Limeira, São Paulo, and its connection to the social context of informal work that exists in the city. *Methods:* three factories in the city of Limeira were studied with an adaptation of the Ergonomic Work Analysis (EWA) method. *Results and conclusions:* Limeira, São Paulo, is officially Brazil's semi-jewel capital, however, its prosperous economic results contrast

with the negative social and environmental externalities associated with this sector. In addition to the characterization of the processes and activities carried out in the factories, the female work observed in sales department made it possible to show the diversity and contradictions in this work and to indicate connections of the factory production with the wider scenario of the city, and also to unveil the large-scale production combined with artisanal and creative work. It has been seen that this work contents from the creation and assembly of products, throughout services and after sales, up to cost and logistics management, as well as formal and outsourced workers. Beyond expected of a large-scale metallurgical production, we could observe the conciliation with a custom manufacturing, not automated, dependent on constant maneuvers and management between production and customers, highly linked to the knowledge and experience of the workers. Real beauty and richness are revealed in the invisible and undervalued work of these women who still manage to make art in the unfavorable context of mass production.

Keywords: activity ergonomics; ergonomic work analysis; semi-jewel; female work

Introdução

A cidade de Limeira situada no estado de São Paulo é conhecida como a Capital Nacional da Joia Folheada¹, chamando a atenção pela intensa produção e comércio, mas também por algumas questões sociais e ambientais negativas (Ferreira, 2005; Vilela e Ferreira, 2008).

O setor de joias e semijoias é considerado polo no Brasil em virtude de seu perfil exportador e importância no cenário nacional e internacional. Em 2018, o setor de Gemas, Joias e Bijuterias e Relógios registrou faturamento de R\$ 13,8 bilhões, dos quais 9,4% em bijuterias e folheados (MME, 2018). Até o ano de 2015, o Brasil ocupou o 14º lugar dentre os principais países exportadores de folheados (IBGM, 2015).

As informações sobre esse complexo setor vêm prontamente acompanhadas de discussões sobre rendimentos e competição, entre outras características de mercado (SENAI, 2011). Entretanto, o que não se anuncia

é que este setor detém uma manufatura bem específica, pouco automatizada e que se mescla à arte. As questões ligadas ao trabalho informal e infantil têm sido estudadas, mas pouco se sabe sobre o trabalho em si, sua natureza, seu conteúdo, bem como de que maneira e sob quais condições ele é realizado pelos(as) trabalhadores(as).

Numa pesquisa realizada em 2005 com estudantes do Ensino Fundamental e Médio da rede Estadual de Ensino de Limeira, foi constatado que 27% dos estudantes (8.340 indivíduos) realizavam trabalhos com semijoias e bijuterias dentro dos domicílios, o que acarretava situação de trabalho infantil². Além disso, foram identificados elementos químicos no esgoto urbano, relacionados com os banhos de galvanoplastia nas peças das joias e bijuterias (Vilela e Ferreira, 2008).

Em 2017, Vendramin identificou que na região sul e central de Limeira, 28,50% dos estudantes trabalhavam na produção de semijoias e na região sul essa porcentagem foi de 39,30%, na faixa etária de 08 a 12 anos (Vendramin, 2017).

Diante disso, nessa pesquisa objetivamos desvelar alguns aspectos do trabalho do principal setor produtivo da

cidade de Limeira, focando em sua natureza e determinantes para compreender suas principais características e como elas simultaneamente se relacionam com o suposto sucesso e o conflitante contexto social.

Este estudo foi aprovado pelo Comitê de Ética em Pesquisa da Unicamp CAAE: 45799615.5.0000.5404. Foi utilizado o método da Análise Ergonômica do Trabalho (AET) (Guérin et al. 2001; Sznelwar, 2006; Ferreira, 2015; Ferreira, 2015a ; Ferreira, 2015b) que além de ser um método de pesquisa indutivo, tem como principais pressupostos a participação dos sujeitos e o estudo de situações reais de trabalho numa perspectiva interdisciplinar (Guérin et al. 2001; Sznelwar, 2006). Este método foi adaptado e aplicado em três fábricas de semijoias de Limeira.

Nesse processo foi escolhida uma das fabricas como representante para constituir um micro ecossistema de decisões e ações que permitiram compreender a forma como se realizam as atividades nessas fabricas.

Percebeu-se que a rotina dessas fábricas é marcada por produção de acordo com a demanda, por pedidos

de produtos customizados não apenas em suas características de desenho, tais como, cores, pedras e formas, mas também, na dimensão de volumes, podendo ser requisitados de dezenas a milhares de produtos variados. No entanto, observamos que mesmo com o peso das regras, a standardização do produto e a grande demanda a cada peça concluída se revelava a criatividade e o registro do Ser de cada trabalhador(a) (Bachelard,1985).

1. O Trabalho Nas Fábricas De Semijoias Em Limeira

A realização de uma adaptação da AET em cada fábrica trouxe a possibilidade de conhecer características singulares do trabalho em cada uma delas, além de percepções do setor e de forma mais geral as exigências do mercado e do próprio município.

No total, foram realizadas 52 visitas às três fábricas, denominadas A, B e C no período de dois anos e meio (2015 a 2018), durante o qual fomos construindo as problemáticas e planos de análise, juntamente com os interlocutores e atores do trabalho, por meio de entrevistas abertas, observações e registros em diário de campo.

Em relação ao número de efetivos a fábrica A possuía 53 empregados (40 mulheres e 13 homens), a fábrica B contava com 42 empregados (32 mulheres e 10 homens) e na fábrica C existiam 30 funcionários (14 mulheres e 16 homens). Quanto ao tempo de empresa, nas três fábricas a maioria deles tem entre 1 a 3 anos, com exceção da função de vendas, exercida exclusivamente por mulheres entre 10 anos a 30 anos de experiência. A divisão sexual do trabalho (Hirata e Kergoat, 2007; Kergoat, 2009) se mostra visível nesse setor, em particular pelo que se atribui socialmente às características do trabalho feminino (Vidal e Silvany Neto, 2003).

As análises foram realizadas paralelamente nas três fábricas e foi necessário, em determinado momento, aprofundar a coleta de dados em relação ao conteúdo do trabalho em uma das fábricas, a C, e em uma determinada atividade, levando em consideração sua magnitude e complexidade.

Dessa forma, trazendo uma visão geral das 3 fábricas, vale explicitar que a fábrica A desenvolve serviços de galvanoplastia, a B também realiza esse mesmo serviço, além de produzir produtos brutos por estamparia, e a C

realiza todos esses processos, além da fabricação de brutos por fundição de metais.

De modo geral, as fábricas têm mais de 2.000 clientes cadastrados, podem produzir mais de 1 milhão de peças brutas ao mês, com variação de 1 a 50 tipos de peças diferentes, sendo que a quantidade por tipo pode variar de 200 a 3000 unidades.

Os processos produtivos de forma sucinta são: vendas, recebimento, estamparia, fundição de baixa fusão, fundição de alta fusão, limpeza, preparação de peças para galvanoplastia, galvanoplastia, montagem, aplicação de ródio e betume, acabamentos, inspeção, conferência e expedição. Esses processos fabris se assemelham aos descritos em 2014 por Zambon e Anuniação referente ao setor de bijuteria (Zambon e Anuniação 2014).

O serviço terceirizado informal é chamado de “Rua” e todas as fábricas o utilizam em diferentes processos, tais como para tarefas ligadas a montagem e tratamento de superfícies, entre outros. A terceirização é utilizada como estratégia para flexibilizar tanto a força de trabalho, como a estrutura organizacional da empresa visando especialmente a redução de custos. Essa

informalidade, criada ao redor das empresas que se utilizam de terceiros, pode engendrar modos e condições precárias de trabalho (Krein et al., 2018; Antunes e Druck, 2013).

O prazo de entrega de pedidos para clientes é de, no máximo, 15 dias, sendo constantes as cobranças para encurtar esse período, demandando muitos encaixes na fabricação bem como uma incessante busca por antecipação. Outro aspecto que revela este ritmo intenso aparece na incapacidade de previsão diária e desconhecimento da quantidade de tarefas demandadas, uma vez que será de acordo com a variabilidade dos tipos de peças e das características dos serviços requisitados pelos clientes.

O produto bruto, que serve como matéria-prima na galvanoplastia, pertence ao cliente e está provisoriamente na empresa, demandando controle rígido (registros escritos e fotografias) no sentido de criar evidências durante todo o processo, que permitam sua rastreabilidade. Características relevantes sobre qualidade são avaliadas na beleza, nas superfícies bem-acabadas e brilho das peças, na rapidez na entrega e na confiança do cliente. Esta confiança está

relacionada com histórico vivenciado entre fábrica e cliente, e na aplicação correta de metais preciosos sobre as peças.

Assim, a rotina de trabalho é marcada por imprevistos, também percebidos nos relatos de obediência aos clientes, tentando-se atender a todas as solicitações, tais como encaixes de outros serviços solicitados diariamente e cobranças constantes. Esses encaixes de pedidos de certos clientes geram atrasos de outros e, portanto, demandam mais negociações dos funcionários. Todos os pedidos são requisitados e/ ou comprados pelas áreas reconhecidas nas fábricas como de Entrada (Recebimento/ Vendas/ Análises) e são finalizados na área de Saída (Montagem/ Inspeção/ Conferência/ Expedição). As líderes desses grupos, compostos exclusivamente por mulheres, se responsabilizam por todos os processos que são desenvolvidos bem como pela entrega, absorvendo o gerenciamento das adversidades que podem impactar nos produtos e clientes.

A predominância de produção puxada, de acordo com demandas novas no decorrer de todo o dia, a diversidade de produtos, de serviços e de clientes, a pressão por

qualidade e por tempo, com constante e rotineiro encaixe de pedidos foram dificuldades referidas e descritas nos processos das empresas, principalmente na fábrica C. Essas características fazem-se mais presentes nas tarefas de maior contato com clientes, demandando diversas estratégias de negociação externa (junto ao cliente) e interna (com os(as) trabalhadores(as)) no sentido de conseguir agilidade para atender aos prazos negociados e renegociados. Por isso, com o reconhecimento de serem atividades-chaves nas fábricas e consenso dos interlocutores foram realizadas observações abertas nessas áreas de trabalho.

A fábrica C concentra todas as modalidades de fabricação de semijoias e na atividade de “Vendas”, na prática, o(a) trabalhador(a) detém as responsabilidades de vendas presenciais, por telefone e por internet, recebimento e análises de encomendas, fidelização de clientes, controle de sistemas, gerenciamento de produção, expedição e logística, orçamentos, precificações, serviços pós-venda, entre outros. Observou-se que esta atividade se torna determinante para a empresa porque nela se concentra o volume, ritmo e

organização da produção, além da fidelização de clientes.

2. A Riqueza Do Trabalho Na Produção De Semijoias

A partir das entrevistas, observações, registros e cronologias da atividade, optamos por analisar a fábrica C que apresenta de forma concentrada todos os desafios vivenciados pelas demais fábricas.

Ao observar o trabalho da atividade de Vendas, na fábrica C, foi possível perceber a rotina da trabalhadora responsável, descrita a seguir: ela se mantém predominantemente visualizando a tela e interagindo com o computador, simultaneamente atende ou manuseia o telefone e dialoga com a recepcionista na sala ao lado. Ao mesmo tempo, manuseia caixas, sacolas e monta peças. Estas atividades são interrompidas com a chegada de clientes na empresa, os quais ela atende na mesa de reunião de sua sala ou na sala de pronta-entrega.

Ela relata que está em constante contato com os líderes de produção para saber como está o andamento de pedidos e seus estoques. Estes se referem a peças para montagem

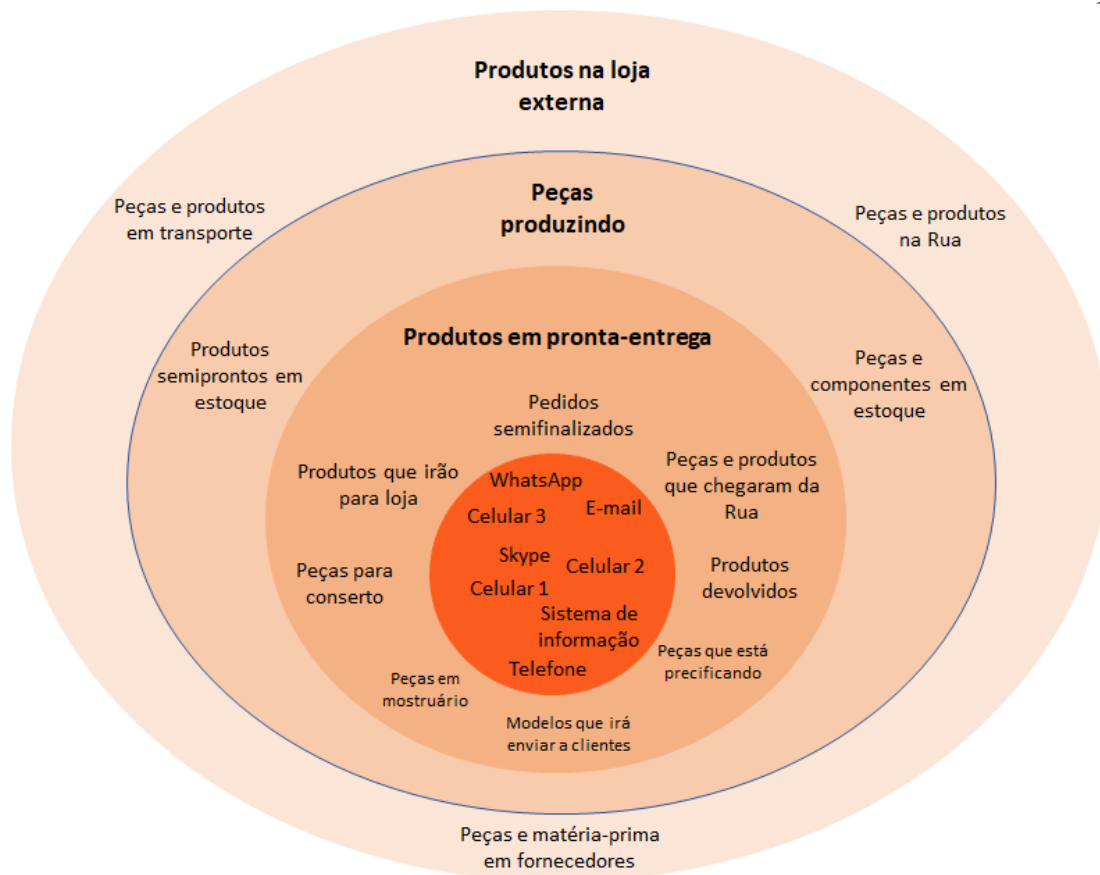
das fundições, nas compras/montagem estoque de componentes e partes semiprontas, pois no caso da Estamparia e Galvanoplastia produzem exclusivamente por demanda. Aponta igualmente, que a experiência de tantos anos de trabalho na empresa (em torno de 30 anos), permite que consiga fazer previsão de pedidos à produção antecipando uma futura falta de produtos na pronta-entrega e na loja da cidade (da qual a empresa é sócia). Relata que nestes casos, a quantidade básica requisitada varia de 30 a 500 mil peças. Acrescenta que em um mesmo pedido, comumente, há produtos de Fundição Alta e Baixa, Estamparia e Montagem, o que demanda planejar as ações do(s) setor(es) de forma a sincronizar o tempo para todas as peças estarem prontas no mesmo dia de entrega.

Um dia de rotina desta trabalhadora pode ser descrito da seguinte forma: Todas as manhãs, a trabalhadora recebe e-mail da loja (gerado automaticamente pelo sistema informatizado da loja) sobre as vendas do dia anterior, que logo as insere manualmente no sistema da fábrica. O

uso constante do computador ou telefones (e-mail, ligação telefônica e WhatsApp e Skype), são meios pelos quais ela negocia preços, produção, prazos e envia fotos dos produtos. Estes meios lhe permitem enviar mensagens escritas ou de áudio e se comunicar com outras trabalhadoras da área administrativa. Aponta que utiliza além do telefone fixo da empresa, outros três telefones celulares para trabalhar. Ao mesmo tempo em que atende os clientes que se dirigem pessoalmente até a empresa.

Outra atividade desta trabalhadora é o controle das peças e produtos que ela rastreia em diferentes fases da produção, ultrapassando as barreiras geográficas da empresa (Ilustração 1). Chama a atenção o conhecimento que ela possui em relação ao lugar em que se encontram os diferentes produtos e peças dentro da fábrica, sendo crucial para a entrega de produtos e, fora da fábrica, com os fornecedores de matéria-prima, peças e produtos em trânsito e, no serviço de Rua, além dos produtos à venda na loja.

Ilustração 1 Atividade de Vendas (fábrica C): Localização de peças e produtos, interfaces e meios de comunicação

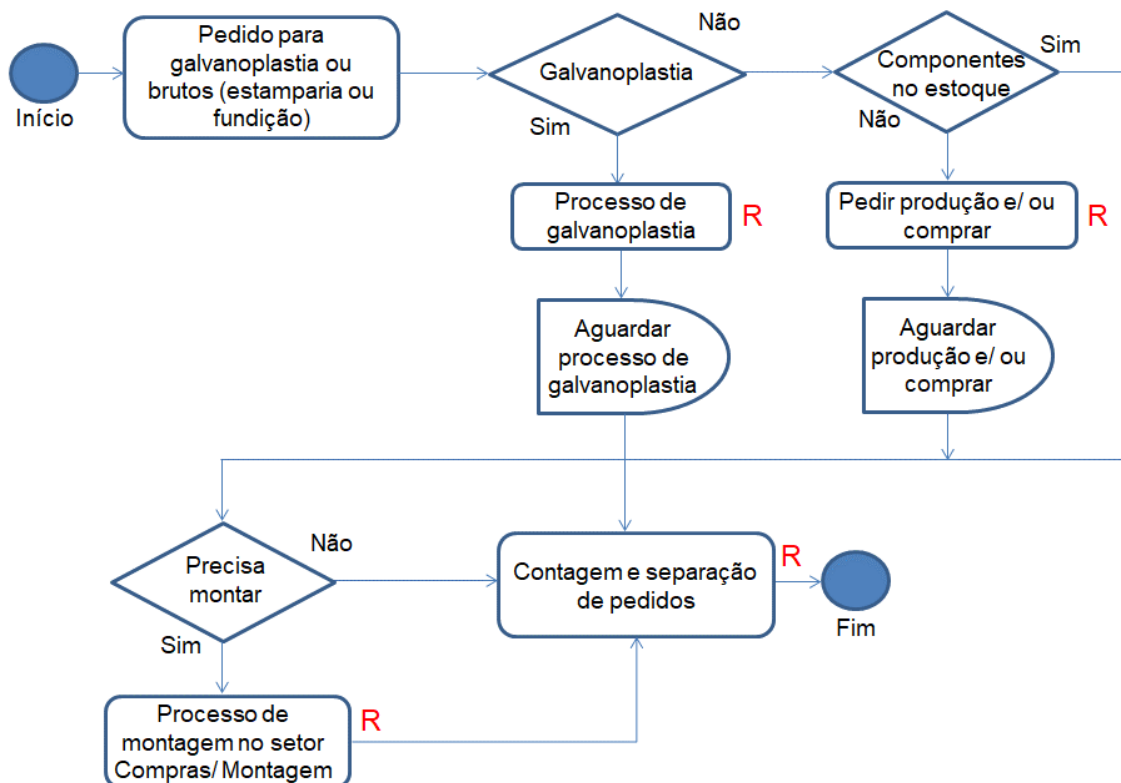


Legenda: “Rua”: expressão usada para designar o trabalho de terceiros
 Fonte: Elaboração própria (2019)

Conforme o relato da funcionária, corroborado pelas observações da atividade, é preciso desenvolver grande habilidade para lidar com as múltiplas frentes exigidas para a execução das tarefas, demandando diferentes competências, para além do uso da criatividade. Durante as vendas a

operadora digita de memória os códigos que ela mesma gerou anteriormente no sistema. Dito de outra forma, é ela quem cria códigos e preços no sistema para todos os novos produtos, quase que diariamente. Segue um breve fluxograma demonstrando a sequência de tarefas na área de Vendas:

Fluxograma 1 Tarefas na área Vendas, Fábrica C



Legenda: “R”: Rua expressão usada para designar o trabalho de terceiros
 Fonte: Elaboração própria (2019)

Seu trabalho envolve a produção como um todo e o serviço de Rua, representado no fluxograma pela letra “R” na cor vermelha, que está presente na maior parte das etapas. A sua atuação pode ser requisitada em outras funções como na preparação para o banho, na montagem, colagem e cravação, na solda, em acabamentos como “craquelar” e “diamantar”, até o “encartelamento” final, entre outros. Cabe destacar que, a tarefa de encartelamento é conhecida como a primeira realizada pelas crianças em seu

processo de inserção no trabalho (Vendramin, 2017).

Quando perguntamos sobre prazos, a trabalhadora diz que é “o quanto antes”, o que mostra que a ação deve ser cumprida de imediato, não havendo um tempo pré-determinado. Em relação ao estoque, que também faz parte da sua função, segundo ela deve acompanhar os produtos em relação à oferta e demanda, determinando assim os produtos que pouco saem para serem colocados em promoção na loja externa. Cabe apontar que, há exigência de tomadas de decisão rápidas e efetivas, o

que demanda um bom conhecimento e experiência para avaliar o produto que deve manter em estoque e aquele que não é produtivo para a empresa. Ao mesmo tempo, é preciso fazer orçamentos, de acordo com a demanda de cada cliente independente da variabilidade no pedido e, formar produtos possíveis dentro de preços exatos.

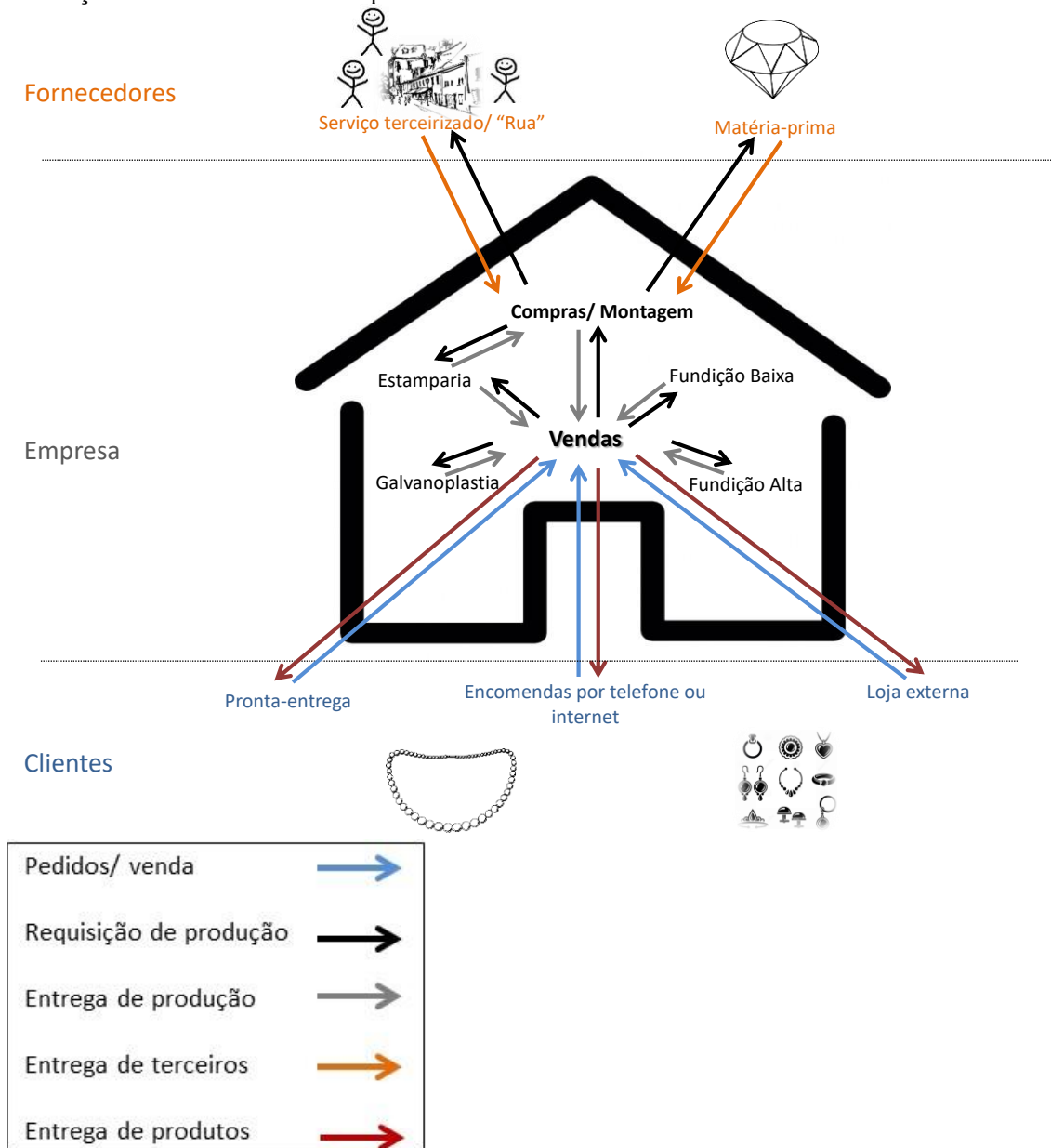
É preciso manter a fidelização não só dos clientes em relação aos prazos de entrega e qualidade dos produtos, mas também dos próprios trabalhadores de Rua, sobretudo com aqueles que realizam trabalhos

específicos e de boa qualidade, como por exemplo os que fazem solda.

A atividade da trabalhadora de “Vendas” então concentra as responsabilidades, não apenas de vender, mas de analisar produção e pedidos de encomendas, distribuir as tarefas entre os trabalhadores (internos e externos), controlar os tempos, custos e preços, constituindo-se então em um trabalho de gestão integrada.

Na ilustração a seguir (Ilustração 2) visualiza-se um resumo das relações estabelecidas internamente e externamente na atividade de Vendas.

Ilustração 2 Desenho dos fluxos de processos de vendas até clientes da Fábrica C



Fonte: Elaboração própria (2019)

Na cronologia da atividade de Vendas, realizada durante uma jornada integral de trabalho, foram feitos 183 registros, cada qual com 1 ou poucos minutos de diferença entre eles, permitindo ainda visualizar que ações/atividades simultâneas são

constantes. Foi observado o trabalho operacional com peças, ocultado na descrição inicial sobre as tarefas, e a relevância de se gerenciar as quantidades de produtos, além das interfaces e negociações com os outros trabalhadores (internos e externos), juntamente com

uso de sistema computadorizado e de diferentes dispositivos eletrônicos.

Os principais achados na cronologia da atividade, em termos de frequência e duração, são atividades realizadas em 50% a 82% das vezes simultaneamente com outras ações de trabalho. Descreveu-se ainda, quais pessoas estavam envolvidas (clientes e pessoas internas ou externas à fábrica) e quais interfaces (manejo de produtos, telefone e ou computador/sistema), bem

como quais eram as estratégias/enfrentamentos realizados (estoques e reposições, negociação interna e entrega/prazos).

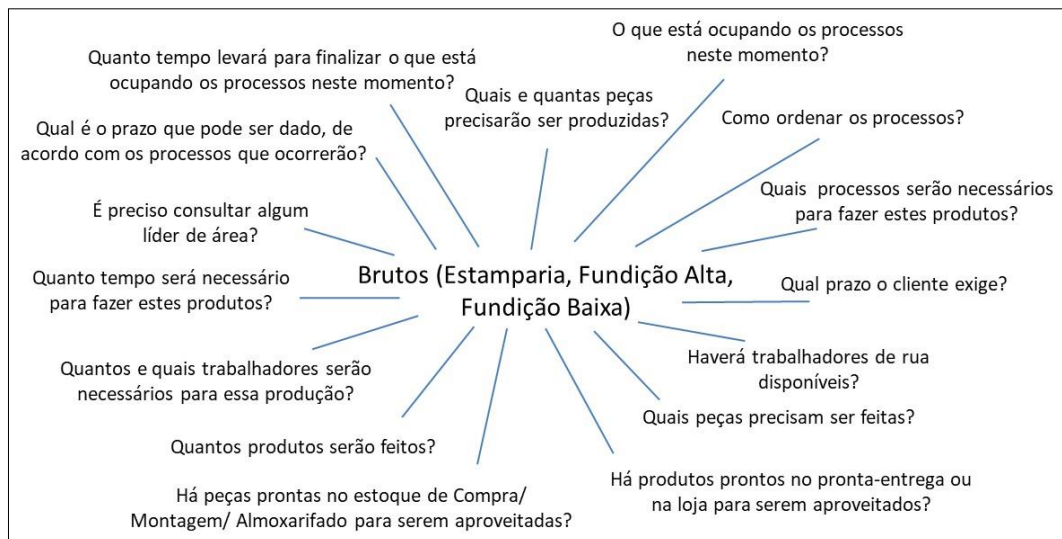
Refletindo assim sobre as diferentes situações e devidas questões de análise que a própria trabalhadora se coloca, foi possível perceber a intrincada gama de decisões que ela precisa compatibilizar, como no caso da galvanoplastia e da produção de brutos (Ilustrações 3 e 4).

Ilustração 3 Alguns questionamentos feitos pela trabalhadora de Vendas para gerenciar a produção em **Galvanoplastia** na Fábrica C



Fonte: Elaboração própria (2019)

Ilustração 4 Alguns dos questionamentos feitos pela trabalhadora de Vendas para gerenciar a produção de **Brutos** na Fábrica C



Fonte: Elaboração própria (2019)

Cada aspecto levado em conta no cotidiano de decisões da trabalhadora, guarda características próprias e simultaneamente abarca múltiplas diversidades, uma vez que não são apenas as combinações de produtos que mudam, mas os componentes disponibilizados pelos fornecedores também se alteram, trazendo novidades e descontinuando o fornecimento de peças antigas. Constatou-se então que essa atividade comporta capacidade de criação movida por meio da experiência, capacidade de gestão por meio de constantes análises e de estabelecer comunicação e relacionamentos favoráveis com os trabalhadores internos

e externos à fábrica, bem como com os clientes.

A atividade denominada simplesmente como “Vendas” nas fábricas, contém muito além de seu significado semântico, representando ampla riqueza advinda da construção de conhecimentos essenciais que essas mulheres disponibilizam para o andamento da empresa de forma geral e que se mostra como determinante para a produção de semijoias. Esse conhecimento bem como a capacidade de saber se relacionar com diferentes atores e partes desse sistema de atividade extremamente complexo, com sua diversidade e incertezas (Morin, 2003), demandam competências de natureza

bastante diversa, pois é necessário “saber fazer”, “saber compreender”, “saber julgar” e “saber ser” (Maggi, 2006). Uma verdadeira riqueza imaterial, escondida no cotidiano das fábricas e aparentemente pouco valorizada.

3 Saberes E Arte Contidos Nas Semijoias

A história da joalheria compreende o trabalho e a criatividade de sucessivas gerações de artesãos no desafio de transformar materiais preciosos em ornamentos de elevado valor artístico. Os metais preciosos e as joias refletem o que se julga beleza e são considerados de estima material, mantendo-se a qualidade apreciada especialmente por brilho e resistência (IBGM, 2015).

As tarefas na produção de semijoias não são claramente especificadas, uma vez que cada peça é diferente da outra em tipo, formato, tamanho, presença de pedrarias, entre outros. Além disso, as fábricas recebem pedidos diários, não sendo possível prever com antecedência o que será realizado, pois muitas vezes só se vê a peça que receberá a aplicação do ródio ou pintura com betume momentos antes

de se iniciar o trabalho. Uma frase frequentemente expressada pelas trabalhadoras é: “Todo dia é uma surpresa”. Sendo assim, frente a essa imprevisibilidade, a criação e tomada de decisão se tornam absolutamente necessárias.

É observada uma avaliação visual da semijoia ou contemplação por parte da trabalhadora ao receber as peças com as quais irá trabalhar, segurando-a em suas mãos. E em conversa, descobre-se que cada uma tem seu jeito de fazer, cada uma tem seu modo de criação, apesar das cobranças de tempo e as regras impostas pela fábrica para a realização do trabalho, deixando em cada peça sua marca, sua individualidade.

Novos modelos de produtos são desenvolvidos pelos próprios (as) trabalhadores (as), sendo que um deles, do setor de fundição, é notadamente conhecido por suas criações. Ele desenha os modelos em um programa de computador e ao relatar como acontece esta atividade, ele contou entusiasmado, gesticulando: “-Eu vou tendo ideias, imagino como pode ficar! Começo a desenhar, vou mudando e vai saindo!”. Essa criação ocorre de forma livre até o limite do que a máquina de fundição é

capaz de produzir com a qualidade desejada.

Outro exemplo ocorre quando novos produtos são criados com objetivo de reaproveitar peças que não venderam, ou não saíram como imaginado para então poder compor outro produto. Para evitar desperdícios, as trabalhadoras inventam novas pulseiras, colares e brincos. Em uma visita, uma trabalhadora segurando algumas partes na mão e mostrando aqueles componentes disse: “Eu fico olhando, olhando... Faço outra coisa, volto e começo a montar. Se não gosto, deixo, desfaço e tento depois. Até eu achar que está ficando bom!”.

Esta criação nos lembra a arte e as reflexões de Bachelard em seu livro “O direito de sonhar”, no qual ele aponta a planura na hegemonia da visão, ligada à desvalorização do trabalho manual, conhecido como papel de escravos na sociedade grega antiga, em oposição ao trabalho intelectual. Esse vício de ocularidade submete toda a imaginação à do tipo formal, não considerando a imaginação material. De acordo com o autor, a matéria é primitivamente rebelde e a mão está sempre contra ela, operando suas forças criadoras e, portanto, forças felizes. Bachelard se refere ao

trabalhador-artista, sendo a matéria oportunidade de realização pessoal e incentivo à imaginação criadora (“centro de sonhos”) e, também, o primeiro adversário do poeta da mão (Bachelard, 1985).

São assim expressados, nas criações, os registros dessas trabalhadoras das semijoias que mostram com satisfação o que consideram como seus inventos, sua própria arte. Como descrito por Bachelard, é no fazer, na própria manualidade, que o imaginário entra em conflito com a matéria, fazendo surgir um constante vai e vem de ideias até alcançar sua gênese material.

No entanto, essas criações são impulsionadas e recheadas de intenções de vendas e preocupações com preços, custos, prazos, tempos e tantos outros fatores que circundam o mundo técnico, o mundo que busca sua coisificação e esquece dos seres. Assim, com essas interpretações, que vieram à tona em observações de trabalho com semijoias de Limeira, evidenciam-se os sujeitos, sua criatividade, sua imaginação material por trás desses produtos focados na beleza e imergidos na era da técnica²². Embora as mazelas desse setor, como o trabalho infantil (Ferreira, 2005; Vilela e Ferreira, 2008; Vendramin, 2017;

Lacorte et al. 2013) e os riscos relacionados ao meio ambiente^{3, 24} e à saúde humana (Ferreira, 2018; Figueiredo, 2011) já tenham sido explicitados em outros estudos, nas fábricas estudadas evidenciou-se práticas seguras no tratamento das questões ligadas aos produtos químicos e poucas queixas relacionadas a problemas de saúde. O que vale dizer que a contaminação ambiental assim como as intoxicações, as lesões osteomusculares, os problemas de coluna, os riscos de acidentes aos quais estão submetidas essas trabalhadoras de maneira geral existem e são necessárias ações urgentes de assistência, prevenção e vigilância em saúde, mas nosso foco aqui está voltado para explicitar que há uma criação por parte dessas mulheres, que talvez até mesmo sirva de fator protetor contra o adoecimento, se deixarmos de adotar uma visão puramente fiscalista do trabalho (Dejours, 2005; Boyer, 2014).

E apesar desse tipo de trabalho com semijoias demandar profundo conhecimento, criatividade e análise crítica, sua invisibilidade está presente na distância que se coloca entre essas(es) trabalhadoras(es) e um designer, considerado profissional habilitado a desenvolver esses produtos por ter

estudo formal no assunto, por fazer pesquisa de mercado e seguir metodologias pré aceitas e por usufruir de um “processo criativo” (Llaberia, 2009). Ao desvelar essa riqueza artística por trás desses produtos e relembrando o contexto social da cidade de Limeira, se torna visível o desajuste entre a realidade dessa produção e o reconhecimento do trabalho nela envolvido.

Se a criatividade pode ser interpretada como atividade cognitiva que surge na produção de joias, ela também está presente na produção de semijoias, a qual se encontra envolta por condições limitantes e perturbações como aquelas advindas das constantes interrupções para atender aos clientes. Para se alcançar um produto dentro do esperado em termos de qualidade e prazo, cada ação leva em conta seus possíveis impactos no resultado, sendo assim delimitada por critérios de julgamento. Estes podem ser considerados indicadores de um sistema dinâmico no qual se procura alcançar estados estáveis frente a distúrbios. A habilidade da trabalhadora de semijoias é navegar nestes estados, mas minimizando riscos e custos e maximizando qualidade dos resultados. As inusitadas situações geram novas

condições a serem superadas e assim como o espaço de arranjo se altera, novas soluções são necessárias e impulsionam outras possibilidades (Wisner, 2003; Baber et al., 2017).

Assim, se vê criatividade nas relações homem-tecnologia que criam interação entre o estado do material e a ação do trabalhador²². A técnica para Heidegger não seria um simples meio, mas um tipo de desenvolvimento, na esfera do conhecimento, algo de natureza poética. Vista assim, ela seria possibilidade de desencobrimento ou de desvelamento para a manifestação da verdade (Heidegger, 2006).

Entretanto, os resultados produtivos alcançados nas fábricas estudadas se devem, particularmente, à adoção de modelo organizacional descrito por Harvey (1992) como flexível, no que tange aos contratos, formas e processos de trabalho, assim como de mercados, produtos e padrões de consumo. Nesse modelo, ocorre o retorno dos sistemas de trabalho doméstico e familiar assim como da subcontratação, fazendo ressurgir práticas e trabalho de cunho patriarcal, feitos em casa que oneram ainda mais as mulheres. Inclusive algumas funcionárias levam sacolas com

produtos a serem trabalhados em casa, objetivando renda extra. Sendo assim, a produção se caracteriza por um tecido complexo (Morin, 2003) de interações humanas e materiais que está em constante movimento, pressupondo a gestão da ordem, mas também da desordem para posterior criação de uma nova ordem, que por sua vez, também não será definitiva.

4 Considerações Finais

Esta pesquisa permitiu desvelar a natureza do trabalho na fabricação de semijoias em Limeira, explicitando as condições comuns às fábricas tanto na organização do trabalho quanto na diversidade de produtos e clientes.

A análise aprofundada na atividade de “vendas” possibilitou entender o sucesso da fabricação e os aspectos que a ligam à produção de externalidades negativas, especialmente as sociais, para além de explicitar a riqueza desse trabalho. Trabalho que se desenvolve na proximidade com a arte, demandando constante invenção, que se materializa em função do conhecimento adquirido, em particular por mulheres, que assumem cargos cuja nomenclatura

não revela as atividades integradas de gestão e criação, exercidas sob diferentes constrangimentos.

No exercício das atividades dessas mulheres existe uma constante busca por antecipar o prazo de entrega e superar as expectativas dos clientes, fazendo pedidos adaptados e customizados, num ambiente de expressiva pressão temporal. Além do que, elas são responsáveis pela rastreabilidade diária dos produtos, frequentemente desafiadas devido ao altíssimo volume de peças minúsculas, muitas vezes na casa dos milhares, que necessitam passar por diferentes etapas e setores produtivos.

Esse estudo trouxe à tona a importância dos processos de decisão e de comunicação e interligação exercidos pelas trabalhadoras, com os diferentes interlocutores, bem como de seus conhecimentos declarativos (saber que) e procedurais (saber como) que se manifestam no saber fazer qualificado e que permite o desenvolvimento de estratégias sofisticadas de antecipações e retroações, evidenciando um trabalho que é também rico e criativo. Desvela-se que é por meio das competências, da experiência e do engajamento dessas mulheres artistas que reside o grande

bem invisível e não valorizado da produção de semijoias de Limeira.

Por fim, a pesquisa permitiu ainda tornar clara a conexão do trabalho nas três fábricas com o trabalho terceirizado, evidenciando que muitas etapas dos processos são feitas externamente, pelo chamado trabalho de “Rua”. O fato é que a “Rua” compreende em sua maioria o trabalho em domicílio, e esse trabalho informal está imbricado com aquele exercido dentro das fábricas, funcionando como sua extensão. No entanto, esta informalidade pode enredar famílias, e, em particular, jovens e crianças em condições de vulnerabilidade a exercer atividades que colocam em risco tanto o meio ambiente quanto a comunidade envolvida.

Referências bibliográficas

Antunes, Ricardo; Druck, Graça. A terceirização como regra? Rev TST. 2013;79(4):214-31.

Baber, Chris et al., What the jeweller’s hand tells the jeweller’s brain: tool use, creativity and embodied cognition. School of Engineering, University of Birmingham, Birmingham. Philosophy & Technology, Dordrecht. 2017: 1-20.

Bachelard, Gaston, O direito de sonhar. Lisboa: Difel; 1985.

Bouyer, Gilbert Cardoso, O problema do fiscalismo/cognitivismo na ergonomia e segurança do trabalho. *Gestão & Produção*, 21(4), 691-706, 2014. Consultada a 25.02.2019, em: <https://dx.doi.org/10.1590/0104-530x845>.

Brasil. Lei nº13.610, de 10 de janeiro de 2018. Confere ao Município de Limeira, no Estado de São Paulo, o título de Capital Nacional da Joia Folheada. *Diário Oficial da União*. 11 jan 2018; Seção 1:2. Consultada a 30.02.2018, em: <http://www2.camara.leg.br/legin/fed/lei/2018/lei-13610-10-janeiro-2018-786086-publicacaooriginal-154739-pl.html>.

Dejours, Christophe. O fator humano. Rio de Janeiro: FGV, 2005.

Ferreira, Ana Paula Sacone da Silva, Famílias inseridas no arranjo produtivo informal da produção de joias e bijuterias de Limeira, SP: a exposição ocupacional a contaminantes químicos em ambiente domiciliar [dissertação]. São Paulo: Faculdade de Saúde Pública da USP,

2018. doi: 10.11606/D.6.2018.tde-30082018-150006.

Ferreira, Leda Leal, Sobre a Análise Ergonômica do Trabalho ou AET. *Rev. bras. saúde ocup.* [Internet]. 2015b. Jun [citado 2019. Abr 09]; 40(131): 8-11. Disponível em: http://www.scielo.br/scielo.php?script=sci_arttext&pid=S0303-76572015000100008&lng=pt. <http://dx.doi.org/10.1590/0303-7657ED0213115>.

Ferreira, Marcos Antonio Libardi, Estudo de risco à saúde do trabalhador e ao meio ambiente na produção de joias e bijuterias de Limeira – SP. 186 f. Dissertação (Mestrado) - Engenharia de Produção, Faculdade de Engenharia, Arquitetura e Urbanismo, Universidade Metodista de Piracicaba; 2005.

Ferreira, Mário César, Ergonomia da Atividade aplicada à Qualidade de Vida no Trabalho: lugar, importância e contribuição da Análise Ergonômica do Trabalho (AET). *Rev. bras. saúde ocup.* 2015a. Jun. 40(131): 18-29. Consultada a 09.04.2019, em : http://www.scielo.br/scielo.php?script=sci_arttext&pid=S0303-

76572015000100018&lng=pt.

[http://dx.doi.org/10.1590/0303-](http://dx.doi.org/10.1590/0303-7657000074413)

[7657000074413.](http://dx.doi.org/10.1590/0303-7657000074413)

Figueiredo, Vanessa Catherina Neumann, Morbidades referidas por trabalhadoras que produzem joias folheadas em Limeira, SP. Rev. bras. saúde ocup. 2011. Dez. 36(124): 247-257. Consultada em 09.04.2019, em: [http://www.scielo.br/scielo.php?script=sci_arttext&pid=S0303-76572011000200008&lng=pt.](http://www.scielo.br/scielo.php?script=sci_arttext&pid=S0303-76572011000200008&lng=pt)

[http://dx.doi.org/10.1590/S0303-](http://dx.doi.org/10.1590/S0303-76572011000200008)

[76572011000200008.](http://dx.doi.org/10.1590/S0303-76572011000200008)

Guérin François et al., Compreender o trabalho para transformá-lo: a prática da ergonomia. São Paulo: Edgard Blücher: Fundação Vanzolini; 2001.

Harvey, David, Condição pós-moderna. São Paulo: Loyola; 1992.

Heidegger, Martin, Sobre o problema do ser: o caminho do campo. São Paulo: Livraria Duas Cidades; 1969.

Heidegger, Martin, The question concerning technology. In: SCHARFF RC.; DUSEK, V. Philosophy of technology: the technological condition;

an anthology. Oxford: Blackwell Publishing Ltda, 2006.

Hirata, Helena; Kergoat, Danièle, Novas configurações da divisão sexual do trabalho. In: Cadernos de Pesquisa, v. 37, n. 132, p. 595-609, set./dez. 2007.

Instituto Brasileiro de Gemas e Metais Preciosos, O setor em grandes números. São Paulo; 2015. Consultada a 22/06/2017, em: [http://ibgm.com.br/publicacao/o-setor-em-grandes-numeros-2015/.](http://ibgm.com.br/publicacao/o-setor-em-grandes-numeros-2015/)

Jackson Filho, José Marçal; Maeno, Maria, Desenvolvimentos da Análise Ergonômica do Trabalho no Brasil no contexto da “desorganização do trabalho”. Rev. bras. saúde ocup. 2015. Jun. 40 (131): 5-7. Consultada a 09.04.2019, em: [http://www.scielo.br/scielo.php?script=sci_arttext&pid=S0303-](http://www.scielo.br/scielo.php?script=sci_arttext&pid=S0303-76572015000100005&lng=pt)

[76572015000100005&lng=pt.](http://www.scielo.br/scielo.php?script=sci_arttext&pid=S0303-76572015000100005&lng=pt)

[http://dx.doi.org/10.1590/0303-](http://dx.doi.org/10.1590/0303-7657ED0113115)

[7657ED0113115.](http://dx.doi.org/10.1590/0303-7657ED0113115)

Kergoat, Danièle, Divisão sexual do trabalho e relações sociais de sexo. In: Hirata H, Laborie F, et al. Dicionário

Crítico do Feminismo. São Paulo: Edunesp, 2009.

Krein, José Dari et al., Flexibilização das relações de trabalho: insegurança para os trabalhadores – SP. Rev. do Tribunal Regional do Trabalho da 15ª região, n. 52, 2018.

Lacorte, Luiz Eduardo Cobra et al., Os nós da rede para erradicação do trabalho infanto-juvenil na produção de joias e bijuterias em Limeira - SP. Rev. bras. saúde ocup. 2013 Dez. 38 (128): 199-215. Consultada a 09.04.2019, em: http://www.scielo.br/scielo.php?script=sci_arttext&pid=S0303-76572013000200009&lng=pt.
<http://dx.doi.org/10.1590/S0303-76572013000200009>.

Llaberia, Engracia Maria Loureiro da Costa, Design de joias: desafios contemporâneos. 188 f. Dissertação (Mestrado) – Design, Universidade Anhembi Morumbi, 2009.

Maggi, Bruno, Do agir organizacional: Um ponto de vista sobre o trabalho, o bem estar, a aprendizagem. São Paulo: Edgard Blücher, 2006.

Ministério de Minas e Energia, Anuário estatístico do setor de transformação de não metálicos, 2018. Consultada a 10.02.2019, em 2019 em: http://www.mme.gov.br/documents/1138775/1732813/ANU%C3%81RIO+N%C3%83O-METALICOS+2018_09.08.2018.pdf/53de4d8a-bbf2-4196-b067-c0df241c1352.

Morin, Edgar, Ciência com consciência. 7 ed. Rio de Janeiro: Bertrand Brasil, 2003.

Salles, Fernanda Junqueira et al., The environmental impact of informal and home productive arrangement in the jewelry and fashion jewelry chain on sanitary sewer system. Environmental Science and Pollution Research. 2018;25(11):10701–13.

Serviço Nacional de Aprendizagem Industrial, Caracterização do setor de gemas, joias e metais preciosos no Brasil, perspectivas para inovação e desenvolvimento setorial. Série estudos setoriais. Prof. Hilton Manuel Dias Ribeiro. Brasília: Modelo SENAI de prospecção. 2011; 11.

Sznelwar, Laerte Idal, Alain Wisner: O desenvolvimento da ergonomia e do pensamento sobre o "trabalhar". *Travailler*. 2006; 1(15):55-70.

Vendramin, Márcia Cristina Silva, Trabalho infantil em Limeira - SP: pesquisa com estudantes da rede municipal e estadual de ensino. 119 f. Dissertação (Mestrado) – Interdisciplinar em Ciências Humanas e Sociais Aplicadas (ICHSA), área de concentração Modernidade e Políticas Públicas, Faculdade de Ciências Aplicadas, Universidade Estadual de Campinas; 2017.

Vidal, Renata de Queiroz Santana; Silvany Neto, Annibal Muniz, Trabalhadoras brasileiras: características socioeconômicas e ocupacionais e perfil de saúde, Brasil, 2003. *Rev. bras. saúde ocup.* 2009. Dez. 34 (120): 115-127.

Consultada a 09.04.2019, em: [http://www.scielo.br/scielo.php?script=sci_arttext&pid=S0303-](http://www.scielo.br/scielo.php?script=sci_arttext&pid=S0303-76572009000200003&lng=en)

[76572009000200003&lng=en.](http://www.scielo.br/scielo.php?script=sci_arttext&pid=S0303-76572009000200003&lng=en)

[http://dx.doi.org/10.1590/S0303-](http://dx.doi.org/10.1590/S0303-76572009000200003)

[76572009000200003.](http://dx.doi.org/10.1590/S0303-76572009000200003)

Vilela, Rodolfo Andrade Gouveia, Ferreira, Marcos Antonio Libardi, Nem tudo brilha na produção de joias de

Limeira - SP. Produção. 2008; 18(1):183-194.

Wisner, Alain, A inteligência no Trabalho: textos selecionados de ergonomia. Brasília: Ministério do Trabalho; 2003.

Zambon, Anatonio; Anunciação, Pedro, Inteligência competitiva. Percepções de valor no setor da bijuteria. *Revista portuguesa e brasileira de gestão.* 2014;13(2):41-60

**VOCÊ DIZ A VERDADE E A VERDADE É O SEU DOM DE ILUDIR:
ESTEREÓTIPOS NO SISTEMA DE JUSTIÇA CRIMINAL
QUANDO A MULHER É VITIMA DE CRIME DE ESTUPRO**

Lívy Ramos Sales Mendes de Barros¹

Você diz a verdade

E a verdade, o seu dom de iludir

Como pode querer que a

mulher vá viver sem mentir?

Caetano Veloso

Resumo: Esse artigo teve por objetivo entender como os sentidos das decisões judiciais de casos de estupro estão atravessados fortemente pela *visão androcêntrica*. Observamos através das estatísticas que a sociedade vem atualizando as formas de opressão sobre as mulheres, e muito embora, os números apontem para um aumento significativo dos crimes de estupro, o Sistema de Justiça Criminal, ainda reproduz os estereótipos que terminam por conduzir o julgamento nos crimes sexuais. Para

tanto, elementos da construção desse julgamento devem ser problematizados: a reflexão acerca de como a formação sóciojurídica dos magistrados ratifica o modo que, por vezes, responsabiliza as vítimas pela agressão sofrida, inferindo, portanto, um sistema de categorização das mulheres que vem conduzido historicamente, determinadas decisões judiciais nos casos dos crimes em questão. Tal prática está fortemente ancorada na *visão androcêntrica* estruturante das relações de gênero

¹ Mestra pelo Programa de Pós-Graduação em Sociologia - PPGS da Universidade Federal de Alagoas - UFAL. Bacharel em Direito pela Faculdade de Alagoas FAL. Especialista em Direito e Processo Penal pelo Centro de Estudos Superiores de Maceió CESMAC. Atua como membro do Núcleo de Estudos e Pesquisas sobre a Condição Feminina (ICS/UFAL) no Grupo de Pesquisa Gênero e Emancipação Humana (Conselho Nacional de Desenvolvimento Científico e Tecnológico - CNPq). Faz parte do Grupo de Pesquisa Carmim - Feminismo Jurídico (Conselho Nacional de Desenvolvimento Científico e Tecnológico - CNPq). Trabalhou realizando pesquisa no Centro de Apoio às Vítimas de Crime de Alagoas (CAV-CRIME). Trabalhou como advogada no Centro de Referência em Cidadania e Direitos Humanos de Alagoas-CRCDH/AL vinculado a Secretaria de Estado da Mulher, da Cidadania e dos Direitos Humanos SEMCDH. Advogada. Professora da Faculdade de Alagoas - FAT e do Centro Universitário Maurício de Nassau - UNINASSAU/ Maceió.

contemporâneas, sobretudo no modo pelo qual as mulheres são encaradas e divididas ao longo da história. Ao refletir sobre as recorrências, mudanças e permanências que constroem os vereditos a partir de parâmetros nem sempre presentes na lei, o presente trabalho se direciona ao debate de como o judiciário internaliza e perpetra uma prática social de violências físicas, sexuais, morais e institucionais reflexos de uma justiça que acompanha a lógica de uma cultura cujo ordenamento social é ditado pela estrutura patriarcal.

Palavras-chave: Estupro, decisão judicial, mulher, estereótipos, visão androcêntrica.

Abstract: This article aimed to understand how the meanings of rapes' judicial decisions cases are strongly influenced by the androcentric vision. Statistics show that society has been renewing forms of oppression against women, and, although the numbers point to a significant increase in rape crimes, the Criminal Justice System still replicates the stereotypes that ultimately lead to trial in sexual crimes. In order to do so, elements of this judgment must be problematized: the reflection on how the

magistrates' socio-judicial formation ratifies the way in which the victims are sometimes blamed for the aggression suffered. All of this implies a system of categorization of women that has been conducted historically in certain judicial decisions. Such practices are strongly anchored in the structuring androcentric view of contemporary gender relations, especially in the way women are viewed and divided throughout history. Through reflection on the recurrences, changes and continuities that construct the verdicts from parameters not always present in the law, the present work is directed to the debate of how the judiciary internalizes and perpetrates, with a social practice of physical, sexual, moral and institutional violence, reflexes of a justice that follows the logic of a culture whose social order is dictated by the patriarchal structure.

Keywords: Rape, judicial decision, woman, stereotypes, androcentric vision.

1. Introdução

Partimos da compreensão de que o estupro é uma forma de poder e dominação através do sexo. O interesse

em estudar o fenômeno foi motivado pelas contradições que o Sistema de Justiça Criminal enfrenta quando se depara com esse delito.

Quando tratamos sobre a problemática de violência contra a mulher, o Brasil é um dos países mais violentos. A organização internacional *YouGov* efetuou uma pesquisa publicada no jornal britânico *Daily Mail*, posicionando o Brasil no vice-campeonato entre os países mais inseguros para mulheres viajarem sozinhas em todo o mundo, estando atrás apenas da Índia entre os destinos mais perigosos (ARAÚJO, 2015). A argumentação para posicionar o Brasil nesse ranking se dá com base no 12º Anuário do Fórum de Segurança (2017) relata que foram contabilizados 60.018 estupros em 2017, um aumento de 8,4% em relação a 2016, o que corresponde a uma média de 164 por dia. Contudo, estimam-se que esses números expressam apenas 10% dos crimes, os que foram denunciados. Desse modo, há uma expectativa de que por volta de 600 mil casos de violência sexual todos os anos estão subnotificados.

Observamos que há uma construção de práticas socioculturais refletidas, nas práticas jurídicas, que

naturalizam as relações sociais de violência, dominação, controle e poder. E o universo do Direito, ao apreciar casos concretos, muitas vezes retoma, reproduz, promove, mantém, cria valores que redundam na legitimação que preserva a “moral e os bons costumes” da sociedade.

Ainda que a jurisprudência esteja pacificada em dizer que a palavra da vítima é suficiente para conduzir a condenação do réu, notamos que grande parte das decisões são atravessadas pela dúvida e pela busca do “depoimento ideal” ou da “vítima ideal”.

Nessa linha, concordando com Pimentel, Schritzmeyer e Pandjarian (1998), o crime de estupro é o único que a vítima precisa provar o tempo todo que não é culpada e o sistema de justiça criminal se cerca de criteriosa vigilância para descobrir não apenas a verdade, mas principalmente a mentira (sobretudo da mulher).

Nosso questionamento nos leva a refletir quanto às possíveis interferências da *visão androcêntrica* no processo de produção das sentenças sobre os crimes de estupro, pelos magistrados, que se dizem imparciais e ancorados na letra da lei. Como resposta a isso, Bourdieu, nos ensina que as instituições estatais e

jurídicas se destacam na eternização da subordinação feminina, por serem capazes de elaborar e impor os princípios de perpetuação da dominação masculina. Para Bourdieu (2014), fundamentam, pois, a violência simbólica que constitui a *visão androcêntrica*, a qual se manifesta tanto na possibilidade em si da ocorrência e recorrência de todos os tipos de violência de gênero, bem como, nas classificações, estereótipos de gênero, presentes nas sentenças. Desse modo, ainda segundo esse autor (2014), o todo social constrói uma ordem simbólica a partir da “visão mítica do mundo, enraizada na relação arbitrária de dominação dos homens sobre as mulheres” (BOURDIEU, 2014, p. 22-24).

A pesquisa realizada em 2014 pelo Instituto de Pesquisa Econômica Aplicada (IPEA) sobre a *Tolerância social à violência contra as mulheres* (2014) é um importante dado empírico sobre como a dominação masculina está inscrita na sociedade brasileira. Afirmou-se que 26% dos brasileiros concordavam com a seguinte assertiva: **"mulheres que usam roupas que mostram o corpo merecem ser atacadas"** e 58,5% dos entrevistados disseram que **"se as mulheres**

soubessem como se comportar, haveria menos estupros". (IPEA, 2014).

Por se tratar de uma violência de difícil comprovação material, na maioria dos casos, os juízes dizem reservar à fala da vítima uma enorme relevância. Ao mesmo tempo, percebemos que o depoimento se fragiliza ao concorrer com critérios adotados pelo Juiz quando se refere a fatores como comportamento (no momento do crime e/ou em momentos anteriores), personalidade, vida sexual e condição financeira da mulher, resultando em um processo de *classificação das vítimas*, muitas vezes considerados quando da produção da sentença, influenciando sobremaneira o tratamento da vítima pelo Sistema de Justiça Criminal, como é possível observar num trecho de sentença proferida em Alagoas:

Consequências do Delito: foram danosas para a vítima e para o próprio autor. Motivo do crime: é altamente reprovável injustificado e condenável. Circunstância do Crime: são desfavoráveis ao réu pois poderá ter causado um problema maior, o comportamento da vítima devido a sua idade não incentivou a ação do agente, apenas favoreceu sua atitude (SENTENÇA nº 20, fls. 36, Alagoas 2009)

Segundo Saffioti (2004), o que se espalha na cabeça de homens, e sobretudo na cabeça de agentes da lei, é a crença de que a mulher não é violentada, mas se comporta como “sedutora”, agindo contra um homem “inocente”. Desse modo, segundo a autora, a vítima é finalmente convertida em ré e recebe o tratamento correspondente. No que diz respeito ao Sistema Penal, Andrade (2003) atenta para o modo desigual com que autores e vítimas são selecionados.

A dominação masculina, para Bourdieu (2014) é continuamente ratificada pela ordem social, ao funcionar como “imensa máquina simbólica”. Fundamentam, pois, a *violência simbólica* que constitui a *visão androcêntrica*, a qual se manifesta tanto na possibilidade em si da ocorrência e recorrência de todos os tipos de violência de gênero, bem como, nas classificações presentes nas sentenças judiciais.

Desse modo, o mundo social constrói uma ordem simbólica a partir de divisões sexuais. Essa percepção de divisão sexuada é, sobretudo, incorporada “ao *próprio corpo*, em sua realidade biológica”, Nesse sentido, a sociedade marcada pelo patriarcado espera que os crimes sexuais contra

mulheres ocorram para aquelas que descumpriram os papéis socialmente atribuídos pelo que foi convencionalizado como “lugar da mulher”.

2. Não me venha falar da malícia e toda mulher... Fala da vítima e sistema de Justiça Penal

Cada um sabe a dor e a delícia de ser o que é

Caetano Veloso

Nesse sentido, qual a relação efetuada por agentes jurídicos entre comportamento social e a credibilidade dos depoimentos como instrumento de alcance da verdade? Quais desencadeamentos darão relevo à palavra da vítima? Qual a forma de exame feita pelo julgador, que descobre a verdade no discurso, principalmente quando estamos diante da ausência materialidade? E o que faz com que haja “essa segurança ontológica, que lhe permite afirmar-se 'pessoa de bem' ou 'acima de qualquer suspeita'?” (MISSE, p. 381, 2006).

Analisando algumas doutrinas contemporâneas no campo criminal, nos deparamos com uma parte significativa

de posicionamentos que terminam por reiterar nossa percepção de que as mulheres que relatam serem vítimas de crimes sexuais precisam antes de qualquer coisa - até do relato dos fatos e a investigação sistemática sobre o caso - provar que não “contribuíram”, *fazendo* ou *não fazendo* algo que possa pelo agente ser compreendido como um “freio”, um aviso, uma negativa contundente. Muito embora seja pacífico o entendimento de que o depoimento das vítimas é a peça principal, muitas vezes, constituindo único meio de prova quando se fala em crimes de estupro, Rogério Greco (2017), apesar de reconhecer a importância do depoimento nesses casos, expõe preocupação sobre a certeza no caso concreto:

Para que seja efetivamente considerado o dissenso, temos de discernir quando a recusa da vítima ao ato sexual importa em manifestação autêntica de sua vontade, de quando, momentaneamente, **faz parte do “jogo de sedução”, pois que, muitas vezes, o “não” deve ser entendido como “sim”**. No que diz respeito especificamente às mulheres, indaga George P. Fletcher: “Quando consente uma mulher? Susan Estrich popularizou o slogan não significa não. Ainda admitindo essa tautologia, todavia nos encontramos com o problema de provar que a mulher disse não. Aqui não há gravação de vídeo. Não há formulários de consentimento firmados, como existem nos hospitais, e não

existem testemunhas. Mas o homem disse que a mulher lhe disse que sim. Assim, como saberemos? **E o que sucede se nunca o saberemos com segurança?**” (GRECO, 2017, p. 1140 negritos nosso)

O que fazer então em casos em que não há materialidade do delito? Muitas vezes as mulheres não denunciam imediatamente as autoridades, por vergonha, medo, nojo, e outros sentimentos comuns a vítimas de uma violação tão íntima. Além disso, não é bastante ressaltar que o Sistema de Justiça Criminal, muitas vezes não está preparado para receber uma vítima de tamanha devastação. Faltam, em muitas delegacias, equipes de multiprofissionais treinadas e capacitadas para lidar com a heterogeneidade das vítimas e suas histórias. Somando-se a essa delicada situação inicial, as vítimas ainda são submetidas a rigorosos “testes de resistência”, que nos faz refletir se é possível, a partir da pessoa que se abateu a violência, extrair de modo objetivo, a (re)vivência do momento doloroso.

Também, o tempo da Justiça segue diferente do tempo em que as vítimas esperam por justiça, audiências sob o medo de rever aquele que lhe causou (e ainda quase sempre causa) tanto sofrimento, constrangimento,

vergonha, espera em delegacias e fórum, o possível contato com o agressor, pois se trata de conhecido ou parente, despreparo dos profissionais especialmente dos operadores do direito rotineiramente revitimizam, ausência de aparato psicológico e social imediato apta a atender vítimas em todas as suas dimensões.

Tal quadro termina por criar (in) conscientemente um ambiente hostil para aquelas que quebram barreira do silêncio. E entender o quão não é inocente esse tipo de *continuum*, revela as relações conflituosas e desiguais de gênero presentes no sistema de justiça como um todo e como estamos distantes de resolvê-lo.

Todo o Sistema de Justiça Criminal está muito apegado ao modelo ideal (violento) que a vítima deveria procurar uma delegacia – com marcas específicas da força física exercida pelo agressor, desconsiderando as muitas faces da execução do crime e principalmente da reação em situação de ameaça, inclusive a completa inércia. De fato, o crivo pelo qual a vítima é submetida, é responsável pela descontinuidade ao processo criminal. Ainda os comportamentos ou reações possíveis à violência – podem ser

encarados como sinais de imprecisão nos depoimentos. A realidade, portanto se impõe contrária. Nas mais diversas formas de sentir a Justiça – seja nas instituições judiciárias, seja na polícia, no IML – não há como categorizar formas e reações de pessoas que passam por situações violentas e traumáticas.

Por terem que, repetidas vezes, externalizar sua intimidade durante o processo, e a conseqüente carga de revitimização aos visitar e verbalizar o lugar da dor que passaram, vítimas nem sempre logram o êxito de prestá-lo da maneira mais clara, lógica e com riqueza de detalhes, sobretudo devido à própria natureza do crime de estupro que, por si só, é uma invasão na privacidade física e de espírito de um indivíduo.

Sudário, Almeida e Jorge (2005) ao entrevistarem vítimas de crimes de estupro no hospital público referência de Fortaleza, perceberam as mais diversas reações das vítimas diante de seu estuprador e suas “estratégias de libertação e sobrevivência.” (SUDÁRIO; ALMEIDA; JORGE, 2005, p. 80). Os autores entrevistaram cinco mulheres que vivenciaram este drama e observaram que a busca pelo atendimento pode ser comparada a uma “verdadeira *via-crucis*”.

O confronto entre a reação e o risco de perder a vida é um dilema incalculável vivenciado pelas vítimas, onde a questão maior da sobrevivência geralmente predomina, deixando em uma graduação menor a humilhação sofrida, a dor física e psicológica de ter sua integridade violada em todos os sentidos para enfim, numa atitude de impotência e submissão, render-se ao agressor. Esse aspecto é lembrado por Hampton (1995), quando relata que o maior medo das vítimas desse tipo de violência é a morte. Entretanto, conforme se percebeu pelos relatos, as vítimas de estupro, apesar de serem compelidas a não reagirem, tentam elaborar estratégias de libertação e de sobrevivência desde o primeiro momento em que se deparam com o agressor até este concretizar a violência. Então, no momento em que oferecem seus pertences materiais, gritam ou calam, fingem aceitar as propostas do esturador para encontros futuros, falam o que são obrigadas a falar, fazem o que são obrigadas a fazer, concordam com o perdão imposto pelo marginal ou fazem orações silenciosas, tudo isso pode ser indício de **que a mulher não para de lutar**. Todavia, não se deve esquecer que ela tem sempre em mente o risco de morrer (SUDÁRIO; ALMEIDA; JORGE, 2005, p. 80 negrito nosso).

Os tribunais desconsideram que cada pessoa, na iminência de violência, tem diferentes reações e, dessa forma, esperam o que deveria ser uma “genuína vítima de estupro”, cuja negativa ser acompanhada por luta corporal, tendo a vítima resistido até suas últimas forças, para então ser vencida. Essa expectativa de que não bastando à mulher negar,

porque o não pode significar um “charmoso sim”, o que nos faz lembrar o período das cavernas, quando a mulher era arrastada por seu companheiro pelos cabelos (BARROS e JORGE-BIROL), parece ser comum nas salas de audiência, além de compor jurisprudências sobre o que reflete nas decisões judiciais.

O erro do agente no que diz respeito ao dissenso da vítima importará em erro de tipo, afastando-se, pois, a tipicidade do fato. Assim, imagine-se a hipótese em que um casal, depois de permanecer algum tempo em um restaurante, saia dali para a residência de um deles. Lá chegando, começam a se abraçar. A maneira como a mulher se insinua para o homem dá a entender que deseja ter relações sexuais. No entanto, quando o homem tenta retirar-lhe as roupas, ela resiste, dizendo não estar preparada, insistindo na negativa durante um bom tempo. O homem, entendendo a negativa como parte do “jogo de sedução”, retira, ele próprio, de forma violenta, as roupas da vítima, tendo com ela conjunção carnal. De toda forma, embora, ao que parece, tenha havido realmente o dissenso da vítima para o ato sexual, o homem que atuou acreditando que isso fazia parte do “jogo de sedução” poderá alegar o erro de tipo, afastando-se o dolo e, conseqüentemente, a tipicidade do fato. Nesse sentido, afirma João Mestiere: “A crença, sincera, de que a vítima apresenta oposição ao congresso carnal apenas por recato ou para tornar o jogo do amor mais difícil ou interessante (vis haud ingrata) deve sempre de **ser entendida em favor do agente**.” (GRECO, 2017)

Greco continua seus ensinamentos dizendo que, em casos como o acima citado, uma vez que, nesse delitos não há previsão de modalidade culposa a responsabilidade penal do agente deve ser afastada, e o fato será considerado atípico. (GRECO, 2017), mesmo entendendo posteriormente que *não significa que, em virtude de ter a vítima correspondido sexualmente de alguma forma com o agente, isso permitirá que este chegue ao ato culminante da conjunção carnal.* (GRECO 2017), mas citar o famoso caso que a própria justiça americana responsabilizou o agressor parece não concordar com o que ele chama de “*slogan*” do movimento de mulheres:

No caso Mike Tyson e Desiree Washington, ocorrido em 1991, nos Estados Unidos, algumas testemunhas, que não chegaram a ser ouvidas em juízo, presenciaram a vítima entrando volitivamente na limosine do conhecido boxeador, afirmando, até mesmo, que eles se abraçaram e se beijaram no interior do veículo. A defesa, com base nesses fatos, tentou a anulação do julgamento sob o argumento de que tais testemunhas teriam o condão de comprovar que a vítima, desde o começo, consentira no ato sexual. No entanto, rechaçando essa argumentação, o Tribunal de Apelação confirmou a condenação, sob o seguinte fundamento: “Uma crença honesta e razoável em que um membro do sexo contrário consentirá com a conduta sexual em algum

momento futuro não é uma escusa para o estupro ou a conduta criminal desviada. O único consentimento válido é o consentimento que precede de maneira imediata o da conduta sexual.” (...) conforme as lúcidas palavras de George P. Fletcher, sua acusação se converteu: “em um símbolo de um movimento. **Esse era um caso em que os encarregados de vigiar a aplicação de lei, unidos com o movimento feminista, enviavam uma mensagem aos homens: ‘Não, deve significar não’. Suficientemente claro. Mas para defender os direitos das vítimas não se precisa derrogar os direitos dos penalmente acusados.** Quando os que apoiam uma causa com vítimas estão dispostos a converter em bode expiatório um homem moralmente inocente, encontramos o lado feio da política”. (GRECO 2017 **negrito nosso**),

Na mesma esteira, Cleber Masson, conhecido também muito utilizadas nos como doutrina para concurso públicos e largamente recomendado nos curso de direito também preleciona;

No estupro, a discordância da vítima precisa ser séria e firme, capaz de demonstrar sua efetiva oposição ao ato sexual, razão pela qual somente pode ser vencida pelo emprego de violência ou grave ameaça. Esta resistência não deve ser confundida com o simples jogo de sedução, indicativo de charme e de provocação, com a relutância que em verdade representa a anuência com o encontro carnal, tal como narrado na passagem do clássico de Camões: (Lusíadas, canto IX, estrofe LXX): Fugindo as ninfas vão por entre os ramos

Mas, mais industriosas que
ligeiras,
Pouco a pouco sorrindo, e gritos
dando,
Se deixam ir dos galgos
alcançando...
De fato, se um dos envolvidos não
demonstrar seriedade em sua
repulsa ao ato sexual, e o outro
nele insistir com violência ou
grave ameaça, acreditando tratar-
se o “não” de fase do ritual da
conquista, incidirá o instituto do
erro de tipo, nos moldes do art. 20,
caput, do Código Penal, afastando
o dolo e conduzindo à atipicidade
do fato.

Como se não bastasse, no
entendimento dos tribunais

A resistência da vítima, que não se
exige ser desesperada, heroica,
mas verdadeira, sincera, constante
e proporcional ao seu ânimo e
compleição, deve deixar vestígios
e, se a perícia não os indica, o
depoimento da ofendida constitui,
por necessidade óbvia, peça
central da acusação (TJRS, Ap.
6751, Rel. Celso Afonso Pereira,
RF 115, p. 238).

Especificamente sobre o
comportamento da vítima na nossa
perspectiva, além de contraria a tal
entendimento, partimos do princípio de
que depois da negativa, tudo pode vir a

ser estupro, se não, por forma de
mudança legislativa recente,² crime, uma
vez que o corpo da mulher não precisa
ser constante e ‘heroicamente’
protegido, com avisos e vigilância prévia
por ela (e não pelo Estado) para não
incidir em culpabilidade da própria
vítima que se comportou como não
deveria, antes e durante a ação violenta
contra ela. Assim, esses instrumentos de
rotulação das formas de se relacionar,
mais parecem uma necessidade que o
sistema de Justiça tem de sistematizar os
comportamentos humanos para que
coincidam com os tipos penais, ou o
entendimento jurisprudencial. Foucault
(1979) acrescenta que a verdade é
produzida pelo próprio poder exigido
que a coloca como necessária de fazer
funcionar. E esclarece:

Cada sociedade tem seu regime de
verdade, sua "política geral" de
verdade, isto é, os tipos de discurso
que aceita e faz funcionar como
verdadeiros..., os meios pelos
quais cada um deles é sancionado,

²A Lei 13.718, de 24 de 2018, altera o
Decreto-Lei nº 2.848, de 7 de dezembro de
1940 (Código Penal), para tipificar os crimes
de importunação sexual e de divulgação de
cena de estupro, tornar pública
incondicionada a natureza da ação penal dos
crimes contra a liberdade sexual e dos crimes
sexuais contra vulnerável, estabelecer causas
de aumento de pena para esses crimes e
definir como causas de aumento de pena o
estupro coletivo e o estupro corretivo; e

revoga dispositivo do Decreto-Lei nº 3.688,
de 3 de outubro de 1941 (Lei das
Contravenções Penais).² A lei de
importunação sexual criminaliza atos
libidinosos sem o consentimento da vítima,
como toques inapropriados, e estipula pena
de 1 a 5 anos de prisão. Antes, práticas eram
consideradas contravenções penais ou em
alguns casos estupro o que causava muita
dificuldade de apurar e punir agressores.

as técnicas e procedimentos valorizados na aquisição da verdade; o status daqueles que estão encarregados de dizer o que conta como verdadeiro (FOUCAULT, 1979 p.12).

Se o crime pressupõe alguns comportamentos, inclusive o autor pode se vê legitimado a praticá-lo em determinados contextos – utilizando estereótipos para classificar a vítima – de modo a manipular a circunstância do crime até o ponto de negá-lo. Assim, como seria uma “comprovação ideal” para a condenação do agressor para que, na falta de provas, a Justiça não tivesse dúvidas de condenar “alguém” inocente? Com a negativa do autor, a investigação poderá ser projetada inevitavelmente para a avaliação do comportamento pessoal dos envolvidos? A mulher então deverá demonstrar algum comportamento específico? Há referência aos comportamentos de ambos, ofendido e ofensor, como requisito para analisar quem está falando a verdade? Em um crime sem provas materiais, o magistrado, na ânsia de atestar a veracidade dos fatos, tende a sair do cenário do crime e projetar a vida e o comportamento dos envolvidos?

Partindo desse pressuposto, essas análises tendem a denunciar a

presença de uma mentalidade inquisitorial na justiça brasileira (...). Note-se que este argumento está presente a crença de que o sistema legal encontra-se sob o domínio de um grupo de interesses que exerce o monopólio do controle social. (VARGAS, 2000, p. 28).

O que percebemos diante da literatura especializada e das jurisprudências sobre o tema, é que muito embora para o crime de estupro pese essencialmente a palavra da vítima, para o Sistema de Justiça este deve ter alguns elementos característicos que precisam ser observados.

Evidencia-se que a legalidade do preconceito parece assim, inquestionavelmente comprometida e sua força explicativa definitivamente condenada ao fracasso. Além desses aspectos, o preconceito contribui enormemente para naturalizar as relações sociais, situando a “falsa consciência” dos preconceitos no plano individual, e com isso bloqueando a análise da estrutura social e dos mecanismos supraindividuais (institucionais) da exclusão. (SOARES, p. 107, 2013)

Dito isto, fica claro que o grau de confiabilidade no discurso da vítima de estupro será investigado em relação a um contexto, o qual inclui sua vida pregressa, familiares, seus relacionamentos afetivos, bem como o crime e as *circunstâncias da sua*

ocorrência. Também a depoente deve apresentar características de personalidade que deem sustentação ao seu discurso. O próprio discurso é elemento central, muitas vezes em seu conteúdo, muitas vezes na forma. Para Goffman (1975), ideologias são utilizadas para explicar certas diferenças entre as pessoas possuidoras de boa fé:

Tal característica é um estigma, especialmente quando o seu **efeito de descrédito é muito grande** - algumas vezes ele também é considerado um defeito, uma fraqueza, uma desvantagem (...) que nos leva a reclassificar um indivíduo antes situado numa categoria socialmente prevista, colocando-o numa categoria diferente, mas igualmente prevista e que nos faz alterar positivamente a nossa avaliação. Observe-se, também, que nem todos os atributos indesejáveis estão em questão, mas somente os que são incongruentes com o estereótipo que criamos para um determinado tipo de indivíduo (GOFFMAN, p. 7, 1975) (grifo nosso).

Segundo Freitas (2005), esses comportamentos são constrangidos ou permitidos de acordo com a classe, formação, idade ou ideologia do magistrado, de modo que a ideia de neutralidade da justiça torna-se bastante duvidosa. Situando essa discussão a partir do viés ideológico, Freitas (2005) acrescenta que o juiz, enquanto ser social, põe suas ideologias nas sentenças.

A mesma autora enfatiza que as ideologias são sempre duplamente determinadas, que elas devem suas características mais específicas não só aos interesses das classes ou das frações de classe que elas exprimem (*função sociodiceia*), mas também aos interesses específicos daqueles que as produzem e à lógica específica do campo de produção (FREITAS, 2005).

O que Freitas delimita é consonante com a fragilidade dos processos de estupro, de onde em vários casos se limitam à prova pericial ou se esgota ao depoimento da vítima. Segundo Andrade (2006), em casos de crime sexual, não se julga a violência cometida e sofrida, mas a pessoa do autor e da vítima. Para discutir isso, Foucault (1997) afirma:

Daí toda uma série de efeitos: o deslocamento interno do poder judiciário ou ao menos de seu funcionamento; cada vez mais dificuldade de julgar, e uma tal qual vergonha de condenar; um desejo furioso de parte dos juízes de medir, avaliar, diagnosticar, reconhecer o normal e o anormal; e a honra reivindicada de curar ou readaptar. Inútil creditar isso à consciência limpa ou pesada dos juízes, nem mesmo a seu inconsciente. Seu imenso “apetite de medicina” que se manifesta sem cessar — desde seu apelo aos peritos psiquiatras, até à atenção que dão ao falatório da criminologia — traduz o fato maior de que o poder que exercem foi “desnaturado”; que a um certo

nível ele é realmente regido pelas leis, que a outro, e mais fundamental, funciona como poder normativo; é a economia do poder que exercem, e não a de seus escrúpulos ou humanismo, que os faz formular veredictos “terapêuticos” (...). Estamos na sociedade do professor-juiz, do médico-juiz, do educador-juiz, do “assistente social”- juiz; todos fazem reinar a universalidade do normativo; e cada um no ponto em que se encontra, aí submete o corpo, os gestos, os comportamentos, as condutas, as aptidões, os desempenhos. (FOUCAULT, 1997, p. 330-331).

O Judiciário na sua posição de dizer o Direito é a representação do Estado e, como tal, no uso de suas atribuições tem a prerrogativa de interpretar a lei e os fatos, mas interpreta também os sujeitos e direciona sobre qual tipo de comportamento sexual incide a tutela penal, ponderando a ordem patriarcal de gênero vigente, que confere aos homens o papel de elaborar modelos de conduta, institucionalizando numa “roupagem legal, segundo as necessidades de manutenção da engrenagem de poder” (SILVA, 2011).

mais do que os fatos em si, serão os perfis sociais dos envolvidos construídos durante o processo que fornecerão os elementos necessários para a visualização do provável resultado da sentença. A vítima, de acordo com seu comportamento social, poderá ser a “boa-vítima” e a “vítima-que-diz-a-verdade” ou a “pretensa vítima” e a “vítima-que-mente”. Da mesma forma o acusado, de

acordo com seu comportamento, poderá ser o “bom-réu” / “cidadão de bem” ou ser enquadrado no “estereótipo do estuprador”. Logicamente este esquema é extremamente simplista em face das complexidades dos processos, mas através desta fórmula é possível perceber mais claramente a relação entre verdade e conduta social adequada, já que este raciocínio dual pode ser considerado inerente às resoluções jurídicas pelo fato marcante de não haver a possibilidade da relação inversa, como a de “cidadão de bem” que mente em suas declarações ou da vítima de comportamento inadequado que diz a verdade, por exemplo (COULORIS, 2004, p. 9).

Essa engrenagem de poder e de distinções sexuais, que envolve todos os subsistemas e atores que atuam dentro dele, também são produtoras e reprodutoras de senso comum. O senso comum torna-se um instrumento de afastamento do real. Conforme Pimentel, Schritzmeyer e Pandjarian (1998), os operadores do Direito terminam assim por negligenciar toda a complexidade que caracteriza a realidade. Isso os permite evitar se confrontar com todas as contradições sociais, protegendo-se através da burocracia.

Não há dúvida que encaminhar manifestações e decisões conforme os clichês e lugares comuns sociais é muito mais cômodo e menos arriscado do que ousar criativamente, a partir da elaboração do pensamento sobre percepções agudas da realidade

(PIMENTEL; SCHRITZMEYER;
PANDJIARJIAN, 1998, p. 32).

A elaboração da realidade não é, no entanto, algo a que os operadores do Direito punham-se a examinar com profundidade, tendo em vista a utilização de doutrinas fundamentadas de modo absolutamente não condizente com a realidade de um crime que massacra a cada 11 minutos as mulheres nesse país. Nesse sentido, entendemos que os tribunais estão muito interessados, nesses casos em atuar de modo a renovar suas práticas conservadoras, de compromisso estrito com o controle das teorias e técnicas de aplicação do direito, diametralmente em oposição a transformação de seus instrumentos, sobretudo nos que apresentaram em todos os tempos, timidez no combate ao enfrentamento da violência contra as mulheres e promover impacto na realidade e mudança social.

Considerações Finais:

A propósito de tecer nossas conclusões, consideramos importante retomar a motivação desse trabalho, a qual foi despertada pelo expressivo aumento conjuntural da violência contra as mulheres nos últimos anos no Brasil,

notadamente no que se refere aos crimes de estupro. Diante dessa prática tão sedimentada socialmente, qual a relevância do Sistema de Justiça e especialmente do poder judiciário no movimento dessa engrenagem que envolve o estupro e a forma como ele é entendido socialmente?

Esta pesquisa buscou compreender as conexões entre as decisões dos magistrados e a *visão androcêntrica* presente no tratamento do poder judiciário sobre os crimes de estupro. Inferimos que as legislações que tratam sobre estupro têm claramente um viés que tangencia as mulheres que poderiam ser “vítimas genuínas” e outras não: “mulheres honestas” mais merecedoras de respeito ao longo dos processos. Verificamos que a doutrina ratifica esse problema, bem como, a jurisprudência e todas as fontes do direito, de modo que essa *violência simbólica* causada pela dominação masculina (BOURDIEU, 2014) é partícipe da elaboração especializada da doutrina jurídica atual, acompanhando a vida do magistrado como fonte teórica.

Assim, nossa investigação infere que a formação dos estereótipos, a análise do comportamento e a fala da vítima para o sistema de justiça criminal,

corroborar fortemente para a vitimização feminina, quando, inversamente, deveria atuar na proteção da mulher vítima de violência. Se faz necessário o desenvolvimento da desconstrução dos pressupostos conceituais acerca do crime de estupro e dos padrões de comportamento dos atores desse delito.

É importante destacar a parcialidade da própria legislação ao perdurar o termo “mulher honesta” quando versou sobre os crimes sexuais entre o período da década de 1940 a 2006. Localizamos na doutrina jurídica e nas sentenças pesquisadas, um paradigma do crime de estupro no qual vítima e agressor não correspondem à realidade dos dados registrados. Em verdade o crime de estupro é uma prática criminosa bastante difundida, são inúmeros e diferentes casos, vítimas, agressores e locais dos crimes. A permanência dos lugares comuns nesses crimes, cotidianamente divulgados, ainda figuram no imaginário social e dos juízes, que muito longe de “fazer a justiça”, terminam por perpetrar estereótipos calcificados na sociedade, produzindo e reproduzindo revitimização, impunidade e discriminação.

Referências

- ANDRADE, Vera Regina P. A soberania patriarcal. O sistema de justiça criminal no tratamento da violência sexual contra a mulher. *Revista Brasileira de Ciências Criminais*, São Paulo, v. 48, p. 260-290, 2004.
- BARROS, Lívy R. S. M. de; JORGE-BIROL, Aline P. Crime de Estupro e a Vítima: a discriminação da mulher na aplicação da pena. In: *Revista do Ministério Público de Alagoas*. Nº 21, p. 135-156, jan/jun. 2009.
- BIROL, Jorge Pedra Aline. Em busca da satisfação dos interesses da vítima penal. Rio de Janeiro: Lúmen Júris, 2005.
- BOURDIEU, Pierre. *A dominação masculina*. Rio de Janeiro: Bestbolso, 2014.
- _____. *O poder simbólico*. Rio de Janeiro: Bertrand do Brasil, 1989.
- CHAUÍ, Marilena. *Participando do debate sobre a mulher e a violência*. Rio de Janeiro: Zahar Editores S.A, 1985.
- COSTA, Albertina de Oliveira. *Revista Estudos Feministas: primeira fase*, locação Rio de Janeiro. *Revista Estudos*

Feministas, Florianópolis: CFH/CCE/UFSC, v. 12, número especial, 2004.

COULOURIS, Daniella Georges. *Violência, gênero e impunidade. A construção da verdade nos casos de estupro*. Dissertação (Mestrado em Ciências Sociais). Faculdade de Filosofia e Ciências da Universidade Estadual Paulista, Marília (SP), 2004. Disponível em: <http://www.observatoriodeseguranca.org/files/Disserta%C3%A7%C3%A3o%20Biblioteca%20unesp.pdf>. Acesso em: 19 de março de 2019.

FOUCAULT, M. *História da sexualidade 1: A vontade de saber*. São Paulo: Paz e Terra, 2014.

_____. *Vigiar e Punir: nascimento da prisão*. Petrópolis, RJ: Vozes, 2013.

GOFFMAN, E. *Estigma*. Rio de Janeiro, Zahar, 1975.

FREITAS, Lorena de Melo. Marxismo, Direito e a Problemática da Ideologia Jurídica. In: *4o colóquio Marx e Engels*. Cemarx / Unicamp, nov. 2005.

GONÇALVES, Victor Eduardo Rios. *Direito Penal Esquematizado*. São Paulo: Saraiva. 2011.

GRECO, Rogério. *Código Penal Comentado*. 4 ed. Niterói, RJ: Impetus, 2017.

MACHADO, Antônio Alberto. *Ensino jurídico e mudança social*. São Paulo: Expressão Popular, 2ª ed., 2009.

MISSE, Michel. *Crime e Violência no Brasil Contemporâneo*. Rio de Janeiro: Lúmen Júris, 2006.

MASSON, Cleber. *Direito Penal Parte Especial*. Rio de Janeiro. Editora Gen. 2019

PIMENTEL, S.; SCHRITZMEYER, A.L.; PANDJIARJIAN, V.. *Estupro: crime ou "cortesia"? Abordagem sociojurídica de gênero*. Porto Alegre: Sergio Antonio Fabris, 1998.

SAFFIOTI, Heleieth I. B. *Gênero, patriarcado, violência*. São Paulo: Editora Fundação Perseu Abramo, 2004

SUDÁRIO, S.; ALMEIDA, P. C.; JORGE, M. S. B.. *Mulheres vítimas de*

estupro: contexto e enfrentamento dessa realidade, 2005. Disponível em:

<http://www.scielo.br/pdf/psoc/v17n3/a12v17n3>. Acesso em: 6 de agosto de 2019.

VARGAS, Joana Domingues. *Crimes sexuais e sistema de justiça*. São Paulo: IBCCrim, 2000

**MULTIMEDIA AND CONVERGENCE AS FACTORS OF THE
DEVELOPMENT OF REGIONAL INTERNET MEDIA (ON THE
EXAMPLE OF THE MASS MEDIA OF THE REPUBLIC OF
TATARSTAN)**Tatiana A. Nagovitsyna¹Ramis R. Gazizov²

Abstract: The authors focus on such properties of regional Internet media as multimedia and convergence, which fully meet the requirements of the modern media market. Covering this topic, the authors focus on Internet publications of the Republic of Tatarstan. The specifics of the Internet media significantly changed the work of the journalists themselves, the nature of the submission of materials, the target audience, and the whole system of functioning of the media in general. The authors state that in recent years there has been a significant change in the media system due to the emergence and development of the Internet media, which not only took its place in it, but also determined the leading trends in its functioning. It is also important to study

the influence of special features of network journalism on the media system in terms of their historical development and the mutual influence of Internet journalism and the technologies of the global network. The increasingly active use of multimedia technologies in the media and the very transformation of the multimedia character continue to change the format of journalistic activity. It is relevant to consider the influence of multimedia on the nature of structural and content changes that determine the forms of information delivery in regional media. The experience of the Internet media of the Republic of Tatarstan is generalized, which have broad opportunities to influence public opinion.

¹ Kazan Federal University, Kremliovskaya Russian Federation. E-mail: nagovitsinatatyana@mail.ru.

² Kazan Federal University, Kremliovskaya Russian Federation. E-mail: gazizov-da@yandex.ru.

Keywords: Internet media, multimedia, convergence, target audience, information product, potential readers, hyperlinks.

INTRODUCTION

In connection with the emergence and active development of Internet media, they are gaining more and more new properties. One of the forms of giving news and analytical material, attracting the attention of the audience is multimedia. E.L. Vartanova argues that multimedia is the most important feature acquired by the media as a result of the convergence of text, sound and image transmitted simultaneously in an interactive mode over a coaxial or fiber-optic cable, via radio links, satellite systems, or a combination of these technologies [1, p. 235].

Internet media, which appeared in the traditional media, are not only a part of them, but also in recent years have become dominant. The prerequisites for the emergence of multimedia were the rapid development of technologies, through which the Internet made possible the convergence of text, sound and images, which are

transmitted simultaneously in an interactive mode. The new information and communication environment requires the media, first of all, to take into account the requirements of the modern media market. Today, the multimedia factor plays a special role in the diverse manifestations of content forms.

I. Kiriya believes that the multimedia language is interactive, because it allows you to obtain information using various options and various semantic schemes, and using the data by nature itself to the person of the opportunity [2, p. 20].

Today, multimedia has become one of the most successful concepts for the development of the media industry and the relationship between the media and the audience. Experts define it as "the integration of two or more communication tools and channels with a computer." [3, p. 2]. Now the word "multimedia" is understood as the transmission of information simultaneously by several communication channels: audio, video, and virtual communications. Therefore, multimedia can easily be presented as a single information system, which is based on any types of media whose

information products partially "merge" with each other.

1. METHODS

The multimedia nature of the text assumes active use of non-verbal information. Compared with the press, the authors of the Internet texts do not attach importance to font-based variation, much less to the punctuation system. All this is replaced, but not compensated for in more straightforward ways to bring the content to the audience.

Elements of multimedia on the pages of the electronic newspaper "BUSINESS Online" (Republic of Tatarstan) can be seen in almost all relevant materials. So, in the material "Poll with" predilection": how Nyusha chose volunteers" is given a video about how the singer Nyusha enters the role of the "mundial" ambassador. In Kazan, she is engaged in the selection of volunteers for the Confederations Cup, and at the same time discussing the exploits of "Barcelona". Although she admitted that she "is not that close to football" [3].

To date, almost all media in the Republic of Tatarstan have Internet versions. This makes it possible for readers, listeners and viewers to get

acquainted with the news and analysis of the region and the country at any time convenient for them.

The use of multimedia properties in the Internet media also causes the development of such a phenomenon in the media as convergence.

Convergence refers to "the process of integration, convergence of various technologies, their integration into a single technological platform. The process of convergence is a common feature of the modern information society, within which there is an increase in the interdependence of various elements of the system as a whole. Convergence is understood as the combination of different formats (newspaper on the Internet), and the economic union of previously isolated sectors (telephony, radio and cable television) "[4, p. 206]. Today, multimedia has become one of the most successful concepts for the development of the media industry and relationship between the media and the audience. Specialists define it as "the integration of two or more communication facilities and channels with a computer" [5, p. 2].

The ability to place video and audio information on the pages of the

Internet media contributes to the fact that these publications can combine different functions, and not just work with text. Shooting photos and video reports has become a routine thing for a modern journalist. News portals "E-Kazan" and "ProKazan.ru" combine the functions of the newspaper, television and radio. This makes it possible to talk about convergent editions on the territory of the Republic of Tatarstan.

2. RESULTS

If we talk about the degree of study of the problem, today, with confidence, we can say that in the foreign and domestic literature, the media's media divergence and multimedia have been studied quite widely. Foreign media researchers S. Kuin [6], D. Fisher [7], A. Grpant, J. Wilkinson [8] in their writings give a detailed description of the process of convergence. M.Lyuki [9] and M.Brigts consider questions of convergence in practical terms [10].

Domestic scientists are also engaged in Vartanova. "What is the convergence of the media doing?" [11]. It examines various aspects of the convergence.

3. DISCUSSION

Considering convergence as a process of integration and convergence of various technologies, it is possible to distinguish three of its specific features: 1) Convergence leads to the merging of different media. 2) Requirements for the journalist change. Today he must have multimedia skills. 3) The convergence of the media gives rise to new integrated genres-the infotainment and edutainment. Journalists theorists believe that an important consequence of the convergence process was the change in the information product itself. Text, graphic, sound and video illustrations are integrated into a single information product, creating a new information environment, which is called "multimedia". Multimedia character of the text, as already mentioned above, involves the active use of non-verbal information means, which undoubtedly helps to reveal their potential. Hyperlinks also increase the amount of information offered and are now widely used in the Internet media. Considering hypertext links from the point of view of web-design solutions, according to GA Makhini, two main approaches can be

distinguished: the links are placed in the "body" of the text (they are usually distinguished by graphic elements-for example, another color) or they are carried out in the lateral menu, located outside, usually on the side of the main material. By the way hypertext links are used, one can compose an idea of what tasks the authors of the site place, organizing information flows. Hyperlinks can be contextual and thematic in nature [12. p. 97]. Issues of multimedia and convergence, as factors in the development of Internet media, certainly require attention, both theorists and practitioners of journalism. It seems that this topic will interest teachers and students-journalists and will continue.

4. SUMMARY

Thus, we came to the conclusion that in the Republic of Tatarstan, as well as in the whole of Russia, a considerable amount of experience of modern Internet media has been accumulated. Modern media companies expand their range of information and entertainment products and at the same time use "new" forms of media content: online newspaper, radio on the Internet, web television.

Today, convergence can be understood as the transmission of a single content by different means (using text, sound or video) and through various communication channels (press, television, radio, the Internet).

Multimedia is one of the main factors of the development and functioning of the networked media of the Republic of Tatarstan. It was formed in conditions of elaboration of competitive strategies and is characterized by a variety of tools, differentiation of its use depending on the specifics of the material, creative character.

The influence of multimedia on the genre and linguistic nature of materials is expressed, on the one hand, in the enhancement of the features inherent in the language of the Internet-media in general, on the other hand, in a certain opposition to the trend of simplification.

5. CONCLUSION

Such elements of multimedia as photos and video materials, on virtual pages "Business Online", "Inde", "Kazan. 24" appear in almost all the headings. Video, as a multimedia function, gives

the reader the opportunity to penetrate deep into the problem. The materials in this publication are distinguished by a large volume and depth of supply. In the context of addressing the multimedia problem of the Internet media of the Republic of Tatarstan, it is also worth highlighting the portal "Inkazan.ru", in which the media supplement is based on photo reports.

We believe that the role of the multimedia factor in the development of the Internet media requires further study. Considering it as one of the properties of networked mass media will make it possible to say that for today the prospect of the development of Russian federal and regional Internet media is precisely the wide application of new approaches to multimedia.

CONFLICT OF INTEREST

The authors confirm that the presented data do not contain a conflict of interest.

Acknowledgments

The work is carried out according to the Russian Government's Program of Competitive Growth of Kazan Federal University.

REFERENCES

Vartanova E.L. Media economics of foreign countries. - Moscow: Aspect Press, 2003.

Kiriya I. What is multimedia? / I. Kiriya // Journalism and convergence: why and how traditional media are transformed into multimedia. - Moscow: Higher School of Journalism, 2010.

«BUSINESS Online» from 9.03.2017: https://www.business-gazeta.ru/video/339374?utm_campaign=main-page&utm_source=video

Lukanina MV Text of the media and convergence / MVLukanina. - Political Linguistics: Ekaterinburg, 2006.

Perspectives on Multimedia: Communication, Media and Information Technology by Robert Burnett (Editor), Anna Brunstorm (Editor), Enders G. Nilsson (Editor). - Wiley, England, 2004. P.2

Quinn S. Convergent Journalism: The Fundamentals of Multimedia Reporting. New York: PeterLang, 2005, 256 p.

Fisher D., Grant A., Wilkinson J.
Principles of Convergent Journalism,
Oxford: Oxford University Press, 2008,
240 p

Grant, A., Wilkinson, J. Understanding
Media Convergence, New York, NY:
Oxford University Press, 2008, 320 p.

Luckie M. S. The Digital Journalist's
Handbook. Lexington, KY:
CreateSpace, 2010, 256 p.

Briggs M. Journalism Next: A Practical
Guide to Digital Reporting and
Publishing. Washington, DC: CQ Pres,
2009, 251r.

Vartanovy E.L. What is the convergence
of the media doing? // Information
society. - 1999. -Vyp. 5.-C.11 -14.

Makhinin G.A. Multimedia as a
property of the development of
networked media at the present stage (on
the materials of Tatarstan's networked
media). Dis. Candidate of Philology,
Kazan, 2013

**SPECIFICITY OF THE FICTION CONCEPT “WEALTH” AS A
WAY OF REPRESENTATION OF THE LINGUISTIC CULTURE
(ON MATERIALS OF THE ENGLISH AND TATAR LANGUAGES).**V. N. Khisamova¹L.R.Khasanova²E.A. Saidasheva³

Abstract: The article deals with the representation of the concept “wealth” in the Tatar and Anglo-American linguoculture, analyses the difference in the definition system and etymology of the words. The essence of the fiction concepts and its place in the linguistic picture in the world is described. Componential and content analysis of the concept held on the basis of the fiction literature allows revealing diverse and common features between two cultures and worldviews of the “wealth” as a part of the linguistic picture of the world. The result of the research is reflected in the conclusion that the Tatar and Anglo-American cultures equally frequently use the concept to describe material resources, profusion of objects and phenomena, money and other economically exchangeable property.

Although the great difference in the presence of the “spiritual wealth” concept in the Tatar linguistic and its absence in the Anglo-American one is noted and disclosed. Existing differences are subsequently explained throughout the historical background of the Tatar, British and American.

Keywords: linguistics, comparative linguistics, picture of the world, culture, concept, the Tatar language, the English language, wealth.

INTRODUCTION

The importance of the issue under the study is conditioned by increasing interest to a language as to a tool of the intercultural communication and understanding. Concept represents

¹ Kazan Federal University, Russia. e-mail: imagineemerald1@gmail.com.

² Kazan Federal University, Russia. e-mail: imagineemerald1@gmail.com.

³ Kazan Federal University, Russia. e-mail: imagineemerald1@gmail.com.

the basis of the culture and linguistic picture of the world. The chosen concept “wealth” allows considering not only on the material meaning of the phenomenon, but also gives an opportunity to make an in-depth analysis of its spiritual, non-material interpretation. The novice of the study lays not only in the comparison of attitude of the two cultures towards the universal concept “wealth”, but also in the choice of the material – fiction literature of the XX century. Thus the analysis of the fiction concept and its significance in the representation of the national linguistic picture are revealed. The choice of the chronological period and literary genre is conditioned by the opportunity they provide to hold a complex study, including the characterization of the way history affects language.

The study of a concept is one of the most important objects of linguo-culturology, as it represents the attempt to reflect the relationship of the cultures studying the significance of the concept to one language or the other, comparing and analyzing them. Thus, comparative study of the concept becomes more widely spread as it reveals the difference in the mentality of the nations.

Concept is a mental unit that contains information about the life, experience and history of a human being, or of the whole population of a country. The model of the world in each culture is based on the sequence of universal concepts, such as dimension, time, quantity, number, reason, destiny, truth, law, love, fire, water and others. Along with a set of universal concept, each culture has its own specific concepts. The totality of the concepts forms the conceptual picture of the world. (Bloch, 2006).

Concepts form linguistic picture of the world. Linguistic picture of the world is an organized multitude of separate elements of experience (concepts) and multitude of schemes of typical situations (frames). It systemizes knowledge of a person. The picture is constantly being supplemented and corrected, as the society is developing; the exchange of experience among people is taking place. The picture of the world is common, collective and belongs to the whole society, it rules human behavior. Studying of a foreign language supposes understanding of its linguistic picture of the world, meaning of cultural traditions and social norms, knowledge of concepts.

Concept has a multitude ways of expression in the language, most simplified classification – written and oral ones. In terms of the former, we may speak of the fiction concept – a concept that is used by the author to create an exact image of what should be pictured via words. Fiction concept is as common and familiar words, as the neologisms conjured up by an author. The main interest of the fiction concept for linguo-cultural study is its ability to represent the national conceptual picture of the world through the individual one (Pimenova, 2013).

1. LITERATURE REVIEW

The study of the concept has been the object of many researches of linguo-culturology (N.A. Krasovsky, V. I. Karasik, S.G. Vorkachev), cognitive linguistics (E.S. Kubryakova, Z.D. Popova, I.A. Sternin), psychological linguistics (L.S. Vigotsky, A.A. ZAlevsckaya). Linguistic picture of the world is the object of studies of many prominent linguists (U. S. Stepanov, V.V. Kolesov, D.V. Kolesova). These scientists dedicated their works to the in-depth study of the concept (including the help of linguo-cultural approach).

2. LINGUOCULTURAL APPROACH OF THE CONCEPT STUDY

Linguocultural approach defines the concept as the reflection of the culture in the consciousness of men. This approach studies the concept as the means of the culture representation and means of the interrelation of individual and culture (Stepanov, 2004).

Linguocultural concept, in this case, is a more complex phenomenon than its denotation, in the meaning of semantic nuances, that identify specific feature of the national perception and expression of the concept. However, it is the word, that brings in the consciousness the specific meaning, belonging to a particular culture.

Thus, concept possesses a complex structure. U.S. Stepanov characterizes it as following: “on the one hand it includes everything that belongs to the structure of the meaning, on the other hand – the structure of the concept includes all the features that make it a cultural phenomenon – the origin (etymology) squeezed to the main features of the history content, modern associations and assessment” (Stepanov, 2004).

According to the classification of the linguocultural concept by A.Y. Gurevich, they can be divided into 2 groups: cosmic – philosophic categories, universal categories of the culture (time, space, dimension, reason, movement, change) and social, cultural categories (freedom, honor, purity, poverty, wealth) (Maslova, 2004). V. A. Maslova distinguished the third group: the category of national culture concepts (for the Anglo-American culture its – independence, gentry, colony, dominion, and homestead; for the Tatar - vatan (motherland), baj (master, wealthy) и т.п. (Maslova, 2004). She also notes that in the course of in-depth analysis of the concepts it can be found that any language has got a big amount of culturally-specified concepts.

The important pace in the understanding of the correlation between the language and culture is taken by the term mentality. Mentality is the worldview expressed in the categories of mother tongue that reveal the intellectual, spiritual and willed qualities of the national character in its typical manifestations. The unit of the mentality in this case is the concept of this culture.

Mentality also reveals the principles of the culture – ideals that

measure the society for individuals and the nation as a whole and serve as the means of the world division into “acceptable/unacceptable”, “positive/negative”. They also reflect the cultural values of the nation that coordinate, stimulate and regulate the relations between individual and the world.

3. METHODS OF THE RESEARCH

As other disciplines, linguoculturology uses the methods of the related sciences. Especially strong the bond between the linguoculturology and cognitive-semantics interpretation of the concept. “The relationship between the language and culture exist in the consciousness consequently, every linguocultural study is the cognitive study at the same time” (Karasik and Slishkin, 2001). The difference between two methods according to V.I. Karsik is in the direction of the study: cognitive – from the individual to the mass consciousness, linguocultural – from the culture to the individual consciousness.

This research uses the methods of comparative analysis of the data obtained in the course of study, componential analysis of the

definitions of the concept “wealth”, content analysis of the fiction literature and interpretation of the results. The basic scientific methods as induction, deduction, synthesis were also used during our work.

4. CONCEPT “WEALTH”

Comparative analysis of the concept “wealth” in Anglo-American culture and Tatar (in the form of the word “bajlyk”) allows to obtain common and different features that existed and still present in the national conceptual picture of the world and thus makes the interpretation and comparison of the mentality of two nations possible. The choice of the concept “wealth” was conditioned by the universal nature of it, presence in both of the linguistic cultures. It also possesses a national specificity that reveals the uniqueness of the national conceptual pictures of the world and, at the same time, their resemblance.

5. COMPARATIVE ANALYSIS OF DEFINITIONS

The analysis of the definitions of the concept allows us to claim a major

resemblance of the interpretations of it by two cultures, separated by thousands of miles.

In the Tatar language “bajlyk” acquires following meanings:

1) A large amount of property or money (*böten transport bajlygy – the wealth of the transport*).

2) Signifies the big quantity of something, profusion of resources.

3) A state of being rich (description of people).

4) Spiritual values (*ruhi bajlyk – spiritual wealth*).

5) Something that represents a non-material value and life priority (*Jaratkan esheññan læzzät alu – ul bajlyk – To get the pleasure from the loved work – that’s what is wealth; saulygyç – bajlygyç – health-is the main wealth*).

6) Diversity, variety, richness of something (*arhitektura bajlygy – wealth of architecture*).

Etymology of the word “bajlyk” finds equivalents in the Mongol and Manchurian languages, Yakut language “буйаң” [bujañ], Chuvash - «һуйан»[hujañ], Mari - «пайаң, поян» [pañ; puñ], Buryat - «байа-н» [bajañ], Uigur - «буйан» [bujan]. There is a basis for the assumption that word “байлык” has come from Sanskrit

punja, punʒa (happiness, wealth) (Akhmatyanov, 1988). It should be noted that in many upper mentioned languages the concept contains the meaning and translation of both happiness and wealth.

Definition of the concept “wealth” has got the following variants:

1) Large amount of property or money (*During a successful business career, she accumulated a great amount of wealth*)

2) A state of being rich (description of people)

3) Large amount of resources or a certain desired thing (*the country mineral wealth*).

4) All the property that is exchangeable or has got economic value.

5) A big amount of something material, quality or a skill (Jim has a wealth of teaching experience).

6) Archaic (from weal, welfare) happiness, well-being.

The word «wealth» appeared approximately in XIII century, its first form was «welthe», originated from «well» or «weal», derived, with the use of suffix -th (meaning condition or a state). As it was mentioned primarily it was used in the meaning of happiness and well-being.

In the result of the comparative analysis of the definitions of the concept “wealth” in the English and Tatar languages we identifies following correlation:

Table 1. Comparative analysis of the dictionary definitions.

Wealth	Bajlyk
1) A large amount of property or money	1) A large amount of property or money
2) All the property that is exchangeable or has got economic value	
3) Large amount of resources or a certain desired thing	2) Signifies the big quantity of something, profusion of resources

4) A state of being rich (description of people)	3) A state of being rich (description of people)
	4) Spiritual values
5) Archaic (from weal, welfare) happiness, well-being.	5) Something that represents a non-material value and life priority
6) A big amount of something material, quality or a skill	6) Diversity, variety, richness of something

Despite the multiple similarities in the usage of the term “wealth” by English and Tatar culture (table 1), in should be noted that the English language gives it narrowly a material characteristic, its “spiritual” component, that has nothing to do with material values, money or property can be seen only in archaic variants of it, and can be traced as far as the XX century. Definition of the “spiritual wealth” is rare and related to the text of religious and philosophical character, and is not listed among the official variants of the usage of the word in any dictionary.

At the same time, we should emphasize the fact that concept “wealth” in Anglo-American culture, with the comparison of it from the Tatar one, has an additional specialized meaning of the

economic value, that allows to trace the direction of the concept’s development towards the material interpretation of it.

However, dictionaries cannot be taken as the only source of the concept for the bearers of culture, the most efficient way to transfer the concept and its constituents to the following generations through the books, in this work, we consider the fiction literature as a means of the concept spread.

6. FICTION CONCEPTS AND ITS SPECIFICITY

For this research the definition of the fiction picture of the world and its correlation with the national picture of the world is significant. Fiction picture of the world is a secondary image of

what surrounds us. It is formed in the consciousness of the reader during the perception of literature (Popova and Sternin, 2007).

Worldview in the fiction text is expressed with the help of linguistic means and reflects the individual picture of the world of the author and is traced through the appliance of the elements of the fiction work and the choice of the vocabulary, raise or reduction of frequency of concepts. This denotes the meaningful concepts for the author and, at the same time, reflects the national picture of the world that is essentially present in the writer's individual worldview.

The fiction concept of the world may also contain individual concepts, the work of imagination and literary art of a certain author.

It is important to consider the features of the fiction picture of the world, distinguished by linguists, for a better understanding of its relevance in the depiction of the national worldview (Minikhanova and Fatkullina, 2012):

- anthropocentric nature of it, and expressed subjectivity, as the fiction concept reveals an individual understanding of the world by the author;

- philosophical nature of the fiction picture of the world, as it expresses the philosophy and attitude of the author towards the world, its objects and phenomena;

- presence of a particular picture of the world in the works of certain authors and its constant recreation through the process of the perception of it by addressee;

- dependence of it on the surrounding social and national factors;;

- historicity and constant development, as the fiction picture of the author and concepts are created in the course of some historical period and usually experience its influence, constantly changing and acquiring or losing meanings;

- complex structure (presence of the conceptual part, figurative and value sides of it).

Thus, language is a means of the creation of the secondary, fiction, picture of the world that identifies a particular worldview belonging to the author. Notwithstanding, the fiction picture of the world is the reflection of a linguo-culture of the nation and, at the same time, its transmitter to the following generations. Consequently,

fiction concept has an ambiguous nature; it forms and reflects the national conceptosphere.

7. CONTENT-ANALYSIS AND COMPONENTIAL ANALYSIS OF THE CONCEPT “WEALTH”.

For the content analysis of the fiction concepts “wealth” in the English and Tatar linguistic cultures, we considered 2000 pages of the literary

works created by the XX century authors. Among them representatives of the Anglo-American linguistic culture, chosen on the basis of their popularity and belonging to the classical pieces of literature, there are: R. Bradbury, A. Cronin, E. Waugh, T. Dreiser, J. Steinbeck. The Tatar linguistic culture was analyzed through to the works of G. Absalyamov, F. Amir Khanov, A. Eniki, Sh. Kamal, S. Khasanov, A. Kutui, K. Timchurin and others.

Table 2. Content analysis of the concept “wealth” in Anglo-American And Tatar fiction literature.

	«Wealth»		«Bajlyk»	
Frequency of the use on 2000 p. of literary works	105		33	
Frequency of the use in one literary work	1 - 48		1 - 3	
	Quantity	Percentage	Quantity	Percentage
Positive connotation	74	70%	20	60 %
Negative connotation	20	19 %	11	33 %
Neutral connotation	11	11 %	2	7 %
In the meaning of a material value, money	59	57%	17	51%

In the meaning of a state of being rich (description of people)	26	24%	2	7%
In the meaning of the profusion of some object or resource.	18	19%	4	12%
In the meaning of the spiritual value, non-material life priority.	-	-	10	30%

On the basis if the assumption that linguistic expression acquire the concepts that are essential for the exchange of information, important for the expression national picture of the world, results of the content analysis and componential analysis of the fiction works allows us to come to the following conclusions:

1. On the basis of the frequency of the usage, for the Anglo-American linguistic culture concept “wealth” is more important than it to the Tatar culture.

2. Positive connotation of the concept “wealth” has the primary meaning in both linguistic cultures, although Tatar culture tends to express a negative connotation, in the meaning of the rejection of acquisitiveness, through the word more often («Inde bajlygyn

bugazyña kilep tygyldymy?» – When will you at last be fed up with the wealth? (Taktash, 2006)), as for the Anglo-American culture, it mentions the negative attitude towards the wealth only when it doesn’t bring desired satisfaction or is acquired dishonestly («How long he had struggled and fought—for what? Wealth, power, luxury, influence, social position? Where were they now...?» (Khasanov, 2010)).

3. Both Anglo-American and Tatar linguistic cultures have more than a half of the usage of the “wealth” concept in the meaning of a large amount of the material value, money and other property, thus representing universal features for two cultures («The desk was crammed with the evidence of his father’s wealth (Cronin, 2012) ; « Bajlygygyz beløn maktanmagyz, bajlyk –

ber ajlyk ul ...» (Amirkhan, 2002)– Don't boast of your wealth, wealth is not forever...).

4. We should also mention that in Anglo-American picture of the world wealth is used as the means of description of being rich much more often, thus expressing the idea of the human-wealth binding in the consciousness of people (the wealth (as a group of people), a man/ woman of wealth). In the Tatar language “wealth”/ “bajlyk” serves as the way of the characterization and introduction of a person in the text less frequently («bajlyk kardəshlek » - the relatives of wealth).

5. Approximately the same quantity of the concept's usage was in the meaning of the profusion of some object or resource (wealth of coal-black hair (in the meaning of “abundant”) (Dreiser, 2008), təbigat'ne bajlygy – wealth of nature (in the meaning of “profusion of resources”(Kutui, 1982)).

6. In the meaning of the “spiritual wealth”, non-material value and life priority there is a significant difference between Anglo-American and Tatar linguistic cultures. Throughout the research we were not able to find any example of the “spiritual” wealth, or wealth in the connection except

expressing the quantity. However, Tatar linguistic picture of the world is full of such («Halyknyñ buynnan-buynga kyçep kilgən ruhi bajlygy bit alar barysy da...» (Eniki, 1982)– It is an accumulated spiritual wealth, it was passed from one generation to the another and lived in people...; « Minem bajlygym dip kenə jertə ul alarny...» (Eniki, 1982)- «all my wealth is in my grandchildren»). This allows us to come to the conclusion that concept “wealth” in the English language is rarely used in this meaning, and is substituted in the national picture of the world by other concepts (such as “happiness”, for example).

8. CONCLUION.

The study revealed abundant coincidence in the representation of the “wealth” concept (“bajlyk”) in national conceptspheres of Anglo-American and Tatar cultures. However, despite the common definition of the wealth as a material value, property, resources or money, there are substantial differences in the realization of the concept by two nations that the fiction literature of a number of writers reflects. It concerns the upper-mentioned point of the

“spiritual wealth”. Fiction picture of the world, in its turn, reflects and influences the formation and structure of the national picture of the world.

As for the reasons of such differences in the usage of the concepts, we should search them in the historical background of the nations. For one thing it might be the historically-developed priority issue that departed the nations on that account. Anglo-American culture, especially American thought of the material wealth as a part of the “American dream” of a happy life with no need, British culture as well, based on the cult of the wealth and statues that accompanied it. Whereas Tatar nation being a part of USSR, where wealth was considered to be a negatively perceived thing that made people unequal, transformed the meaning of wealth into something that society saw as the priority: family, nature, personal qualities.

ACKNOWLEDGEMENTS

The work is performed according to the Russian Government Program of Competitive Growth of Kazan Federal University.

REFERENCES

Akhmetyanov R.G. (1988). *Obschaya leksika materialnoi kulturi narodov Srednego Povoljya*. [General material culture of the people of Volga Region]. Magarif-vakit, 220.

Amirkhan F. (2002). *Sailanma aserler*. [Selected works]. Tatarstan respublikasi “Hater” nashriyati, 399.

Akhmatyanov R.G. (2015). *Tatar telenen etimologik suzlege. I tom (A-L)*. [Etymologic dictionary of the Tatar language. Volume 1 (A-L)]. Magarif-vakit, 543.

Bloch M.Y. (2006). *Concept I kartina mira*. [Concept and the picture of the world]. *Mejdunarodnaya practicheskaya konferencya*, 16-20.

Cambridge dictionary. [Online] Available:<https://dictionary.cambridge.org>.

Cronin A.J. (2013). Stars look down. New York: Bello.

- Dictionary.com. [Online] Available: <http://www.dictionary.com>.
- Dreiser T. (2008). *Financier*. London: Penguin Books Ltd.
- Dreiser T. (2015). Seattle: CreateSpace Independent Publishing Platform.
- Eniki A. (1982) *Povesti I rasskazi*. [Novels and stories]. Tatarskoe knijnoe izdatelstvo, 256.
- Findlater A., Ed Chambers's *Etymological Dictionary Of The English Language*, 1856.
- Joseph E. Worcester *Dictionary Of The English Language*, 1877.
- Karasik V.I., Slisshkin G.G. (2001). *Lingvokulturni concept kak edinitisa issledovaniya*. [Linguocultural concept as a unit of reseatch]. Voronejcki gosudarstveni universitet, 75-80.
- Khasanov S.S. (2010). *Sailanma aserler*. [Selected works]. Tatarstan respublikasi "Hater" nashriyati, 479.
- Kutui A. (1982). Neotoslannye pisma. [Unsent letters]. Tatarstan kitap nashriyati, 127c.*
- Lingvolive.com – ABBYY Lingvo Live. [Online] Available: <https://www.lingvolive.com/en-us>.
- Longman Dictionary. [Online] Available: <https://www.ldoceonline.com>.
- Macmillan Dictionary. [Online] Available: <https://www.macmillandictionary.com>.
- Maslova V.A. (2004). *Lingvokulturologiya* [Linguoculturology]. Akademia, 2008.
- Merriam-Webster's Collegiate Dictionary. [Online] Available: <https://www.merriam-webster.com>.
- Miftakhov Z. (2005). *Tatar telenen anlamatli suzlege*. [Dictionary of the Tatar language]. Tatarstan respublikasi "Hater" nashriyati, 450 б.
- Minikhanova L.K., Fatkullina F.G. (2012). *Khudojestvennyya kartina mira kak osobi sposob otrajeniya deistvitelnosti* [Fiction concept of the

world as a specific way of the reflection of the reality]. Vestnik Bashkirskogo universiteta, 1626-1627.

Online Etymology Dictionary. [Online] Available:<https://www.etymonline.com>.

Oxford Dictionary. [Online] Available:<https://en.oxforddictionaries.com/english>.

Pimenova M.V. (2013). Tipi conceptov i conceptualnogo issledovaniya. [Types of the concepts and conceptual study]. Vestnik KemGU, 127-131.

Popova Z.D., Sternin I.A. (2007). Obschee yazikoznanie. Uchebnoe posobie. [General linguistics. Study book.] AST Vostok, 408.

Stepanov U.S. (2004) Slovar russkoi kulturi. Opit issledovaniya. [The dictionary of the Russian culture. The experience of the study]. Akademicheski proekt, 991.

Zilyaeva R.A. (1977).). Tatar telenen anlamatli suzlege. Otch tomda. 1 tom. [Dictionary of the Tatar language in three volumes. Volume 1]. Tatarstan kitap nashriyati, 476.

Skeat W. W. (1835-1912) An etymological dictionary of the English language. Toronto: University of Toronto.

Taktash (2006). Sailanma aserler. [Selected works]. Tatarstan respublikasi "Hater" nashriyati, 382

PROBLEMS OF KNOWLEDGE BY COMMUNICATIONA.R. Karimov¹M.N. Solodukho²

Abstract: This article deals with the problems associated with communicative knowledge. It gives narrow and broad definitions of communicative knowledge. The concept of “evidence” is analyzed. The problem of the status of communicative knowledge is analyzed. It is substantiated that the transfer of communicative cognition is possible. The essential and sufficient conditions for the transfer of communicative knowledge are determined. As a sufficient condition for the transfer of knowledge, it is proposed the following: for any witness A and recipient B, if 1) A knows that p, and 2) B is convinced that p on the basis of the testimony of A, and 3) that B has no reason to prejudice the testimony of A, that p, then B knows that p. 4) The witness and the recipient have the maximum possible positive intellectual perfection. The article criticizes the reductive approach, which

consists in the fact that any knowledge obtained by communication from another is secondary, because in the end it can be reduced to individual experience. The article defends non-reductionism, since it takes into account the collective nature of cognition. Others will also learn, and I can learn something from them.

Keywords: knowledge, communication, testimony.

Introduction

There are two senses in which one can talk about the social nature of knowledge. In the first sense, social knowledge is the knowledge, which is not obtained through individual experience or reflection, but through communication with others. In the second sense, the social nature of knowledge is understood as the determinism of cognition by social

¹ Kazan Federal University, Russia, e-mail: arrkarimov@kpfu.ru

² Kazan National Research Technical University named after A.N. Tupolev - KAI, Russia, e-mail: margarita.nat@yandex.ru

practitioners, primarily the powerful ones. This article concerns the problems related to communicative knowledge.

So, in the first sense, epistemology studies:

1) The problem of status of knowledge, obtained during communication.

2) The problem of group knowledge, when the subject is not an individual but a collective subject. For example, in such expressions “We, the people of the United States ...”, “the commission believes that”, “the government decreed that”, etc., the subject of knowledge is a certain social group. Here one can note the tendency to increase the number of authors of scientific articles, connected both with the distributed nature of modern science and with the growth of interdisciplinary research.

3) The influence of certain institutional features on the quality of communicative knowledge. For example, the influence of the system of reviewed journals in science on the quality of publications.

In this article, we will consider the first problem - the status of knowledge obtained in the course of communication.

Today, it is increasingly realized that the production of knowledge does not occur in the minds of individual scientists, but in the process of communication between different social subjects. As an example from the history of science, one can cite the building site as a communicative space (the pyramid of Cheops, Taj-Mahal). At the building site, there was a combination of knowledge, technology, professions, social roles: the work of engineers, mechanics, mathematicians, stone dressers, loggers and carpenters, blacksmiths (as well as priests, slavers, guards, etc.). The advent of printing as a factor of the rapid dissemination of scientific knowledge also influenced the development of communication. Modern knowledge is not achieved in salons, where the guests of high standing together with the ladies discussed, among other things, some scientific questions (“invisible college”), and not even at the Academy of Sciences, but on the Internet site. The problem of the status of communicative knowledge is already outlined in Plato in the dialogue “Menon” mentioned above. Socrates gives an example of the routine case, when we get knowledge from another. Such a routine case is to ask the first who

comes along which way to go. Suppose a traveler needs to get to a certain inhabited locality. He asks the way from the first person who comes along. Suppose that he has absolutely exact information about the whereabouts of the city, because he lives there. He tells the traveler how to get into the city. Now the traveler also knows how to get into the city.

But it is also obvious that the epistemic status of the traveler and the first comer is different. After all, one knows by name, and the other knows by hearsay. In what sense does the traveler know how to get to the village?

Consider the following judgments:

“The Nile is the largest river in Africa”.

- The star TRAPPIST-1 has three planets that are suitable for life.

- Caesar crossed the Rubicon in 49 B.C.

Most of us have not been to Africa, looked through the telescope and studied the historical archives. We have learned all this not through independent research, but from the message of the other - the teacher, the media, etc. Major portion of the knowledge is obtained through communication, and not through personal experience or reflection. We

depend on communicative knowledge to such an extent that we cannot even imagine it otherwise. Cognitive Robinson is only possible if he has a history of communication with other people.

The Problems of Communicative Knowledge

So, we formulate *the thesis of the totality of communicative knowledge* - a significant part of our knowledge is obtained from others, and not by independent cognitive effort. Certainly, the cognitive effort of the subject is also essential in order to obtain knowledge during communication. For example, reading a textbook on math analysis takes a lot of effort of mental abilities. But the primary source of knowledge is, in this case, the author of the textbook on math analysis

The main meaning of English *testimony* is evidence, witness, argument, proof, statement. It is not a question of a formal witness (under judicial oath), but of what is found in everyday social interactions. We are interested in testimony as an additional source of knowledge along with perception, reflection, etc.

How to determine what is a testimony in the philosophical sense? Australian philosopher S. Coady gives the following definition¹.

Statement S that p is a testimony if:

1) Statement S that p, is a proof that p.

2) S is competent to state that p, or S has appropriate powers or regalia to state truly that p.

3) Statement S. that p, belongs to some controversial or unresolved question.

The first condition determines that it is the testimony, not the personal experience, that acts for the subject as the source of justification. In addition, it establishes a causal link between the statement and its testimony. The second condition concerns the competence of the speaker. The speaker must have certain authority in order to communicate any knowledge. For example, there are certain qualification requirements for university teachers. Those who do not meet them, cannot teach the students from the chair. The doctor giving a diagnose to the patient must have a doctor's diploma, etc. The third condition determines concerning what the testimony may be. Something

can be a testimony to me if I do not have knowledge on this matter. If I do not need knowledge about something, then I will not accept this testimony. That is, the third condition takes into consideration not only who is the author of the testimony, but also the recipient, his epistemic status, his interests and wishes.

According to this model, by definition, in principle, we can not have an unreliable witness. If there is no objective connection between what is asserted and the actual state of affairs, then there is no testimony. Thus, the question "is testimony a source of sound knowledge?" turns into the question: "Is there any such testimony?"

Jennifer Lackey believes that these three conditions are too strong¹. It seems intuitively, that we cannot trust a testimony, but it still remains a testimony (for example, the testimony of UFOs). It is not necessarily the case for the witness to be reliable and competent, or we cannot verify it. Finally, the testimony is not necessarily directed to a real request. Suppose someone accidentally overheard someone's conversation, a posthumous publication of diaries, etc. Modern scholars offer a broader definition of testimony. Testimony -

when “people tell us things” (R. Audi) “In a broad sense, testimony is the affirmation of someone’s thoughts” (E. Sosa)¹. Testimony can be not only a statement. Evidence can be an od, a wink, gestures, etc. Sometimes the absence of testimony can be a testimony itself. For example, I know that last week there was no devastating 9-magnitude earthquake in the world, otherwise there would be various independent confirmation of this report.

This definition also suggests that in most cases the testimony of other people is true. Truthfulness is one of the conditions of linguistic communication. The dissemination of incorrect information is fraught with loss of reputation and sanctions. If the information does not affect his personal interests, the subject does not need to lie or hide information. The dissemination of true knowledge in general brings greater benefits to the subject and is rewarded by society. Besides, against the background of existing knowledge, we can assess the plausibility of a new testimony.

So, as the starting position, we accept the following:

(Default rule) *If the subject A reports that p to the recipient B, then*

under normal conditions, it will be correct for B to accept the testimony of A as true if B has no special reasons not to trust the testimony of A.

Therefore, if A knows that p and A reports that p to the recipient B, and B takes p based on the testimony of A, then B knows that p.

Suppose that Bill believes that the president is in Washington. But Bill has read in “New York Times” that the president is in China. It would be irrational for him to continue to hold the opinion that the president is in Washington. In the absence of reason to doubt the truth of the reportage, he comes to the conclusion that the president is in China.

In the chapter “About the Miracles” of his famous “Study of Human Understanding”, D. Hume singled out the factors that can be taken into account when doubting the truth of the testimony:

- the presence of the opposite testimony;
- the identity of the witness;
- the number of witnesses;
- the way in which the testimony is reported
- possible interest of the witness in the affirmation of the information;

- the extraordinary nature of the testimony, its contradiction with past experience¹.

The principle of J. Hardwig's testimony¹:

If A has good reasons to believe that B has good reasons to believe that *p*, then A has good reasons to believe that *p*.

Now, after having clarified the meaning of the term "testimony", it is necessary to discuss the main issues. Two problems are discussed within the framework of modern epistemology:

- 1) The problem of knowledge transfer. How is knowledge transferred from the witness to the recipient?
- 2) The problem of reducibility of testimony. Is communicative knowledge an independent source of knowledge or is it reduced to other sources?

As regards the first problem, firstly, it is necessary to find out whether the transfer of knowledge is possible from the speaker to the listener at all. There can be two points of view:

1. The transfer is not possible. Only the one knows who cognizes by oneself. In Plato's dialogue "Menon", Socrates says that only one knows who has learned something from personal experience. The one who has received

this knowledge from the other has only the right opinion.

2. The transfer is possible.

Knows not only the one who cognizes by oneself, but also the one who gets to know from the other. Knowledge can be shared with another.

What are the essential and sufficient conditions for the transfer of knowledge? As the initial conditions we take the following conditions:

Essential condition:

For any witness A and recipient B, B knows *p* on the basis of the testimony of A only if A knows that *p* (i.e., has a true well-founded belief that *p*).

Sufficient condition:

For any witness A and recipient B, if 1) A knows that *p*, and 2) B is convinced that *p* on the basis of the testimony of A, and 3) that B has no reasons to have some doubt in the testimony of A that *p*, then B knows, that *p*.

An analogy with memory is often used to explain the transfer of knowledge. Memory preserves and transmits epistemic features of perception in a little while but does not create new epistemic

features. That is, I cannot know something based on memory, if earlier I did not used directly to have the experience or feeling of this something. But if I had experience, it's enough that I have a memory of this experience. Similarly, with the transfer of knowledge. It is enough for him who conveys knowledge to have direct experience.

So, we have looked into the problem of knowledge transfer, but a more serious problem remains - the problem of confidence in the testimony.

It seems that we have no way to independently verify all the knowledge that we have received from other people. At the same time, most of our knowledge is the knowledge received from other people (the thesis of the global nature of communicative knowledge). How to evaluate the testimony of another person?

The variants of attitude to the testimony received during communication:

1. Non-reductive approach.
2. Reductive approach.

The reductive approach to the communicative knowledge is traditionally more common in philosophy. Initially, its formulation can be found in D. Hume's "On Miracles"

(1778) and I. Kant's "What is the Enlightenment?"(1784).

The reductive approach consists in that any knowledge obtained through communication with another person is secondary, because in the end, it can be reduced to individual experimental knowledge. The experience of the individual subject, which is based on the sensory perception of reality, is the source of all knowledge. That is, there must be some additional reasons for giving credence to the testimony, apart from the testimony itself. The argument in favor of this approach is usually the inability to verify the testimony or identity.

Nevertheless, the drawbacks of the reductive approach to the testimony are also evident.

1. We have too little information, so that with a sufficient ground it would be possible to study and to call in question every testimony. Often we get information from witnesses about whom we do not know anything, for example, the first comer.

2. Reductionism leads to skepticism for the same reason that it is impossible to independently re-verify all the information reported.

3. Moreover, how to assess the knowledge of children that they receive from adults? After all, children get most of the knowledge from adults without being able to personally verify it. The opposite approach is non-reductive (credulism). Thomas Reid¹ is usually considered to be the founder of a non-reductive approach to communicative knowledge.

According to the non-reductive approach, testimony is the same basic source of knowledge as perception, memory, reflection. In the absence of positive grounds for doubt (defeaters), the testimony of the speaker should be taken as truth. The listener is a priori entitled to convictions received from others. This does not mean to accept everything that you are told at face value. For example, if it contradicts personal experience, or there are reasons to believe that the witness is lying, then the evidence cannot be accepted.

Results

The definitions of communicative knowledge that exist in modern literature have been analyzed. The main approaches to the problem of knowledge transfer have been considered. The reductive and non-

reductive approaches on the value of communicative knowledge have been defined.

Summary

Which position is more preferable: reductionism or non-reductionism?

The position of the reductionist: “I do not accept until the opposite has been proven”. In fact, this is a return to the idea of an individual subject in gnoseology, for which the classical epistemology has always been criticized, to Kant’s ideas about the autonomy of reason, the idea of individualistic and subjectivist theory of knowledge. The reductionist believes that knowledge is only what is generated by him. A priori, any witness is disqualified as unreliable. Perhaps, this is accompanied by such a positive attitude as critical perception. But most likely, behind reductive position there is an intellectual arrogance, dogmatism –unacceptance of value of another’s knowledge.

In addition, as it has been already noted, in modern science, purely individual cognition is practically impossible, especially in empirical sciences. The solution of a scientific

problem involves the teams of dozens of authors, each of them carries out his part of the research. Therefore, an integral part of such studies is the trust of authors in the results obtained by each other.

The position of the non-reductionist: “I accept until the opposite has been proven”.

Non-reductionism takes into account the collective nature of cognition. Others also learn, and I may learn something from them. Non-reductionism is characterized by intellectual modesty - the recognition of lack of knowledge. Also non-reductionism shows intellectual generosity - we must a priori recognize that other people are also rational beings. The principle of intellectual generosity (charity), or otherwise, the principle of rational accommodation, was formulated by W. V. Quine and D. Davidson. It requires the interpreter to maximize the truth and rationality in the utterances of the interpreted text.

Conclusion

Thus, the article substantiates that communicative knowledge is an independent source along with

individual knowledge, and cannot be reduced to individual knowledge.

Acknowledgement

This article was prepared with the financial support of the Kazan Federal University.

References

Adler, Jonathan, “Epistemological Problems of Testimony”, *The Stanford Encyclopedia of Philosophy* (Summer 2015 Edition), Edward N. Zalta (ed.), URL = <https://plato.stanford.edu/archives/sum2015/entries/testimony-episprob/> Access date May1, 2017.

Epistemology. *The Social Dimensions of Knowledge*. Rowman and Littlefield Publ., 1994.

Goldman A. Epistemic paternalism: Communication control in law and Society/*Journal of philosophy*, 88. 1991. P. 113—131.

Goldman A. Group knowledge versus group rationality: two approaches to social epistemology // *A Journals of Social Epistemology* 1:11—22(2004).

Goldman A. Group Knowledge versus Group Rationality: Two Approaches to Social Epistemology / Episteme. 1. P. 11—22.

Goldman, Alvin and Blanchard, Thomas, "Social Epistemology", The Stanford Encyclopedia of Philosophy (Winter 2016 Edition), Edward N. Zalta (ed.), URL = <https://plato.stanford.edu/archives/win2016/entries/epistemology-social/>

Kitcher Ph. Contrasting Conceptions of Social Epistemology / Socializing

Kornblith H. A Conservative Approach to Social Epistemology // Socializing Epistemology.

Rouse Joseph. Engaging Science. How to Understand Its Practices Philosophically. Cornell University. 1996.

Schmitt Fr. and Spellman J. Socializing Epistemology: A Bibliography / Socializing Epistemology. P. 289—310.

Schmitt Fr. F. Socializing Epistemology: // Socializing Epistemology. The Social Dimensions of Knowledge. Ed. by Fr. F.

Schmitt. Rowman a. Littlefield publ., Inc., 2004.

Kasavin I.T. Social Epistemology: Notion and Problems // Epistemology and the Philosophy of Science. 2006. V. VII. № 1. P. 5—15.

Kasavin I.T. Social Philosophy of Science and Collective Epistemology, 2016.

Motroshilova N.V. “Social Epistemology”: New Problems, Discussions and Dichotomies.// Values and Senses 2011 №05 (14)

**REGRESSION ANALYSIS OF KEY EFFICIENCY INDICATORS
IN THE CONTEXT OF CORPORATE FINANCIAL
MANAGEMENT BASED ON THE INDICATOR OF THE
ECONOMIC VALUE ADDED (EVA)**Tatiana O. Zhukovets¹Eugeniia U. Strelnik²Diana S. Usanova³

Abstract: As a tool for strategic management, key performance indicators perform two main functions: serve as indicators of the achievement of the corporate development goal, are necessary to motivate staff. To achieve these goals, the system of indicators should reflect the specifics of the company's activities and be scientifically sound, i.e. not chaotic. In this article, we observed 145 Russian companies in the oil and gas sector of the economy for 3 years and studied key performance indicator systems that they apply. As a result, it turned out that the currently used KPI systems are not very effective at the moment, since the indicators are

chosen chaotically and are not linked to the general system of goals. We decided to test two practical management models based on interrelated indicators: the DuPont model and the EVA-based management model. As a result of testing the DuPont model, we obtained negative results. The multiple R was found to be only 0.15. The testing of the EVA model gave a positive result; we obtained a significant model (by the Fisher criterion) with a determination coefficient of 0.64. Therefore, we propose to develop KPI systems based on the EVA decomposition model.

Keywords: KPI, DuPont model, ROE,

¹ Kazan Federal University, Institute of management, economics and finance. e-mail: diana-diana@rambler.ru,. tel.: +7 905 310-77-87

² Kazan Federal University, Institute of management, economics and finance. e-mail: diana-diana@rambler.ru,. tel.: +7 905 310-77-87

³ Kazan Federal University, Institute of management, economics and finance. e-mail: diana-diana@rambler.ru,. tel.: +7 905 310-77-87

ROA, ROS, EVA, VBM, regression analysis

Thus, it is interesting to study the prerequisites for the formation of the EVA concept, as well as scientific researches in the field of performance management. This will allow us to use more structured approach to solve a number of issues of effective management based on the KPI system.

INTRODUCTION

At the present time, in the period of increasing financial crises and high competition in commodity and financial markets, the issue of improving the efficiency of resource management with the purpose of realizing the strategic potential is pressing before the Russian corporations. One of the modern approaches providing support for the entire range of problems associated with this is the set of management tools based on key performance indicators (KPIs).

THEORY

It should be noted that in the development of the management concept based on KPI, three basic stages can be clearly identified: formation, development, current state (Table 1).

Table 1: Stages of development of the management concept based on KPI

Period	Conception	Distinctive features
Formation (1930-1980)	J.L. Malo "Tableau de bord" [1]; P. Drucker «Management by Objectives» [2]	For the first time, the necessity of applying some indicators for performance management purposes, as a system of indicators for the top management is justified.
Development (from the beginning to the middle 20th century)	R. Kaplan, D. Norton "Balanced Scorecard" [3]; K. McNair, R. Lunch, K. Cross "The	All processes in the enterprise are interrelated, performance indicators are formed at each level of the hierarchy and include both financial and non-financial indicators.

	Pyramid of Efficiency" [4]; L. Meysel "Model of Strategic Maps" [5]; K. Adam, P. Roberts "EP2M" [6]	
Current state (end of the 20th - the beginning of the 21st century)	H. Rampersad "The concept of universal systems of indicators" [7]	Appear the goals of the individual, which are interrelated with the goals of the company. There is a need to define KPI for each individual.

The stage of formation is characterized by the emergence of the idea of managing the company on the basis of certain indicative indicators and the development the basic provisions of this management model. One of the earliest works related to the stage of the development of the KPI-based management concept is the work of J.L. Malo "Tableau de Bord", in which it is proposed to consider separate indicative indicators (the management business panel) as a tool for selecting, documenting and interpreting joint cause-effect relationships of financial and non-financial indicators [1]. The concept of Management by Objectives (MBO), developed in 1954 by Peter Drucker, in which he stressed the need to use the management business panel and

substantiated the main indicators of effectiveness evaluation, is also part of the development stage [2].

The management concept based on indicative indicators did not develop immediately, only in the 90s of the 20th century, when the real boom in the development of performance evaluation systems began in the United States, and many theories were proposed, such as the model of the strategic maps of Meisel, the "pyramid Efficiency" of C. McNair, R. Lance and K. Cross [4], [8] In 1993, in the magazine Manufacturing Europe, the EP2M (Effective Progress and Performance Measurement) model was proposed, which is also known as, the Adams and Roberts model [6]. The most famous was the Balanced Scorecard (BSC) concept developed in

1992 by Harvard University professor Robert Kaplan and management consultant David Norton, in which, according to some experts, an equilibrium is achieved between short-term and long-term goals of the company, financial and non-financial indicators, basic and auxiliary business processes, external and internal factors of activity, and as a result, a cause-and-effect sequence is being set up to implement the strategy [3].

The current stage is characterized by the formation of unified approaches to management based on key performance indicators. The universal system of indicators was described by Hubert K. Rampersad in 2003 [7].

Russian companies began to apply the concept of KPI relatively recently, nevertheless, quite widely - now the system of key performance indicators is implemented not only in the corporate structures of various activities, but also in educational institutions, health care, government agencies, etc.

METHOD

In our study, we decided to test a set of indicators that Russian companies

use in their activities as indicators. As it turned out, most companies use a chaotic set of indicators. In most cases, the top-level indicator is not allocated or the indicator of net profit or operating profit (EBIT) is taken as it. The most common financial indicators are liquidity ratios, the amount of net working capital or the maneuverability ratio, the asset turnover ratio, the gearing, as well as a number of profitability indicators (ROS, ROA, ROE, etc.).

We put forward the initial hypothesis that an unsystematic approach to the formation of a complex of indicators (KPI) does not allow to implement a comprehensive development strategy, since dependent variables have little effect on the dependent variable.

We observed 145 Russian corporations in the oil and gas production industry. For the purposes of analysis, the indicators were taken for 3 consecutive years (2013 - 2015). We get a total of 435 observations. Data for analysis was downloaded from the SPARK database. As a dependent variable, we took EBIT, ln; the most common financial indicators were used as independent variables, preliminarily

filtered for multicollinearity: x1 - absolute liquidity ratio; X2 – net working capital; X3 - gearing; X4 - turnover ratio; X5 - ROA (profitability of assets by net profit); X6 - management costs, ln; X7 -

net assets, ln.

As a result of constructing the regression model, the following results were obtained (Table 2).

Table 2: The results of testing the initial hypothesis

	<i>t Stat</i>	<i>P-value</i>	<i>F</i>	<i>F-Significance</i>	<i>R Square</i>
Intercept	-3,694128523	0,000254798	82,974	2,74E-71	0,609267
x1	1,344057894	0,179773725			
x2	-0,983716481	0,32591376			
x3	1,598749748	0,110751051			
x4	1,339268753	0,181325791			
x5	12,6824111	9,76857E-31			
x6	6,065887849	3,3138E-09			
x7	6,636947001	1,17567E-10			

As it can be seen from Table 2, only three of the seven selected indicators satisfy the Student's criterion and P-value: x5 - profitability of assets; X6 - management costs, ln; X7 - net assets, ln. The correlation coefficient indicates the existence of a link between the selected variables, but from the point of view of corporate finance management, the given set of indicators is clearly insufficient to justify the corporate KPI system.

In this regard, we decided to test two practical management models based on interrelated indicators: the DuPont model and the EVA-based management model. In order for the company's KPI system to be truly a system, rather than a chaotic set of indicators, it is necessary to use the decomposition of indicators. This decomposition assumes that the complex indicator forms a field of smaller indicators that are linked to it by means of appropriate formulas.

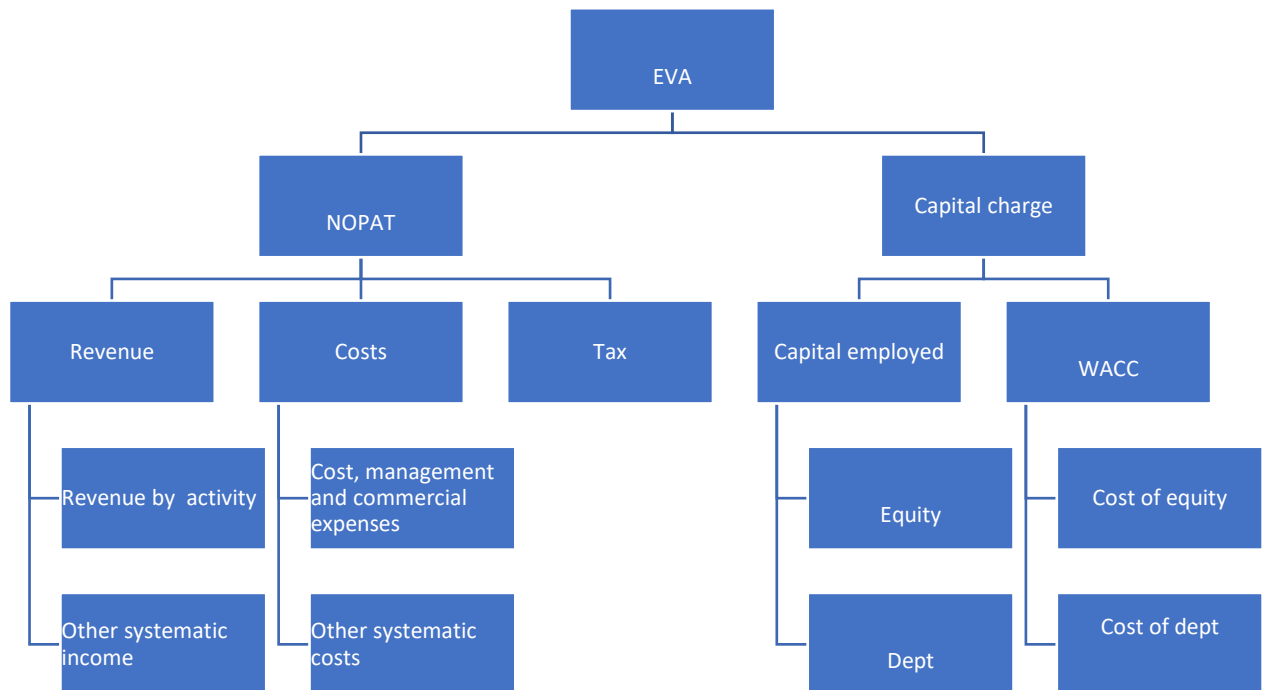
Sometimes for this, additional variables are introduced into the model, as is done in the DuPont model and in EVA decomposition.

The DuPont model was developed back in the 1920s for DuPont Company (which later became the model's name). There are several modifications of the model: two, three and five-factor models, which combine such indicators as return on assets (ROA), return on equity (ROE), asset turnover ratio, net profit, total assets, and in the five-factor model, also the tax burden and interest burden indicators are used. The model is still relevant, as evidenced by several recent publications

[9].

In modern corporate finance the economic added value (EVA) is one of the most important financial indicators. According to our opinion (hypothesis 2), economic added value is more suitable for the formation of the KPI corporation system, since it affects almost the entire range of private financial performance indicators in management of costs, sales, prices, profitability, and also has a significant relationship with market capitalization in a low-efficiency financial market [10].

The simple version of EVA decomposition is shown in the pic. 1.



Pic. 1. Example of the EVA indicator decomposition for the KPI corporation system

To test the second hypothesis, we made 2 regression models: the first one based on the indicators included in the DuPont model and the second one based on EVA decomposition indicators. For the DuPont model, the following variables are taken:

- Y (dependent variable) - return on equity (ROE);
- X1 - revenue, ln (natural logarithm);
- X2 - net profit, ln;
- X3 – total assets, ln;
- X4 - equity, ln;
- X5 - tax burden (coefficient);

- X6 – cost of dept (coefficient);
- X7 - asset turnover ratio;
- X8 - gearing.

For the EVA model, the following variables were taken:

- Y (dependent variable) - economic added value, EVA, ln (natural logarithm);
- X1 - revenue, ln;
- X2 – cost of sales, ln;
- X3 - management costs, ln;
- X4- net profit, ln;
- X5 - equity, ln;
- X6 - dept, ln;

- X7 - tax burden (coefficient);
- X8 - cost of dept (coefficient);
- X9 – cost of equity (coefficient);
- X10 - asset turnover ratio;
- X11 - gearing.

RESULTS

As a result of testing the DuPont model, we obtained negative results. The multiple R was found to be only 0.15. Of the variables only X2 - net profit satisfies Student's criterion and P-value. Therefore, we will not give more detailed figures in this article.

The testing of the EVA model gave a positive result (see Table 3). During the initial debugging of the model, we obtained a significant model (by the Fisher criterion) with a determination coefficient of 0.64, which means that more than 60% of the influencing factors were taken into account in the model. Almost all variables passed tests (by Student's

criterion and P-value). Strangely enough, the exception was the indicator of the cost of dept (X8). Obviously, this fact is explained by the fact that current accounting legislation allows inclusion in the investment costs of the company interest on targeted loans when purchasing equipment and expenses for the acquisition of tangible assets within the level of materiality established by law and accounting policies of the company. In addition, under Russian law, leasing payments are included in the cost of the company and are reflected in the line "cost" when calculating the company's profit, are not reported separately. Therefore, not all sums of payment for the borrowed capital, we can see in the reporting. This distorts the original data for analysis. In this regard, we considered it undesirable to exclude this indicator from the model, despite the value of the critical values obtained.

Table 3: The results of testing the KPI model based on the economic added value

	Coefficients	t Stat	P-value	F	F- Significance
Intercept	22,04868979			29,890 07	2,11E-43
x1	1,647011532	2,640491632	0,0085834 74		

x2	-0,730124755	-1,418909595	0,1566583 1		
x3	-0,792919361	-2,366194232	0,0184197 25		
x4	0,234362268	3,891444056	0,0001156 49		
x5	-0,181150326	-2,787876621	0,0055435 39		
x6	0,131272624	2,808381168	0,0052086 26		
x7	-2,199732082	-2,02675935	0,0433108 84		
x8	0,000352674	0,182786624	0,8550526 05		
x9	0,222970775	2,224706619	0,0266265 86		
x10	1,04484493	2,126649187	0,0340247 97		
x11	0,001078815	2,008448608	0,0452277 81		

As for the other variables of the model, we can conclude that they are significant by the Student's criterion and can be used to construct KPI systems based on the economic value added decomposition.

CONCLUSIONS

In general, the essence of the study is as follows: not every model of

the key indicators system of a company is effective.

In order to assert that the chosen system of indicators will really reflect the financial goals of the company, it is necessary to test the proposed model. We made three tests on the basis of 435 oil and gas companies in Russia. Based on the results of testing, we came to the conclusion that the system of chaotic

selection of variables used in most companies (represented by the sample) is ineffective. Only three indicators actually have a significant effect on the depending variable (although at a sufficiently high value of the coefficient of determination). In addition, there are theoretical objections against the use of any profit indicators at the top level of the KPI system due to the following: they reflect only the current financial result for the year, and not the financial strategy; do not take into account the costs of capital; very much depend on the accounting policy, which can change and distort the result.

In this regard, we decided to test two models that systematize the indicators for inclusion in the KPI system. As it turned out, as a result of calculations, the DuPont model is not applicable oil and gas companies in Russia.

The testing of the EVA model was positive. All indicators (with the cost of debt exception) can be used by Russian oil and gas companies to create a systematic structured model of key performance indicators.

DISCUSSION

The results of our research are similar to the results of researches in which the combination of BCS and EVA was analyzed and their effectiveness was empirically proven [11], [12], [13]. Thus, the general conclusion of our research is that a scientifically based approach to selecting a KPI system for companies should be based not only on theoretical positions. A decisive role should be assigned to applied research, based on an empirical analysis of the impact of indicators on the company's performance in the context of the value management concept (VBM), in particular, the indicator of economic value added.

ACKNOWLEDGEMENTS

The work is performed according to the Russian Government Program of Competitive Growth of Kazan Federal University.

REFERENCES

Malo J.L. Les tableaux de bord comme signe d'une gestion et d'une comptabilité à la française // In *Mélanges en l'honneur du professeur Claude Perochon*, Foucher, Paris, 1995, pp. 357-376.

- Drucker Peter F. *Managing for Results* (1964) HarperCollins Publishers, April 1964, 240 p.
- Kaplan, Robert S. & Norton, David P (1992). *The Balanced Scorecard – Measures that Drive Performance*. Harvard Business Review, Jan-Feb, p. 71-79
- McNair C.J., Lynch R.L., Cross K.F. (1990) *Do Financial and Nonfinancial Performance Measures Have to Agree?* Management Accounting, November, 28-35.
- Lawrence S. Maisel, "Performance Measurement. The Balanced Scorecard Approach", Journal of Cost Management, Summer, 1992, p. 50.
- Adams C., Roberts P. (1993) *You Are What You Measure*. Sterling Publications Ltd. - p. 504 -507
- Rampersad Hubert K. *Total performance scorecard* (2013) SEA - Practical Application of Science Volume I, Issue 1 (1), 2013
- Watts, T. & McNair-Connolly, C. J. (2012). *New performance measurement and management control systems*. Journal of Applied Accounting Research, 13 (3), 226-241
- Vasile Burja, Radu Mărginean (2014). *The Study of Factors that may Influence the Performance by the Dupont Analysis in the Furniture Industry*. Procedia Economics and Finance, 16, 213-223
- Ankudinov, A.B., Biktemirova, M.Kh., Lebedev, O.V. (2013) *Financial structure determinants analysis of Russian oil companies*. Neftyanoe khozyaystvo. Oil Industry, 8, 66–68.
- Ampuero M., Goranson J., Scott J (1998) *Solving the Measurement Puzzle: How EVA and the Balanced Scorecard Fit Together // The Cap Gemini Ernst & Young Center for Business Innovation*. Issue 2 "Measuring Business Performance". –P. 45-52.
- Combining EVA with the Balanced Scorecard to improve strategic focus and alignment: 2GC Discussion Paper. – UK: 2GC Active Management, 2001.

Kaplan R.S., Norton D.P. (2001) The Strategy-Focused Organization: How Balanced Scorecard Companies Thrive in the New Business Environment. – Boston (Ma., USA): Harvard Business School Press

THE PRODUCTION QUALITY MANAGEMENT BASED ON THE PRECEDENT APPROACH AND THE CLUSTERING OF USE CASES

Timur N. Karimov¹Shamil A. Khamadeev²

Abstract: In this work the problem of various discrepancies knowledge management is considered during realization of technological production processes of polypropylene tubes. Such discrepancies can make serious impact on manufacturing efficiency enterprise for the reasons of the compelled equipment stand still, sharp decline in final product quality, failures to meet time constraints of production shipment for the consumer, etc. In order to remove discrepancies it is required to define quickly the major factors exerting negative impact on production quality. And for each type of a product there can be the set of factors. The main way for work with the large volume of information concerning problems, their factors and ways of elimination is experience of experts. Such way owing

to a human factor is not reliable and cannot be considered as the effective solution of the considered problem. In article as the decision the structure of the knowledge base on the basis of precedents (use cases) is offered. The precedent represents the information block including a basic situation and the decision corresponding to it. The offered structure is founded on hierarchy to Isikava's chart, one of popular instruments of quality control, and listed products. For filling of base precedents it is offered to use an algorithm of a clustering of data CLOPE. Results of work are the three-level structure of the knowledge base, model of a precedent, model of processes of addition of a new precedent and search of a precedent in the knowledge base, an algorithm of a clustering of precedents. It was revealed

¹ Kazan Federal University, Naberezhnye Chelny Institute. e-mail: shamil.hamadeev@mail.ru. +79272447671.

² Kazan Federal University, Naberezhnye Chelny Institute. e-mail: shamil.hamadeev@mail.ru. +79272447671

that the preliminary clustering allows reducing search time considerably. This approach can be used at a stage of technological preparation of production.

Keywords: Knowledge base, case approach, quality management, technological preparation of production, clustering, Isikava's chart

Introduction

Effective work of the modern industrial enterprise is impossible without the automated information systems. In the presence of a common information space the similar systems covering everything functions of the enterprise carry out information support of products at all stages of life cycle that allows to reduce expenses, to reduce terms of technological preparation of production, to quickly fix the problems arising in the course of production, to reduce prime cost of products [1].

Within a stage of preparation of production at inclusion in the production plan of a new product engineers need to predict all possible problems which can arise in the course of its production. Success of this forecasting directly influences success of functioning of all

production in general. This task is uncommon as demands the analysis of a large number of the potential reasons influencing quality of the made product that is poor-selling at the manual mode of processing of basic data.

Objective of this research is development of a technique of support of decision-making on the basis of precedents on elimination of the discrepancies revealed during production of polyamide pipes and drawing polyamide coverings, and also molding of polyamide pipes, production of spiral pipelines and spiral polyethylene tapes.

Methods

For the purpose of increase in efficiency of elimination of production problems support of decision-making on the basis of the knowledge base on precedents is offered. The precedent (Use Case) in this work is understood as the cluster comprising rules for decision-making on elimination of similar production problems at similar products [2]. Thus, the precedent will comprise information on several problems, and on all products to most of which likely there

can be these problems. The example of structural representation of a precedent is represented in the figure 1. The hierarchical structure of the chart of

Isikava [3] which is a part of "seven basic instruments of quality management" is the cornerstone of representation.

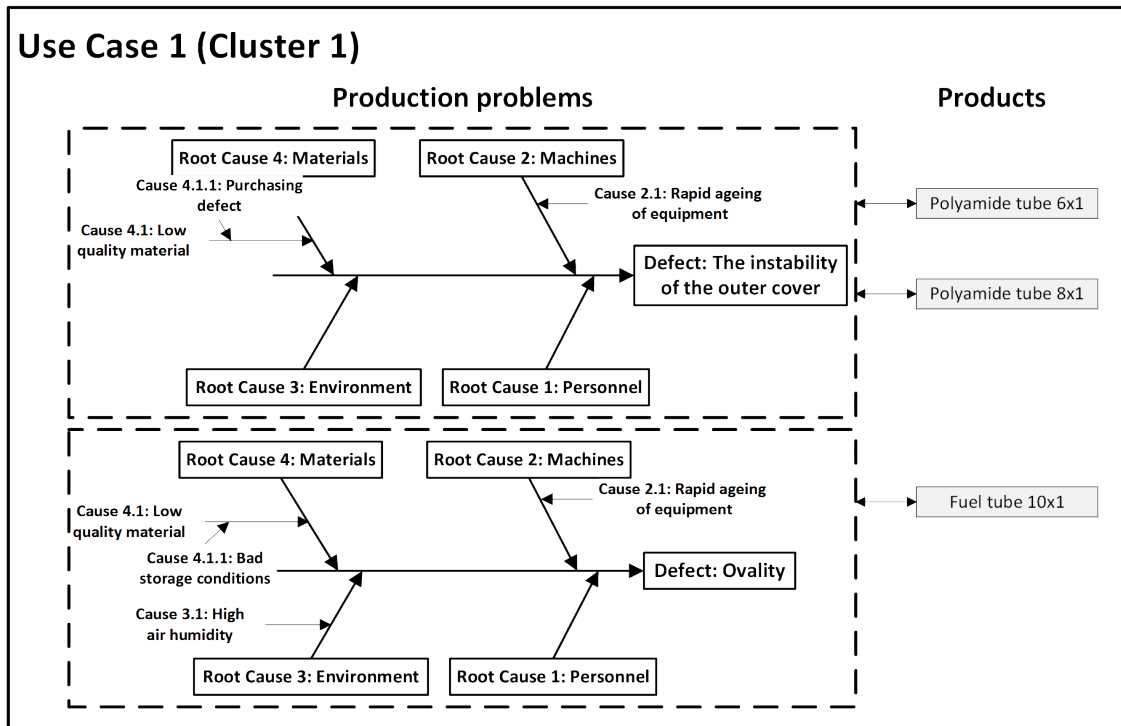


Fig. 1. An example of the structure of precedent

From this example it is possible to draw several conclusions concerning productions at the enterprise:

- 1) Problems of ovality of products and instability of an external covering have 2 general reasons: swift wear of the equipment and low qualities of material at a preparation stage. Elimination of these two reasons will perhaps fix both problems.
- 2) Instability of an external covering can also cause a problem and the increased humidity of air.
- 3) The fuel tube of dimension 10x1 can have a problem of instability of an external covering, and polyamide tubes dimension 6x1 and 8x1 can have an ovality problem.

On the basis of the analysis of subject domain the general structure of

formation of the knowledge base on precedents presented in the figure 2 [1] was developed.

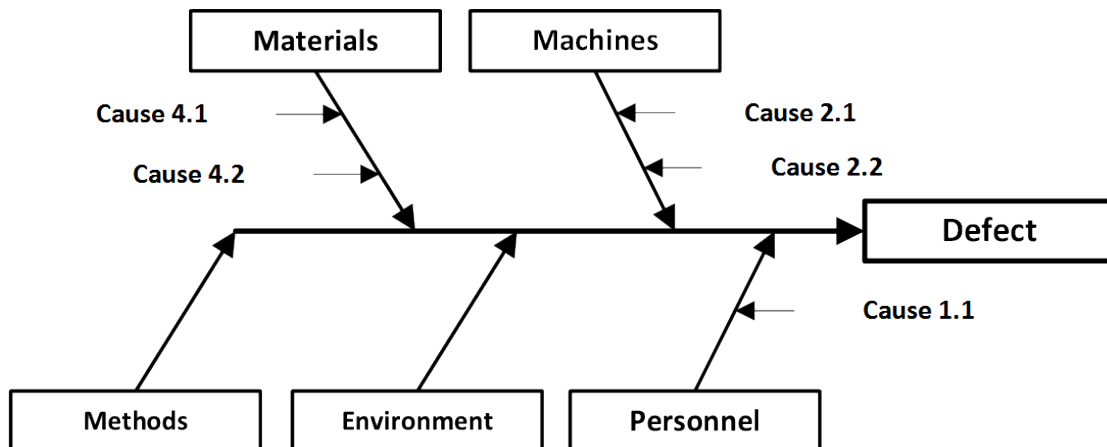


Fig. 2. An example of the structure of Ishikawa diagrams

Thus, the structure of the description of problems can be presented the following levels of hierarchy:

- the production problem (PP), each problem can cause a number of the general reasons;
- the factor (RC) of emergence of production problems, each factor comprises a variety of reasons;
- the reason (C), can characterize emergence of a problem at the lowest level, or consist of a number of more concrete characteristics (subreasons).

Problems can arise at a number of products (Pr) or services which are in turn described by a set of characteristics (SPC).

Structural division of a production problem (PP) into hierarchical levels was assumed as a basis (RC, C, Pr, SPC). Thus, each hierarchical level breaks into the corresponding classes, and the PP model represents treelike hierarchical structure.

Classification of precedents in base of precedents (PB) is offered to be organized in the similar way - to divide the general reasons into more concrete components according to structure of PP.

Production problems are the crossed sets as concrete PP can have the identical reasons which caused them which define their crossing.

In turn, each RC represents a great number of C. The subreasons are also the crossed subsets. Similarly there is a splitting all PB at all PP levels. Thus, a set of all values which are kept in PB it

is possible to organize in this way where each concrete vector of values represents a subset element. Basic data are presented in table 1.

Table 1. The source data table

PP	RC	C	Pr	SPC
Name of production problem	Factors (Root causes)	Causes	Products that can have relation with problems	Product specifications

Parameters and values of structural elements of the table of basic data for each enterprise are unique depending on the nature of activity.

According to Case-based Reasoning approach (CBR, reasoning on the basis of precedents [4,5]) the precedent includes the following information:

- heading;
- table of conditions;
- table of decisions.

The heading represents a precedent name. The table of conditions contains the description of input parameters (the table of basic data) and contains the following fields: name of a

condition and their value. Values of conditions can be presented in the form of concrete values or their intervals. The table of decisions represents given in output parameters of a precedent - the ranged list of the reasons of a production problem [6].

It is possible to allocate two main working hours of base of precedents:

- filling of base of precedents;
- use of base of precedents.

Filling of base of precedents is carried out in the absence of a similar precedent by search. Process of filling is presented in the chart BPMN2 form in the figure 3.

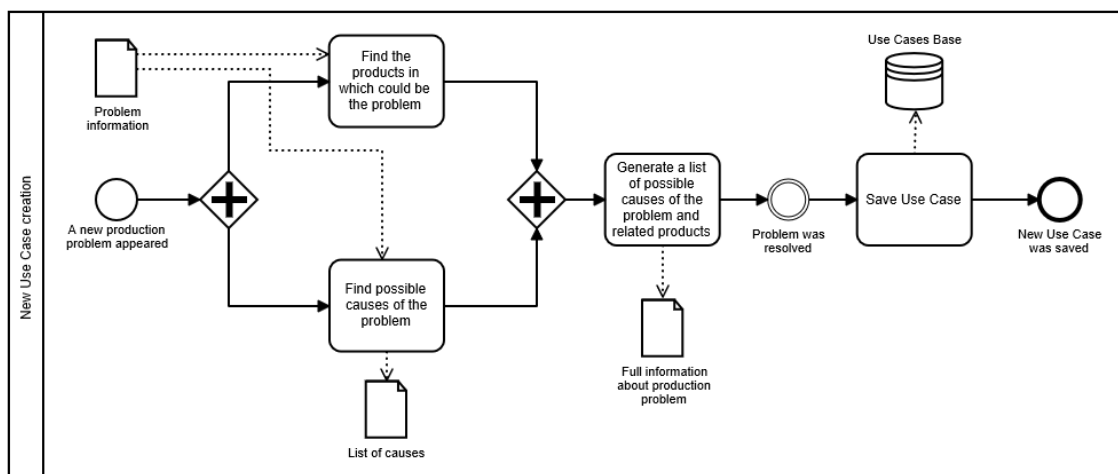


Fig. 3. The process of creating a new use case

Process is started by an event "A new production problem". Is followed by the description of a problem, presented in the form of a matrix of basic data. On the basis of basic data and according to similar already known problems the list of the possible reasons of a problem is created. The second action is definition of products which have an emergence of this problem most

likely. Final information on a problem is formed on the basis of the found most probable causes of a problem and observations of experts. Full information on a production problem is result. The received decision remains as a precedent in base of precedents. In the figure 4 process of use of base of precedents is presented.

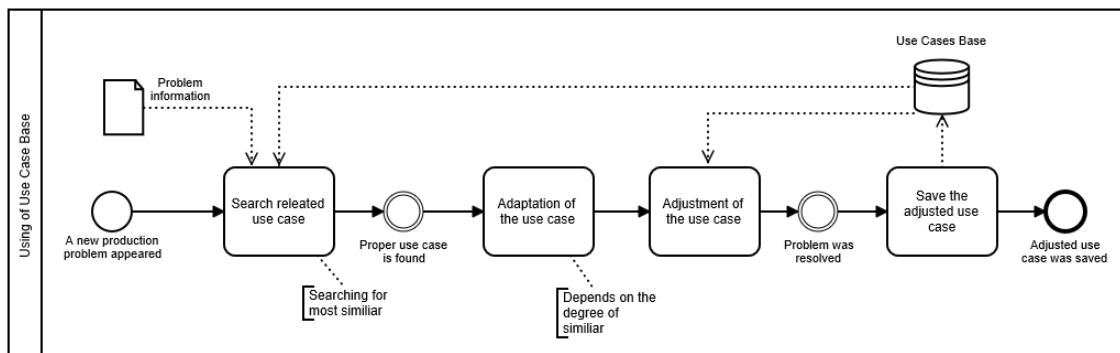


Fig. 4. The process of using Use case database

On value of the table of basic data of a new production problem search of a similar precedent in base is carried out. In case of lack of full coincidence the closest precedent gets out of base. Depending on degree of proximity of a precedent and the description of a new problem adaptation of a precedent, i.e. creation of a new precedent on the basis of existing is made. Further the adapted precedent is compared to data of base of precedents, and on the basis of this comparison, the new precedent is corrected. The corrected precedent remains in base.

For increase in efficiency of search of precedents in base their cluster splitting was offered. After the analysis of methods of a clustering [7-9] as an algorithm the algorithm CLOPE was chosen. It best of all is suitable for a clustering of large volumes of category

data. Cluster methods are the most suitable for the analysis of difficult multidimensional objects, do not demand preliminary structuration of information, that is it is possible to classify objects, without having data on their preliminary splitting (the analysis of unstructured set of precedents) [10, 11].

Let there is a base of precedents D consisting of a set of precedents $\{p_1, \dots, p_n\}$. Each precedent is characterized by a set of unique indicators $\{i_1, \dots, i_m\}$ which values are presented in table 2. The set of clusters $\{C_1, \dots, C_k\}$ are splitting a set $\{p_1, \dots, p_n\}$, it, $C_1 \cup \dots \cup C_k = \{p_1, \dots, p_n\}$ as $C_1 \supset \emptyset$ and $C_i \cap C_j = \emptyset \forall i \geq 1, k \geq j$.

Each element C_i is called a cluster, and n, m, k - the number of

precedents, quantity of indicators in base of precedents and number of clusters respectively.

Table 2. Values of product attributes

Attributes	Values of attributes					
	1	2	3	4	5	...
Product	a_1	a_2	a_3	a_4	a_5	...
Size type	b_1	b_2	b_3	b_4	b_5	...
Defect	c_1	c_2	c_3	c_4	c_5	...
Root Cause	d_1	d_2	d_3	d_4	d_5	...
Cause p_1	e_1	e_2	e_3	e_4	e_5	...
Cause p_2	f_1	f_2	f_3	f_4	f_5	...
Cause p_3	g_1	g_2	g_3	g_4	g_5	...
Cause p_4	h_1	h_2	h_3	h_4	h_5	...
Cause p_5	i_1	i_2	i_3	i_4	i_5	...

Each cluster C has the following characteristics:

$D(C)$ - set of unique indicators;
 $Occ(i, C)$ - the number of occurrences (frequency) of an indicator i into a cluster C ;

$$S(C) = \sum_{i \in D(C)} Occ(i, C) = \sum_{t_i} |p_i| \quad (1)$$

$$W(C) = |D(C)| \quad H(C) = S(C) / W(C) \quad (2)$$

The histogram of a cluster C represents the graphic representation of its settlement characteristics: on an axis of OX cluster objects in decreasing order of size $Occ(i, C)$, and size $Occ(i, C)$ - on OY axis are postponed $Occ(i, C)$. The histogram is submitted in the figure 5.

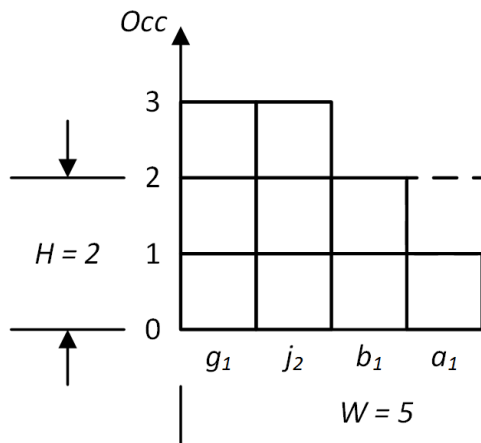


Fig. 5. Cluster histogram

In the figure 5 $S(C)$, equal 10, corresponds to the area of the rectangle limited to axes of coordinates and a dashed line. The more value H , the bigger similarity between two products. Therefore the algorithm chooses such splitting which maximizes H .

Formula of calculation of global criterion - function of cost:

$$Profit(C) = \frac{\sum_{i=1}^k G(C_i) \cdot |C_i|}{\sum_{i=1}^k |C_i|} = \frac{\sum_{i=1}^k \frac{S(C_i)}{W(C_i)^r} \cdot |C_i|}{\sum_{i=1}^k |C_i|},$$

(3)

where $|C_i|$ - quantity of objects in i - m a cluster, k - quantity of clusters, r - pushing away coefficient.

The coefficient r allows regulating the level of similarity of precedents in a cluster, and, as a result, final quantity of clusters. This coefficient is selected the expert. The more r , the level of similarity is lower and the more clusters will be generated.

Formal problem definition of a clustering an algorithm CLOPE looks as follows: for set D and r to find splitting $C : Profit [11](C, r) \rightarrow \max$.

Results and Discussion

Let's review an example from 5 transactions presented in table 3.

Table 3. The Example data for clusterization

Nº	Case	Values of attributes
----	------	----------------------

		Product name	Size type	Numbers of ply	Defect
1	A	Polyamide tube	10x1	5	External diameter instability
2	B	Polyamide tube	6x1	3	Internal diameter instability
3	C	Fuel tube	-	5	Low strength
4	D	Spiral tape	22x18x19	-	Low strength
5	E	Fuel tube	-	3	Internal diameter instability

Let's assign for each unique value of attribute a code and we will change the table with data:

Table 4. The Modified Example data for clusterization

№	Case	Values of attributes			
		Product name	Size type	Numbers of ply	Defect
1	A	a1	b1	c1	d1
2	B	a1	b2	c2	d2
3	C	a2	-	c1	d3
4	D	a3	b3	-	d3
5	E	a2	-	c2	d2

It is required to compare among themselves two splittings into clusters:

Table 5. 2 options of cluster division

Option	Cluster 1	Cluster 2
1	A(a1,b1,c1,d1);C(a2,c1,d3);D(a3,b3,d3)	B(a1,b2,c2,d2);E(a2,c2,d2)

2	A(a1,b1,c1,d1);B(a1,b2,c2,d2)	C(a2,c1,d3);D(a3,b3, d3);E(a2, c2,d2)
---	-------------------------------	---------------------------------------

For the first and second options of splitting in each cluster it is required to calculate the number of entries into it each indicator of a product, then to calculate height H and width W of a cluster. Histograms of clusters of the first splitting are submitted in the figure 6, and the second in the figure 7.

The histogram of a cluster { A, C,D } contains 8 various elements ($W=8$) and has the area equal 10 ($S=10$), and a cluster { C, D,E } - 7 various elements ($W=7$) with an area of 9 ($S=9$); that is indicators of clusters differ insignificantly.

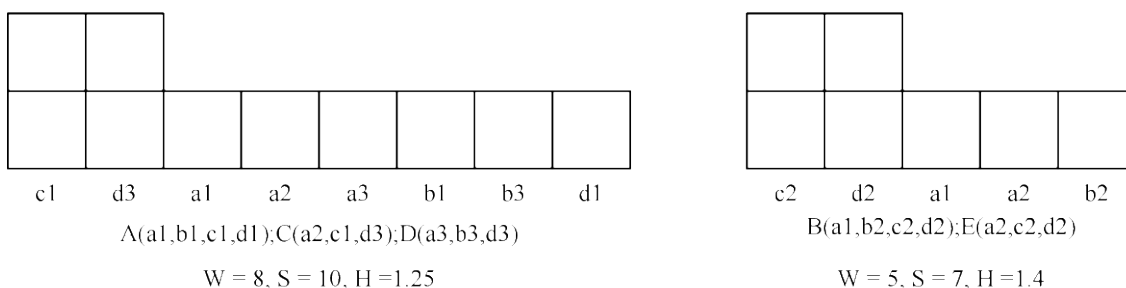


Fig. 6. First option histogram

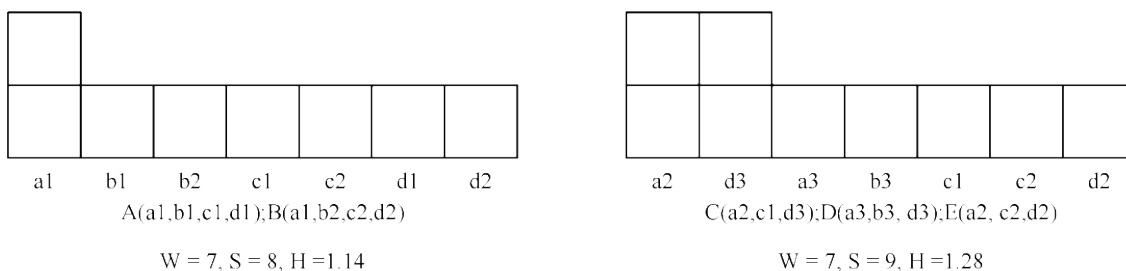


Fig. 7. Second option histogram

But when comparing two other clusters the difference of two splittings is visible. The area of a cluster { B, E } is equal 7 ($S=7$) at 5 various elements, and the area of a cluster { C, D,E } is equal 9 ($S=9$) at 7 various elements ($W=7$). It is

obvious that splitting 1 is better as provides bigger imposing of transactions at each other (respectively a parameter H higher there). Realization of an algorithm of a clustering is presented in the flowchart form in the figure 8.

The following designations are presented in the flowchart: n - the number of precedents in base, r - pushing away coefficient, P_m - m -th precedent, k - quantity of clusters $C[i]$, $C[j]$ - i -th and j -th clusters, C_{temp} - a temporary cluster, $Profit(C, r)$ - cluster cost on a formula (3), h_m - characterizes accessory m a precedent to i cluster.

The algorithm consists of two main phases: initialization and iteration. For work of an algorithm it is necessary to enter two values: n and r . The first precedent is brought in the first cluster at once ($C1 = bypl$), the counter of clusters is equated to unit ($k = 1$), the counter of precedents - to two ($m = 2$). Then the first cycle in which all precedents of base get over $m \leq n$ (so far) follows $m \leq n$. It

is entered m -th a precedent, added in i -th a cluster, calculation of value of function of the cost ($Profit$) for a cluster is made i . In case the cost of a cluster increases, then the precedent is added to a cluster, and the algorithm passes to the next precedent ($m = m + 1$). Otherwise, the algorithm checks change of the following cluster at addition of a precedent in it m . If any cluster does not increase value of the cost at addition of a precedent, then the new cluster is created.

For each precedent m record h_m in which accessory m a precedent to a new cluster is specified is created h_m . The phase of initialization is characterized by distribution of precedents on clusters.

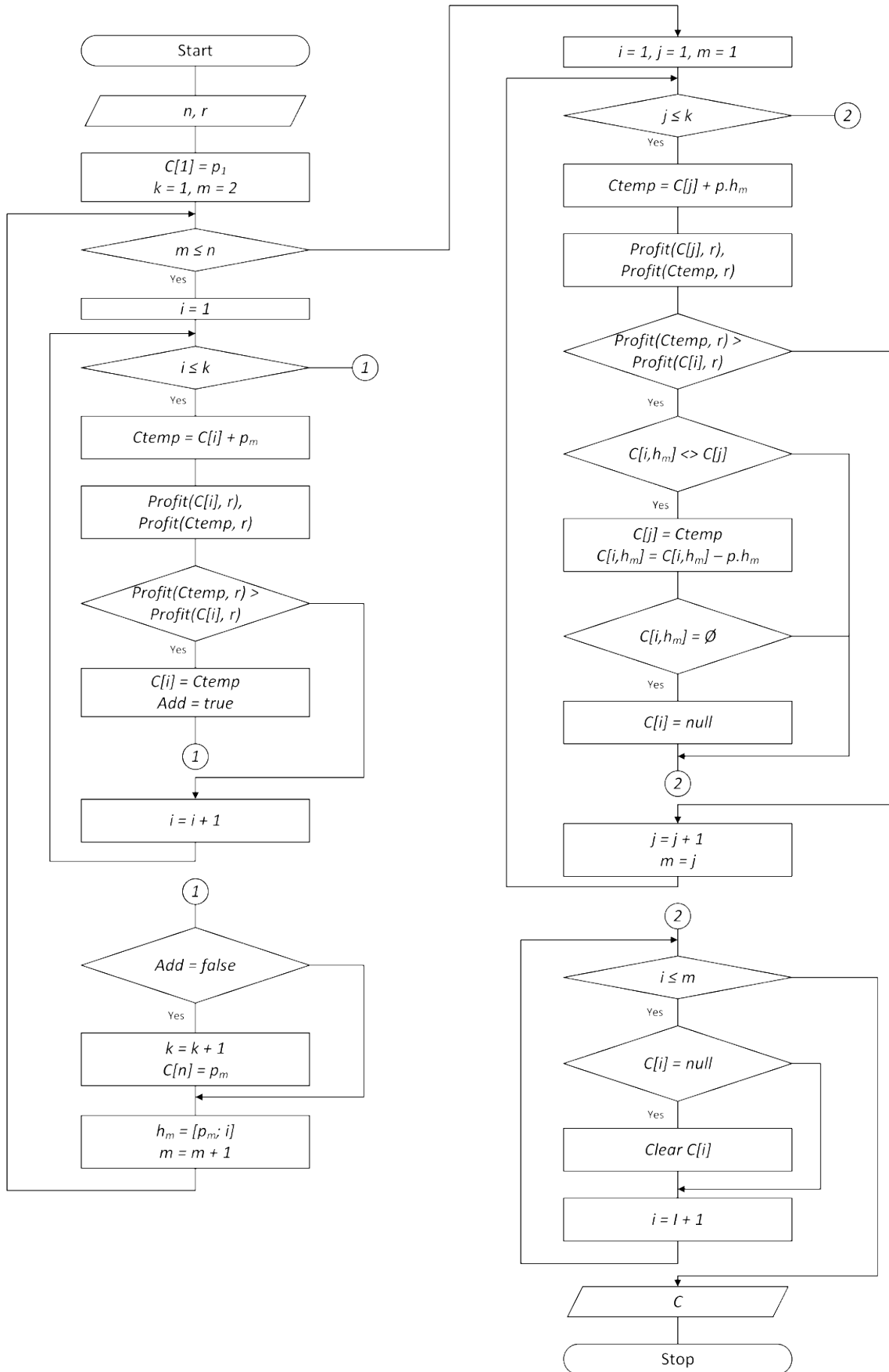


Fig. 8. Clustering Algorithm

For improvement of quality of a clustering it is necessary to carry out several additional scanning's - phases of iterations. Precedents are verified with other clusters and, in case of increase in cost of a cluster of a new design the precedent is postponed to a new cluster, and from old is removed. Empty clusters ($C [i] = null$) in conclusion of an algorithm are removed.

Summary

Temporary complexity of one iteration is equal $N \cdot K \cdot A$ where N - total number of precedents, K - the maximum possible number of clusters, A - the average length of a precedent. Speed of work of an algorithm grows linearly with increase in the size of massifs of basic data that characterizes it as swift and effective on large volumes.

During realization of an algorithm CLOPE in the Java language the following advantages were sun-dried:

- minimum quantity of addressing the database;
- use of limited volume of random access memory;

- low computing complexity;
- scalability.

It is possible to refer complexity with selection of coefficient of pushing away to insignificant shortcomings. But for elimination of this complexity the variation of an algorithm Fuzzy CLOPE [12] is used.

Conclusion

The clustering technique on the basis of an algorithm CLOPE allows to increase efficiency of work with base of precedents and, unlike other methods of a clustering, allows working with large volumes of category data. Use of the integrated approach based on accumulation of knowledge of precedents will allow increasing efficiency of process of technological preparation of production [2, 6].

ACKNOWLEDGEMENTS

The work is performed according to the Russian Government Program of Competitive Growth of Kazan Federal University.

References

Valiev R.A., Khairullin A.Kh., Shibakov V.G. Automated Design Systems for Manufacturing Processes//Russian Engineering Research, 2015. - No. 35(9). - p. 662-665.

Hamadeev Sh. And, Bukharov of S. I. Baz of solutions knowledge of elimination of the discrepancies revealed during work of LLC Tissan// "The Kama readings. Collection of materials of the 2nd interregional scientific and practical conference of students, graduate students and young scientists". - Chelny Emb.: Publishing house Kama State Ing.-Ec. Acad.-2010. - page 123 - 126.

Lysenko of E. The automated synthesis of models of technological processes on the basis of case approach//Scientific sheets of the Belgorod state university. Series: Economy. Informatics. 2014. T. 29. No. 1-1 (172). Page 121-129.

Ishikawa, Kaoru (1990); (Translator: J. H. Loftus); Introduction to Quality Control; 448 p.

Yeremeyev, A.P., Warsaw, P. R. Search of the decision on the basis of structural analogy for intellectual systems of

support of decision-making//News of RAS. Theory and control systems. 2005. No. 1. Page 97-109.

A. Aamodt, E. Plaza. Case-Based Reasoning: Foundational Issues, Methodological Variations, and System Approaches. AI Communications. IOS Press, 1994, Vol. 7: 1.

Hamadeev Sh. A., Simonova L. A., Ilyukhin of A. K. Baz of precedents of technological routes of forming production within MES systems//Forge and forming production. Processing of materials pressure. 2009. No. 8. Page 29-35.

Jain A., Murty M., Flynn P. Data Clustering: A Review//ACM Computing Surveys, 1999. Vol. 31, No. 3.

Yang J, Leskovec J. Defining and evaluating network communities based on ground-truth. In: Proceedings of the ACM SIGKDD Workshop on Mining Data Semantics. Beijing, China; 2012. p. 1-10.

Rui Xu, D. Wunsch. Survey of clustering algorithms. IEEE Transactions on Neural Networks, 2005. Vol. 16, No. 3. p. 645-678

Paklin, N. Klasterization of category data: scalable algorithm CLOPE.//BaseGroup Labs - Technologies of the analysis of data. - 2004. URL: <https://basegroup.ru/community/article/s/clope>, free. It is checked 14.04.2017.

Yang, Y., Guan, H., You. J. CLOPE: A fast and Effective Clustering Algorithm for Transactional Data In Proc. of SIGKDD '02, July 23-26, 2002, Edmonton, Alberta, Canada.

Li Jie, Gao Xinbo, Jiao Licheng. A fuzzy CLOPE algorithm and its optimal parameter choice//Journal of Electronics (China), 2006. Vol. 23, No. 3. p. 384-388

**THE TRANSITION TO AN INNOVATIVE ECONOMY AS A
STRATEGIC IMPERATIVE**Ravil M. Nurtdinov¹Albert R. Nurtdinov²Niyaz K. Gabdrakhmanov³

Abstract: This paper discusses innovation as the key to economic growth, an assessment of the innovation sphere, and justified way innovative activities of economic subjects. The experience of industrialized countries shows conclusively that sustained economic growth in modern conditions is not the result of primitive production capacity factors, but their improvement and development on the basis of scientific and technological progress and innovation. To examine the strategy of Russia's development we must take into account that new trends fundamentally alter our understanding of the mechanisms of economic growth. Russia must solve both its tactical problems and seek answers to new challenges in order to ensure gradual, phased transition from

the old inertial, natural-resource growth model to a predominantly innovative type of development. In this article as a hypothesis put forward the following points: innovation sphere Russia is experiencing a deep crisis; the key problem in the way of innovation activity in the country is the lack of effective mechanisms for funding research and development.

Keywords: Innovation factor of economic growth, innovation financing, political financing, encouraging innovative activity, capital flight foreign investment.

INTRODUCTION

¹ Kazan Federal University, Institute of Management, Economics and Finance. *e-mail:* nz99nz@yandex.ru. *Tel.* +7 (904) 662-60-25.

² Kazan Federal University, Institute of Management, Economics and Finance. *e-mail:* nz99nz@yandex.ru. *Tel.* +7 (904) 662-60-25

³ Kazan Federal University, Institute of Management, Economics and Finance. *e-mail:* nz99nz@yandex.ru. *Tel.* +7 (904) 662-60-25.

The experience of industrialized countries shows conclusively that sustained economic growth in modern conditions is not the result of primitive production capacity factors, but their improvement and development on the basis of scientific and technological progress and innovation.

To examine the strategy of Russia's development we must take into account that new trends fundamentally alter our understanding of the mechanisms of economic growth. Russia must solve both its tactical problems and seek answers to new challenges in order to ensure gradual, phased transition from the old inertial, natural-resource growth model to a predominantly innovative type of development.

The aim of this work is to study the innovation sphere of Russia, to identify factors hindering innovation activity of economic agents, as well as the development of measures to address the existing problems.

As a hypothesis put forward the following points:

1) Innovation sphere Russia is experiencing a deep crisis;

2) The key problem in the way of innovation activity in the country is the lack of effective mechanisms for funding research and development.

1. LITERATURE REVIEW

Adam Smith theorized about scientific and technological progress and its role in economic development, although he did not see it as a relatively independent factor of production [1]. His further interest in this field later faded. Neoclassical economists believed that economic growth is determined only by the cost of labour and capital.

Since the middle of last century, there has been increasing attention in issues of scientific and technological progress. Robert Solow concludes that 87% of the U.S.'s productivity growth was due to technological progress [2]. S. Smith proves the crucial role of innovation in economic development, as well as the importance of radical technological change in the evolution of economic growth [3]. Joseph Schumpeter argues that economic development comes in the form of disharmonious jumps from developing innovative projects, and that

innovative entrepreneurs are its main driving force [4]. M. Porter notes that competition is a powerful factor in encouraging economic agents to innovate in production, and to invest in research and development [5].

2. METHOD

The study used scientific methods of cognition: induction and deduction, the unity of the historical and logical analysis and synthesis, and the system of economic and statistical analysis.

3. RESULTS

It should be stated that Russia remains in a state of innovation crisis whose roots are, in our view, in the Communist past. At the sunset of its existence the Soviet Union failed by using command-administrative mechanisms to keep steady economic growth and improve living standards. Innovative activity declined steadily, and with the beginning of shock therapy the dismantling of the existing economic system had become critical. Transformation processes associated

with the transition to a market economy pushed the problems caused by scientific and technological progress to the margins of economic policy decisions. That, along with the investment downturn, further aggravated the crisis tendencies in the economy, negatively impacting the overall situation of the industrial sector of the country.

First of all, the 1992 crisis affected the condition of fixed assets and their depreciation, which in 2012 reached 48.6%, nearly double that of 1970 (25.7%). The most problematic activities are fishing and fish farming (64.9 %), transport and communications (58.6%), health and social services (55.3), education (54.9 %), mining (53.7 %), production and distribution of electricity, and gas and water (51.2 %) [6].

At the same time the rate of renewal of fixed assets dramatically decreased from 10.5% in 1970 to 1.8 % in 2000, although in 2012 it rose, reaching 3.9%, but that was insufficient. The average age of fixed assets increased from 8.4 to 26.8 years, and their disposal, in contrast, was characterized by a reduction - from 1.8% to 0.7%. This could not cover periods of physical

deterioration, and did not provide technological reliability and safety [7].

During the period of transformational recession the number of developed and established technological products related to the production of new equipment fell by more than half and those related to instruments and automation equipment fell by 60%. As a result, the competitiveness of industrial products was dramatically weakened. It is understood that the domestic industrial

production weakened so much that the market began to reject it and eventually turned to import substitutions. The volume of industrial manufacture declined three times, with the most significant reduction in the release of high technology products and the agricultural sector.

In the post-reform period the number of organizations involved in research and development has steadily decreased.

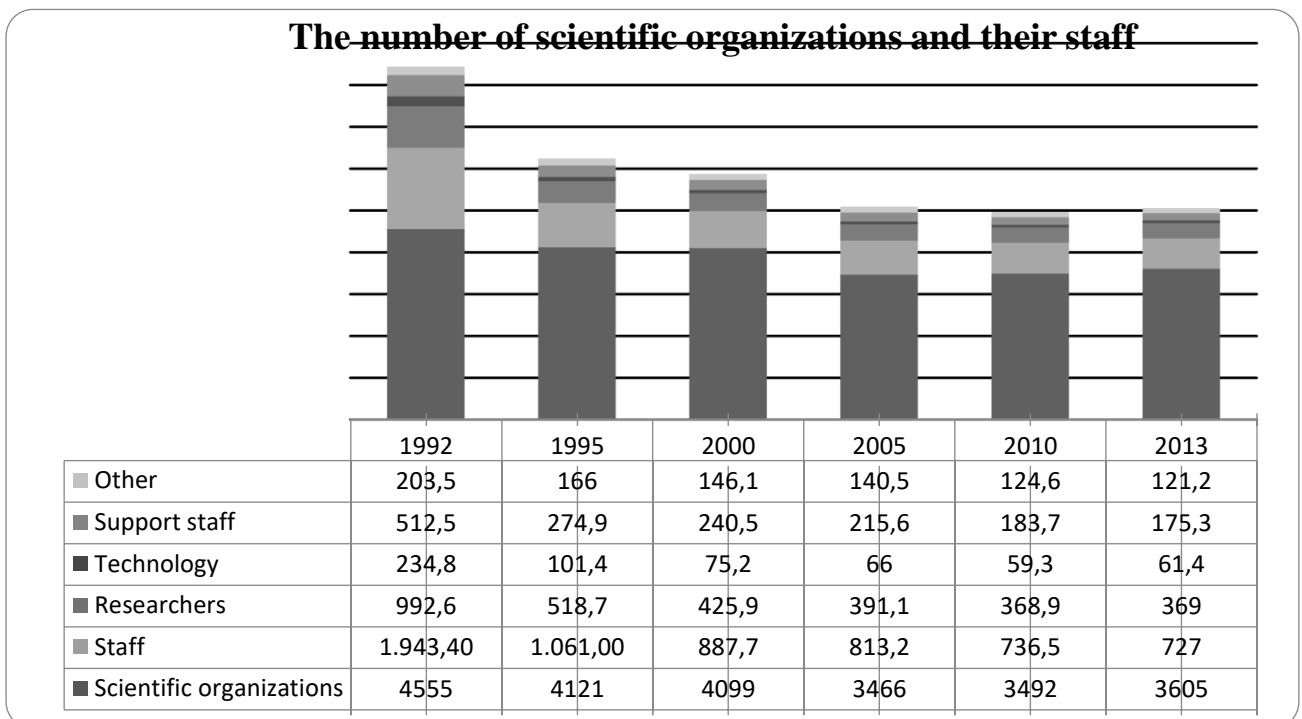


Figure 1: The number of scientific organizations and their staff

The total number decreased from 4555 in 1992 to 3605 in 2013, and the share of engineering offices - much more important- decreased from 865 to 364 and design and design organizations from 495 to 38. The number of personnel engaged in research and development decreased from 1,532,800 people in 1992 to 727,0 thousand in 2013; including researchers dropping from 992,6 thousand to 369,0 thousand [8].

The innovative activity of enterprises remains extremely low, with only one in ten introducing new and improved products and technologies in the industry. Even in moderately innovative states, enterprises produced significantly more, like Portugal - 26%, and Greece - 29%. The gap with the leaders is even more substantial. See: the Netherlands (62%), Austria (69%), Denmark (71%), and Ireland (74%) [9]. The coefficient of inventive activity is unsatisfactory. The number of residents filing applications for inventions per 1 million inhabitants is approximately 4.5 times lower than in Finland, Sweden, and the United States, 5.5 times lower than in Germany, 10 times than Korea, and we lose 18-19 times as many compared with Japan [9]. Inventive activity is

particularly low at the final stage of the scientific and technological chain. Unlike developed countries, the number of active patents in Russia is more than 7.5 times greater than the number of utility model certificates. In Germany, for example, the ratio for patents with registration was only 1.25 [10].

One of the pronounced negative trends of innovation in Russia is low return on innovation. This is confirmed by the small fraction of innovative goods shipped in total industrial production (4.4%). The weak performance of innovation can be judged in terms of exports of high technology products, versus, for example, Korea and Malaysia's 13 times, 38 times in Japan, and the United States' 70 times as much. The country's share in the world market of high technology products is only 0.25%, compared to the U.S. accounting for 39%, Japan's 30%, China's 16%, and Germany's 14% shares [11]. Remain extremely low costs for research and development activities, amounting in 2012, 1.16% of GDP. This is extremely low compared with other countries. In the U.S., it accounts for 2.90 %, 2.82 % in Germany, in Japan - 3.36 %. Russia's economic development requires for

research and development activities are at least 2 %, or preferably 3% of GDP, as is done, for example, in the new industrialized countries of Southeast

Asia [12]. Ranking of countries largest GDP and research and development activities costs are presented in Table 3.

Table 1: Ranking of countries largest GDP and research and development activities costs

	Country	The value of GDP, mln. USD	Total expenditure on research and development activities, mln. USD	Research and development activities expenditure as % of GDP
1.	USA	15 685 800,00	454 882,00	2,9
2.	China	8 227 103,00	139 860,00	1,7
3.	Japan	5 959 718,00	200 246,00	3,36
4.	Germany	3 399 589,00	95 868,00	2,82
5.	France	2 612 818,00	58 788,00	2,25
6.	United Kingdom	2 435 174,00	42 859,00	1,76
7.	Brazil	2 252 664,00	26 131,00	1,16
8.	Russia	2 014 775,00	23 371,00	1,16
9.	Italy	2 013 263,00	25 367,00	1,26

More than half of the total expenditures on science and the promotion of scientific and technological progress in Russia are made by the State, but the proportion of such expenditure is only 1.6 % of the federal budget, or 0.57 % of GDP. At the regional level the funds allocated to

science are purely symbolic. For example, in the budget of the Republic of Tatarstan, the amount is equivalent to 5.5 million euros, including 0.8 million euros for basic and applied research, which is respectively 0.21 % and 0.03 % of the total expenditures of the Republican budget [6].

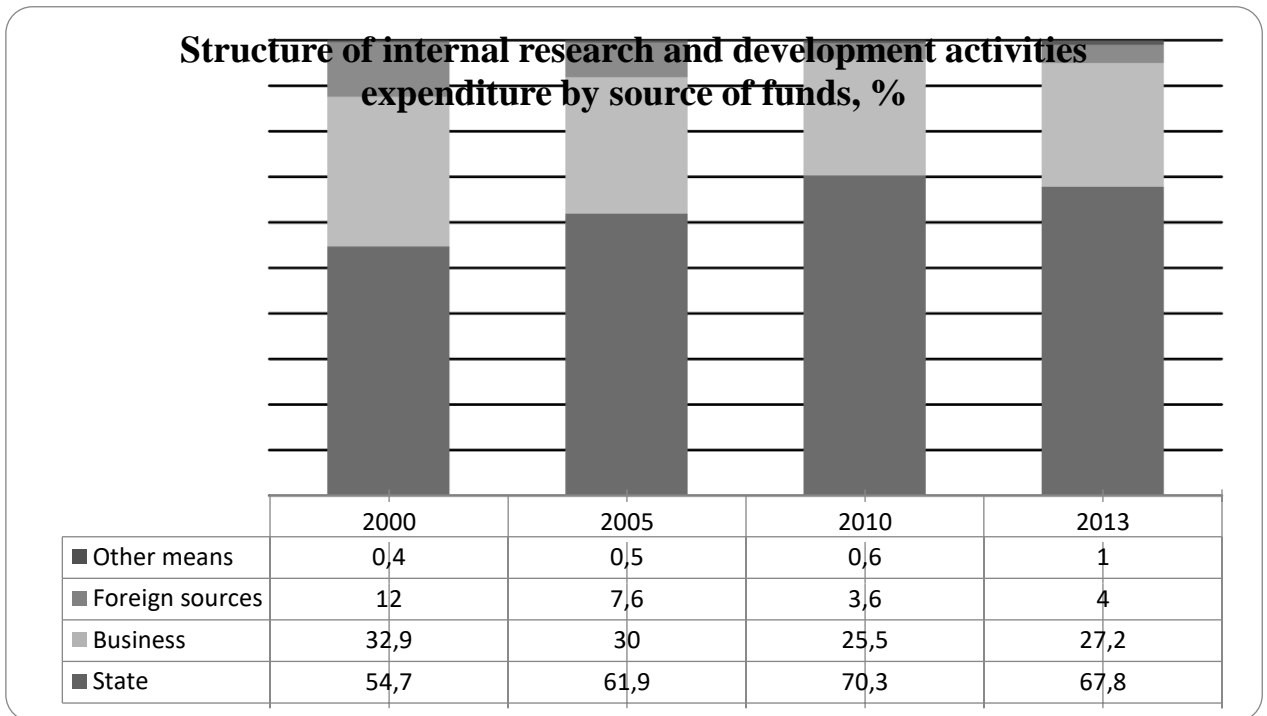


Figure 2: Structure of internal research and development activities expenditure by source of funds, %

One consequence of the neglect of science and education has been a leak of human capital, which, during the market reforms, amounted to a variously estimated 1.3-1.5 million people. Many of our fellow citizens, part of the intellectual elite of the country, settled in the U.S., Canada, Germany, Israel, and other countries. This process not only continues unabated, but also seems to be gaining strength. All-Russian Public Opinion Research Center research results indicate that 21 % of our citizens are potential emigrants, and their number

in the last 20 years has quadrupled. The most determined are the youngest (39%), the educated (29%), and Internet users (33%) [6].

Lack of funding research and development activities significantly reduces the effectiveness of economic development. On the basis of our proposed formula, we define in terms of value (absolute) terms, net savings, taking into account the innovative factor [7]:

$GS = GDP - (ASH + DFA) - DFA - CNR - EHSA + SE + SH + RSPFK + SI,$

where GS - genuine savings; GDP - Gross Domestic Product; ACH - actual consumption of households; PG - public consumption; DFA- the depletion of fixed assets; CNR - consumption of natural resources; EHSA- emissions of harmful substances into the atmosphere;

SE - spending on education; EH - expenditure on health; SPEPC- social policy expenditures and physical culture; SI - Spending on innovation. To solve this problem, as with the initial data, we use the materials of the Federal State Statistics Service. The results of our calculations of the true savings of the Russian Federation presented Figure 3.

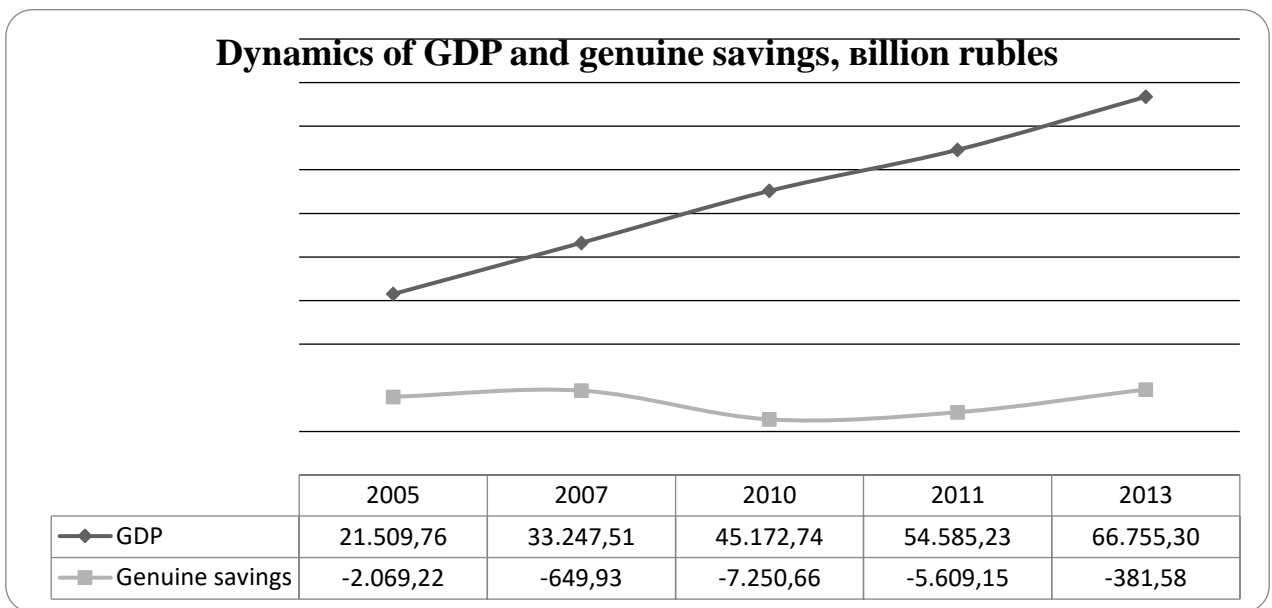


Figure 3: Dynamics of GDP and genuine savings, billion rubles.

As can be seen from Table 1, there was a positive GDP growth rate in the Russian Federation in 2005 - 2013 simultaneously accompanied by negative genuine saving rates.

Despite the serious problems and losses in Russia, in some technology

areas it can claim to be a leader and ensure its competitiveness in world markets. We are talking about telecommunications, aviation and space, shipbuilding and nuclear energy, special chemicals and biotechnology, special engineering and microelectronics, and

new materials and environmental protection.

To implement the innovative potential of the country, reorientation of financing and investment in innovation are paramount for the development of new achievements of scientific and technological progress. The main objective of the investment policy will be the modernization of the production apparatus, and its radical renewal into the forefront of scientific and technical fields.

The main source of finance for innovation, of course, must be domestic savings companies (profit and depreciation). However, given the transitive nature of the Russian economy and the weakness of market institutions to achieve investment and the innovation activity of economic agents, without government stimulus this is unlikely to be possible. To do this, first of all, we must liberate businesses from the taxation of the portion of profits which are directed at implementing innovative programs related to scientific research and experimental development, technical and technological re-equipment, the creation of new

industries, and promoting the market of innovative products and services.

The taxation of profits used for innovative ends narrows the financial capacity of enterprises, impairs the reproduction of physically and mentally worn out funds and technologies, and reduces the effective demand for investment resources. In addition, it puts innovative enterprises in an unequal, unfair situation with those who engage in purely speculative business or preserve obsolete types of production which squeeze the remains of property inherited for almost nothing via dubious privatization. The budget shortfall in income tax benefits from the system could be offset by an increased tax burden on businesses that ignore the innovative challenges of modernity, which would at the same time be an additional incentive to change the economic behavior of economic agents.

Attracted resources must play an equally important role in the financing of innovation. To solve this problem is impossible without activating the function of credit institutions to promote scientific and technical progress. Despite some positive developments in the activities of commercial banks

associated with the growth of their capitalization, expanding the range of banking services, and an increase in lending to the real economy, decisive breakthrough has not occurred. Loans are given primarily for working capital; long-term loans are rarely associated with the innovation activities of economic entities.

To stimulate commercial bank lending to the innovation sphere, there should be state guarantees for loans issued, smaller reserve requirements for banks engaged in innovation investments, specialized loan accounts for separate borrowing from their own enterprises in addressing the priority of payment, rate reduction and an increase in refinancing limits, a decrease in income taxes and reserve requirements, and additional mechanisms for credit risk insurance.

However, despite the importance of harnessing the potential of commercial banks in financing, the innovation sphere is unlikely to see a significant result considering incomplete market reforms, the regularly changing rules of the game, distrust of state initiatives, as well as the protracted global economic crisis. This

reorientation is unusual for them, involving additional risks under dubious prospects for profit maximization. Most likely, much of the resources of commercial banks, even with the active promotion of the State, will continue to be used in traditional areas.

Consequently, there is a need to search for new mechanisms to ensure a significant inflow of funds in the area of innovation. This problem could be solved by the system of public credit of innovative industries that developed countries receive, by the name of "political financing". The experience of Germany and Japan provides a good example of a successful use of the mechanism, largely to propel them to their post-war "economic miracle."

To do this, we must create a specialized non-profit State Bank, whose purpose would be the financing of innovative projects for the long-term State program of the scientific and technological development of the country. The founders of the bank could be the RF Government, the Bank of Russia, state-owned corporations, commercial banks, and private companies. Founders could give the bank authorized capital of around 10-15

billion euros, which would allow them to raise up to 100 billion euros of credit resources. The Bank should have the necessary economic independence to prevent lobbying and pressure from the founders, public, and private entities and to lend to only the most effective and promising projects.

The Bank could be refinanced from several sources. First, as for federal funds, investment spending on science should be reflected in a special budget fund and obtain the status of protected items. In turn, the sources of the budgetary fund would be: a) related foreign loans guaranteed by the government of the Russian Federation; b) deductions from domestic borrowing; c) cash proceeds from the sale of State property.

Secondly, let's address the financial resources of the enterprises themselves. A prerequisite for innovation credits should be the enterprise's own funds (totaling perhaps 30-40 % of total funding). If businesses do not have the necessary means, formed by the expense of reinvested profit and depreciation, they will have to accumulate them for a certain period, perhaps via bank investments.

Third, from government investment bonds. They could be sold among the commercial banks, investment firms, non state pension funds, insurance companies, as well as among the population. State guarantees should provide relative cheapness for attracting credit resources.

The basic principles of credit policy should be: concessional lending; long-term loans; providing loans for the implementation of innovative projects in priority sectors; competitive selection of investment projects; formalization of procedures for granting loans, and multi-level and collegial decision-making. It is necessary to prevent the possible commercialization of the bank. Otherwise, we will get another structure, formally located under the "roof of the state", but actually working in order to enrich the bank's management.

The development of the innovative factor of economic growth is impossible without solving the problem of capital flight from the country. In the past six years net capital outflows reached \$ 470 billion. This amount is almost equal to the country's gold reserves. To change the negative trend some things are necessary: a favorable

investment climate; to guarantee the irreversibility of market reforms; an implementation of the de facto rule of law, a separation of powers, an independent judiciary; an eradication of corruption; and the protection of property rights.

In the same arena is the problem of attracting foreign investment, and strengthening its innovation orientation. Among the obstacles to foreign investment besides those mentioned above are the lack of tangible benefits for foreign investors and guarantees from the worsening conditions in Russia.

Tax benefits could play an important role in attracting foreign investment. At the same time, their role should not be overestimated since tax incentives are not the decisive factor in deciding on the placement of new investments. More important to investors are political and economic stability in the country, the state of growth of the national economy, the stability of the national currency, and the quality of labor (at relatively low wages). And only ceteris paribus do significant tax benefits prove an advantage for a country.

4. CONCLUSIONS

The transition to an innovative economy is a complex and long-term process that requires the mobilization of all available resources, creating a favorable economic, financial, and institutional environment, and the organic interaction of market self-regulation and government regulation.

5. ACKNOWLEDGMENT

The work is performed according to the Russian Government Program of Competitive Growth of Kazan Federal University.

REFERENCES

- Smith A. (1904) Studies on the nature and causes of the wealth of the people. Available at <http://econlib.org/library/Smith/smWN20.html>
- Solow, R.M. (1956) A contribution to the theory of economic growth. *Quarterly Journal of Economics*, p. 65–94.
- Kuznets S. (1973) Modern Economic Growth: Finding and Reflections, *American Economic Review*, № 6. Free Press.

- Schumpeter J. (1982) *The Theory of Economic Development*, Progress Publishers, 455 p.
- M. Porter (2000) *Competition*, Publishing House "Williams", Free Press.
- Nurtdinov R.M., Nurtdinov A.R. (2014) Assessment of the Dynamics of Growth Factors in Russia, *Mediterranean Journal of Social Sciences*. Vol. 5, Nº 18, p. 361-366
- Nurtdinov R.M., Nurtdinov A.R., N.G. Kucevol. Effect of Environmental-Economic Imbalances at Sustainable Development of the Russian Federation // *Mediterranean Journal of Social Sciences*, Vol.6. (Online)<http://www.mcser.org/journal/index.php/mjss/issue/view/103>
- Huning, S., Naumann, M., Bens, O., Hüttl, R.F. (2011) Transformations of modern infrastructure planning in rural regions: The case of water infrastructures in Brandenburg, Germany, *European Planning Studies* 19 (8), p. 1499-1516
- Safiullin L.N., Ismagilova G.N., Safiullin N.Z., Bagautdinova N.G. (2012) The development of welfare theory in conditions of changes in the quality of goods and services, *World Applied Sciences Journal* 18, p. 144-149.
- Bagautdinova N.G., Gafurov I.R., Novenkova A.Z. (2013) The transformation of region's economic area governed by the development of industrial region, *World Applied Sciences Journal*, 25(7), p. 113-117
- Glebova I.S., Khamidullina A.M, Anisimova E.A. Correlation of Balanced Socio-Economic Development of the City and Its Attractiveness (in the Case of Russian Cities with Population over a Million Citizens) 2015 // *Mediterranean Journal of Social Sciences*, Vol.6. ISSN 2039-9340.(Online) <http://www.mcser.org/journal/index.php/mjss/issue/view/103>
- Gauselmann, A., Marek, P. (2012) Regional determinants of MNE's location choice in post-transition economies, *Empirica* 39 (4), p. 487-511

**SYSTEM OF DERIVATIONAL CHAINS IN RUSSIAN NOUNS:
LINGUISTIC AND METHODOICAL ASPECTS**Natalya S. Subbotina¹Venera G. Fatkhutdinova²Elena I. Koriakowcewa³

Abstract: The article describes the phenomenon of consistent derivation of words. The concept "word-forming chain" is used for its description in Russian linguistics. The subject of the study is the word-forming chains of nouns as a methodologically relevant means of language teaching. The purpose of the work is to characterize the structural and semantic properties of word-forming chains in the sphere of Russian nouns and to reveal the ways of their systematization. The presentation and the description of derivative groups forming word-building chains is carried out using the system-structural and functional-semantic methods. The study found that the typology of the substantive word-building chains of the Russian language is based on their

system-structural reproducibility. The system is formed by binary and polynomial, linear and annular, complete and incomplete chains, as well as the chains that include monomotivated and poly-motivated derivatives. It is proved that the word-forming chain is one of the ways to cognize the systemic organization of the language word-forming level, the morphemic structure of derived words, the idiomatic nature of their semantics, and the linguocultural specifics of linguistic nomination. The purposeful methodical work on the study of consistent derivation as a language phenomenon promotes an active perception of many lexical and grammatical phenomena, as well as the development of the necessary skills of

¹ Kazan Federal University. University of Natural Sciences and Humanities in Siedlce. favenera@mail.ru.

² Kazan Federal University. University of Natural Sciences and Humanities in Siedlce. favenera@mail.ru.

³ Kazan Federal University. University of Natural Sciences and Humanities in Siedlce. favenera@mail.ru.

Russian derivative use in speech practice.

Keywords: Russian language, methodology, word formation, noun, word-formation chain, derivational relations.

Introduction

The modern method of teaching Russian as a foreign language considers word-formation analysis as an auxiliary linguodidactic technique. It is used to describe the morphemic structure of a word (inflectional and word-forming affixes) during the study of morphological categories and the ways of grammatical semantics expression. Meanwhile, the word-forming structure and the significance of Russian derivative words, the heterogeneous nature of the semantic increments makes quite reasonable difficulties for foreign students. They are caused by the interfering influence of their native language, since, as is known, the system of derivational and morphological means of typologically distant languages has a pronounced specificity, see [Corbett

2010], [Tekin 2012], [Lieber, Stekauer 2014], [Word-Formation 2015].

Any derivative words in a man's mind relate primarily to the root morpheme semantics. In this regard, in order to enrich and activate the vocabulary of students, the presentation of a derived word in the environment of other single root words constituting word-building nests, chains and paradigms will be methodologically optimal.

With this approach, the use of both word-formative and explanatory dictionaries that fix the semantic structure of motivated and motivating words [Nurullina, Yusupova 2016: 92], which shortens the path from the semantization of a word to its inclusion in the active speech-cognitive process, becomes important in the learning process.

In the process of Russian language teaching, a special attention should be paid to the phenomenon of the consistent production of words, which implies the derivability of each subsequent word from the preceding one. The term "word-building chain" is used to describe this phenomenon in linguistics. Under the word-formation

chain in Russian derivatology is "a number of single-root words connected with each other by the relations of sequential derivation" [Tikhonov 2015: 41]: вода → водяной → водянистый → водянистость; вода → водный → наводнить → наводнение.

The subject of our study was the word-forming chains of nouns as a methodologically relevant means of language teaching.

The purpose of the work is to describe the structural and the semantic properties of word-formation chains in the sphere of Russian nouns and to reveal the ways of their systematization.

Methods and Materials

The reliability of the obtained results is ensured by the use of various methods, the main one of which is the system-structural method involving the functional-semantic analysis that helps to determine the features of word-formation determination for certain concepts. The presentation of derivative groups forming word-building chains is carried out using a wide range of didactic-methodical methods, such as systematization, generalization and

opposition, as well as prospective word-building analysis. The material for the study was the "Word-forming dictionary of Russian language" [Tikhonov 1985] and other lexicographic sources.

Results and Discussion

One aspect of sequential production phenomenon study in the Russian language system is the study of word-building chains within a certain part of speech. In our case, the specifics of the structural-semantic organization of the units under study are determined by the derivational potential of noun. Thus, other nouns, verbs, adjectives and adverbs are derived from the nouns in Russian language. Both universal and specific derivational meanings are implemented with intrasubstantial word-formation within the word-forming chain. They are expressed in the corresponding word-formation types and models characteristic of many natural languages.

What is the specificity of the structural and the semantic organization of a word-forming chain as a collection of single-root words?

A word-forming chain, as well as other complex units, combining single-root words, consist of word-building pairs. So, the single word-formation chain from a source link to a final one is made up by the following word-building pairs: земля → приземлить, приземлить → приземлиться, приземлиться → приземление.

An important factor of consistent derivation is the definition of its boundaries, since it can not be infinite. The boundaries of the chain indicate the qualitative and functional differences between its links. The most opposed are the initial and the final links: the original is the non-derivative, the producing, and the final is the derivative, the non-derivative: гость → гостить → угостить → угощать → угощаться.

The links in the middle of the chain have the function of a generating word and the quality of a final (derived) link. If an original word can be included into several chains at once, then the final one - into one only: соль → солить → засолить → засаливать → засаливаться; соль → солить → рассол → рассольник → рассольничек.

Many scholars call the successive formal complication of its members as the most important indicator of the word-formation chain structure. The process of joining the formant of the previous stage into the base of the next stage is carried out at the expense of language morphemic and morphological arsenal, which is very developed in Russian language. As a rule, the last word of the chain is a multi-morphic derivative: тень → тенишь → оттенить → оттенок → разнооттеночный → разн-от-тен-оч-н-ость. In fact, the formants are increased and the ability of a derivative to be a generating word is decreased from a link to a link: век → вечный → вечнозеленый. Other words are not formed in Russian language from the adjective вечнозелёный.

As you know, reproducibility and repeatability are the main typological properties of word formation complex units. In this regard, let us examine in detail the typology of substantive word-building chains in Russian language.

From a formal point of view, the word-forming chains can be characterized by several features, read in detail [Shirshov 1999]. By the number of

components, the chains can be binary and polynomial. Binary ones consist of two words - the source and the derivative: антресоль → антресольный, анчоус → анчоусный, джаз → джазовый, диабет → диабетический, диаметр → диаметральный.

Polynomial consist of three or more components: место → вместить → вместимость → пассажировместимость; груз → грузить → погрузить → погрузка → углепогрузка → углепогрузочный. They can include up to seven links, for example: мир (1) → мирить (2) → примирить (3) → примирение (4) → примиренец (5) → примиренческий (6) → примиренчески (7).

According to the lexical-grammatical relation of an initial word and a final link, the chains are divided into linear and annular ones. In linear chains, the initial and the final links belong to different parts of speech: век (noun) → вечный → долговечный → долговечно → недолговечно (adverb); век (noun) → вековать → отвековать (verb); век (noun) → пол/век(a) → полувековой (adjective).

In ring chains, the original and the final links belong to one part of speech, in our case to the noun: весть → предвестить → предвестник → предвестница; вера → верить → уверить → уверенный → неуверенный → неуверенность; вера → верить → уверить → разуверить → разуверение. In the formations listed, the final link of the chain is an abstract noun. In Russian, nomina abstracta "is a microsystem, a nucleus the center of which is the word-formative category of verbal action names. Word-forming categories and the types of non-verbal (denominative and adjective-based) action names are at the periphery of this microsystem" [Koryakovtseva 1998: 3].

On the basis of "successive or inter-stage affixing of affixes" the chains are divided into complete and incomplete ones. In complete chains, each level of word formation is marked by its affix: ум → разум → вразумить → вразумительный → невразумительный → невразумительно. In incomplete chains, the stepwise principle of a nest deployment gives way to an inter-stage one: мода → модист/ка (there is no "модист" link), купе →

купиров/анный (the missing link is "купировать"), дифтонг → дифтонгиз/ация (there is no "дифтонгизировать" link) драже → дражиров/ание (there is no "дражировать" link), дождь → дождев/ание (there is no "дождевать" link).

On the basis of "one motivation for a finite (or a non-finite) link or more" the chains are divided into two types: 1) including monomotivated derivatives (in binary and incomplete chains, where the relations between links are unambiguous and do not allow any other solutions): крахмал → крахмальный; лыжа → лыжня; 2) including poly-motivated derivatives (in polynuclear and complete chains): крахмал → крахмалить → подкрахмалить → подкрахмалиться → подкрахмаливаться (1); крахмал → крахмалить → подкрахмалить → подкрахмаливать → подкрахмаливаться (2); лыжа → горнолыжник (1) → горнолыжница (1); лыжа → горнолыжный → горнолыжник (2) → горнолыжница (2); атлет → атлетический (1); атлет → атлетика → атлетический (2).

A consistent derivation is certainly the phenomenon not only

structural, but also semantic one, as the word-forming chain visually reflects both formal and semantic increments in the word formation act. The analysis of the semantic structure of word-building chains and, in particular, of all types of figurative meanings arising in its links at a certain stage of derivation, gives us an idea of semantics transformation in derived words as the lexemes of a special kind. As a rule, such semantic shifts indicate the appearance of new meanings and the development of a phraseological type of meaning: волос → простоволосый 'with an uncovered head', простоволосить - to take off a head cover forcefully, to disgrace' → опростоволосить - to take off a head cover forcefully, to disgrace' → опростоволоситься - to be in a disadvantageous, unpleasant, ridiculous position; соль → хлебосол - 'hospitable person' → хлебосольство - 'readiness and ability to treat hospitably, hospitality'.

The analysis of the internal form of this kind of derivatives, especially in a foreign-language audience, must be accompanied by a linguistic and a cultural comment that reveals the socio-cultural norms and the

value system of Russian language speakers, see, for example, [Rakhimova, Chupryakova, Safonova 2017], [Shchuklina 2017]. Often, this kind of idiomaticity, arising on the basis of one of the meanings of an original word, is transferred from one link to another: *венец* → *венчать* → *венчаться* → *обвенчаться* 'to marry'; *венец* → *венчать* → *увенчать* → *увенчаться* → *увенчиваться* 'to come to an end, to end with something successful, pleasant'; *венец* → *венчать* → *развенчать* → *развенчивать* → *развенчивание* 'to deprive the former glory, the previous general recognition, showing the negative side of someone, something'.

In the word-building chain *ветер* → *ветренный* → *ветреник* → *ветреничать* the figurative meaning of the adjective *ветренный* 'легкомысленный, пустой' is passed on to the next link - the noun *ветреник* 'the one who acts stupidly, light-minded'. It should be noted that the names of persons in Russian have an increased "linguistic and cultural potential" [Sadrieva, Erofeeva 2016: 206], see also *ветер* → *ветрогон* 'the same as ветреник'.

The presentation of word-forming chain mechanism during Russian language lesson is an effective and an optimal way of student grammatical competence expansion and activation. Using the example of the word-forming chain, one can demonstrate the derivation of verbs, their specific and collateral correlations, as well as participial forms, from nouns: *груз* → *грузить* (imperfective) → *разгрузить* (perfective) → *разгружать* (imperfective) → *разгружаться* (return or passive verb) → *разгружающийся* (participle) → *саморазгружающийся*; *карман* → *прикарманить* (perfective) → *прикарманивать* (imperfective) → *прикарманиваться* (return or passive voice). These verbal forms in Russian take an active part in derivational processes in contrast to the languages of other morphological types, see [Pounder 2011].

Conclusions

Thus, the main feature of the word-forming chain as one of the complex units of word-formation is the relations of the sequential production of its members. The consistent derivation in Russian language is the phenomenon of

a special kind, directly related to the morphological structure of the language, the inventory of its derivational means, and the productivity of word-building types and models.

The structural and semantic analysis of the word-formation chains of nouns makes it possible to characterize the word-forming potential of a given part of speech, to reveal the degree of derivational process intensity in different semantic groups, as well as the basic patterns of adjective-based word-formation in general.

The typology of the substantive word-building chains of Russian language is based on their system-structural reproducibility. The system is formed by binary and polynomial, linear and annular, complete and incomplete chains, as well as the chains that include monomotivated and poly-motivated derivatives. Their methodological relevance in the study of Russian as a foreign language is obvious.

The word-formation chain is one of the ways to cognize the systemic organization of the word-formative level of the language, the structural-semantic complexity of derived words, the idiomatic nature of their semantics, and

the linguocultural specifics of linguistic nomination process.

Summary

The results of the study show that a purposeful methodological work on the study of consistent derivation as a language phenomenon contributes to an active perception of many lexical and grammatical phenomena, as well as the development of the necessary skills to use the Russian derivatives in speech practice. The comprehension of the morphemic structure of a lexical unit derivative must occur simultaneously with the process of its semantification against the background of other related words. Lexical units in this case are remembered not mechanically and not in isolation, but in connection with other single-root words that help to reveal the meaning of a new word. Such memorization presupposes logical reasoning and a language conjecture, based on the paradigmatic relations of words.

The word-building chain allows a teacher to illustrate an exceptional variety of ways for Russian word development, as well as to form an idea of the main parts of speech derivational

potential. This linguistic methodic attitude allows you to optimize the assimilation of Russian derivatives and opens up new opportunities for language mastering.

Acknowledgements

The research is performed according to the Russian Government Program of Competitive Growth of Kazan Federal University.

References

Corbett, G.G. Canonical derivational morphology. In: Word structure. V.3. Issue 2, 2010. pp: 141 – 155.

Tekin, Ö. Grundlagen der Kontrastiven Linguistik in Theorie und Praxis. Tübingen: Stauffenburg Verlag, 2012. pp: 300.

Lieber R., Stekauer P. (eds.), The Oxford Handbook of Derivational Morphology. Oxford University Press, 2014. pp: 768.

Word-Formation. An International Handbook of the Languages of Europe. Ed. By Muller, Peter O. /Ohnheiser, I. / Olsen, S. / Rainer, F. Verlag: De Gruyter

Mouton, 2015. Volume 1. pp. 802.

<http://www.degruyter.com/view/serial/129039>

Nurullina G.M. Yusupova Z.F. The use of dictionaries in teaching Russian language to bilingual students // Modern Journal of Language Teaching Methods: Special Issue (December 2016). pp: 92-96.

Tikhonov A.N. Basic concepts of Russian word formation // Tikhonov A.N. The dictionary of Russian language. In two volumes. Volume I. M.: "Russian Language", 1985. pp. 18 - 52.

Tikhonov A.N. Russian language dictionary. In 2 volumes. Moscow: "Russian Language", 1985.

I.A. Shirshov. Theoretical problems of nesting. Moscow: Prometheus, 1999. 236 p.

E.I. Koryakovtseva Names of action in Russian language: history, word-formation semantics. M.: RAS, Institute of Russian language named after V.V. Vinogradov, 1998. 220 p.

Rakhimova D.I., Chupryakova O.A.,
Safonova S.S. Binary opposition «rich –
poor» in Russian, Tatar and English
linguocultures // QUID: Investigacion,
ciencia y tecnologia, 2017, Special Issue
1, pp: 2495-2501.

Shchuklina T.Y. Precedent phenomena
as the source of non-usual word-
formation in the contemporary Russian
mass media // Przegląd
Wschodnioeuropejski. – 2017. - VIII/1.
pp: 209–217.

Sadrieva E.V., Erofeeva I.V.
Representation of human’s image by
using word-formation resources in the
language of Russian chronicles (using
the example of nouns with suffixes –
(ЪН) ИКЪ) // Journal of Language and
Literature. - 2016. - Vol.7, No. 1. pp:
203-206.

Pounder A. Process and Paradigms in
Word-Formation Morphology. De
Gruyter Mouton, 2011. 744 p

**STRATEGIC PLANNING OF CITY DEVELOPMENT (ON THE
EXAMPLE OF KAZAN)**Leyla R. Kadyrova¹Leysan Kh. Kashapova²

Abstract: The article describes the stages of development and analysis of the strategy of socio-economic development of Kazan until 2030 with the aim of structuring its content, the analysis of prospects of development of the capital of the Republic of Tatarstan, development objectives the city of Kazan, on the basis of their own capacities and competitive advantages, taking into account public priorities (representatives of the local community and businesses expressed in various discussion and project sites) for a focused «vision» of the future city Kazan, determining organizational and financial measures and tools that mobilize these resources and activity of society and the business community to achieve the goals. Also considered and structured priorities among the regulatory measures of the economic,

investment and social policy, improvement of environmental situation and transformation of public spaces and architectural framework of the city. Positioned events, projects and programs, which are crucial for the effective implementation of the development strategy of Kazan and is aimed at minimizing economic risks, as reflected in the basic principle of formation of the strategy: orientation to improving the quality of life of citizens by 2030. Proven analytical way of per-item sync with the goals and objectives of the Strategy for socio-economic development of the Republic of Tatarstan till 2030, as well as harmonization with strategic planning documents: the Federal law of June 28, 2014 No. 172-FZ «On strategic planning in the Russian Federation» and the Law «On strategic planning in the Republic of

¹ Postgraduate student of Kazan Federal University, Kazan, Russia. E-mail: leilia.kadyrova@gmail.com

² Postgraduate student of Kazan Federal University, Kazan, Russia. E-mail: leilia.kadyrova@gmail.com

Tatarstan» (March 16, 2015 No. 12-ZRT).

Keywords: Republic of Tatarstan, municipal strategy, strategic goal, the implementation of municipal strategy, the effectiveness of the strategy.

INTRODUCTION

The relevance of the topic is due to the fact that the domestic practice of developing municipal strategies has a short history, therefore the problem of municipalities strategic development is urgent [2].

In Russia formation of various regional and municipal development strategies began after the crisis of 2008-09. [1]. Regions feel an increased risk of dependence on the federal center. On one hand, the center does not have significant resources to support the regions, on the other, there is no long-term strategy clearly formulated and announced to the regional elites and population [5]. This created incentives for the stronger regions, with additional resources and a reliable management team to intensify the search for its own variant of economic policies with potential to accelerate the pace of growth. Such

regional strategies are oriented towards the maximum possible use of available financial and administrative resources of the federal center, but, in essence, are sufficiently independent of the national concepts and programs being developed in Moscow [2].

The Republic of Tatarstan has accumulated a successful experience of territorial planning. The Republic of Tatarstan acted among the regions - pioneers in the development of strategies for the socio-economic development of municipal districts. When the municipal districts (city districts) development strategy is created it should be coordinated with municipal districts (city districts) that are part of the same economic zone [4].

1. MATERIALS AND METHODS

In the Republic of Tatarstan the legal basis for functioning of strategic planning is created and all the necessary documents are developed: the Law dated on March 16, 2015 № 12-ZRT "On Strategic Planning in the Republic of Tatarstan", the procedures for the development, adjustment, public discussion, monitoring and control of strategic planning documents were

approved, the forecast of social and economic development of the Republic of Tatarstan was developed until 2030 (Resolution of the Cabinet of Ministers of the Republic of Tatarstan dated on May 16, 2015 № 347 "On the draft law of the Republic of Tatarstan "On the approval of the Strategy of social and economic development of the Republic of Tatarstan until 2030" and long-term forecast of economic development of the Republic of Tatarstan until 2030), the Strategy of social and economic development of the Republic of Tatarstan until 2030 was approved (the Republic of Tatarstan Law dated on June 17, 2015 № 40-ZRT "On Approving the Strategy of social and economic development of the Republic of Tatarstan until 2030") and the Action Plan for its implementation was adopted.

The Republic of Tatarstan is a flagship region, which conducted an unprecedented in scope and methodological support centralized development of municipal strategies. It was synchronized with the Republican Strategy-2030, as well as republican sectorial projects and programs. Experience of the Republic of Tatarstan had been actively adopted by many

regions in the implementation of the law on strategic planning, and by the Ministry of economic development of the Russian Federation for the formation of corresponding methodical base in terms of strategic planning.

To implement innovative and socially oriented scenario of the spatial development of the Republic of Tatarstan and its economic potential, it was of fundamental importance to solve the problem of centralized development of municipal strategies until 2030, synchronized with the Republican Strategy-2030.

More than twenty - year practice of developing economic programs of region municipalities as well as the results of training of the heads of municipal districts and city districts in Skolkovo served as the basis for the development of the municipal strategies of the Republic of Tatarstan. The Ministry of Economy of the Republic of Tatarstan and the State Budget Institution "Center for Economic and Social Research under the Cabinet of Ministers of the Republic of Tatarstan" prepared "Methodological Recommendations for the Implementation of Strategic Planning for

Social and Economic Development at the Level of Municipal Districts (Urban Districts) of the Republic of Tatarstan". The State Budget Institution "Center for Economic and Social Research under the Cabinet of Ministers of the Republic of Tatarstan" has developed a special method of conducting strategic sessions for the development of strategies for socio-economic municipal districts (city districts) using a cluster method. The essence of the method is that in one municipal district (city district) 5-6 municipalities entering into one economic zone gather to develop a "tree of problems" and solutions to them taking into account intermunicipal relations and with an eye to successful and synchronous joint development.

In February 2016, in city media and on the official website of Kazan, a report on the start of the development of the Social and Economic Development Strategy of Kazan until 2030 was published.

An online survey of Kazan residents was conducted to assess the current situation, identify problems and express the vision of "the image of the future ideal city" in 10 to 15 years. More than 800 people took part in the survey.

The most important stage in the development of the Kazan City Strategy was the discussion of sectoral project sites: Urban Development, Economy, Small and Medium Business, Social Sphere, Transport Infrastructure. In these spheres experts and moderators, stakeholder among the public discussed and worked out development directions of Kazan. Leading scientists of Tatarstan universities were invited to work.

Research phase is the first stage of the Strategy development. It was completed in August 2016. During this stage, about 54 different events were held. Among them are the meeting of the Strategic Council, 9 methodological seminars, 39 communication platforms, 5 interviews.

Result of the work was a database of urban problems which was collected on the basis of monitoring and surveys. The vision of the quality of life that suits the residents, a huge amount of wishes and claims from residents, systemic city problems were also the result of the work.

The results of this work are given below.

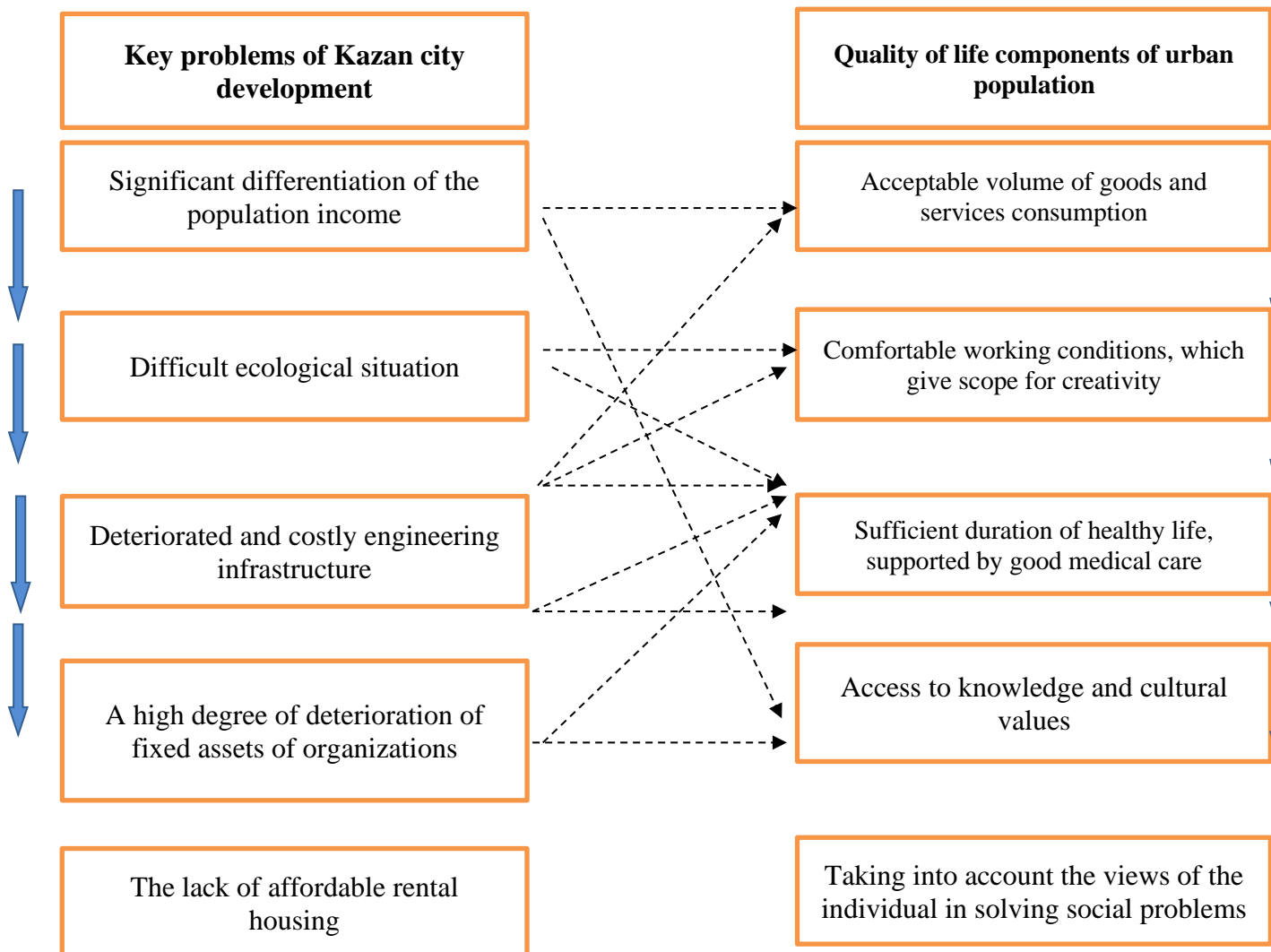


Fig. 1. Public priorities at the stage of development of the Strategy-2030 in Kazan

Based on the results of the work of the first stage, three forecast scenarios for the development of Kazan until 2030 in the field of economy, environment and human capital were formulated.

At the beginning of September 2016, the first edition of the Strategy was

discussed with the participation of experts, the city's leadership, structural units of the Kazan Executive Committee, deputies of the Kazan City Duma and representatives of the public. After several stages of agreement, this Strategy

was approved by the decision of the Kazan City Duma in December 2016.

Analysis of the Strategy of social and economic development of Kazan until 2030 is advisable to carry out in the context of goals, objectives, as well as activities for its implementation.

The main goal is: "Kazan of 2030 is a dynamic city of sustainable economic growth and broad opportunities, the leader of the Volga-Kama growth pole. Kazan is a territory of health, a comfortable city, responsible and creative citizens, an open government and a safe urban environment. A city where you want to come and where it's interesting to live every day."

The document is structured in terms of three priorities and seven areas of competition, like the Strategy of the Republic of Tatarstan-2030.

In the strategy 18 goals are formulated. They are divided into 7 areas of competition, in accordance with the landmarks that are specified in the republican Strategy. To achieve them, 42 tasks are proposed, each of which defines short-term and long-term directions of action. For the most important of them, we have established

indicators to monitor their implementation.

Just like the strategy of the republic, the strategy of Kazan focuses on three areas: human capital, space and economy.

The first and most important of them is the section devoted to the attraction and formation of human capital.

A healthy lifestyle is the main priority of a person. In this regard, the main competitive advantage of the city is the presence of a healthy urban environment.

The goal of the project: Kazan-2030 is a "health territory", a formation of health-saving behavior based on WHO criteria.

The proportion of the population who regularly engage in physical culture and sports will increase to 50%, and the life expectancy will increase to 76 years.

The third direction of the strategy is the formation of a comfortable living space and a modern urban environment. To implement this direction, a single green pedestrian structure will be created and city priorities will be transformed - from a

private car towards comfortable public transport. The share of green areas should be brought up to 40%.

Each of the seven districts of Kazan is unique in terms of its specifics. Kazan embodies model of a polycentric city. The network of local sub-centers should seamlessly merge into the comfortable public space of the center. Moreover, efforts should be focused on relocating industrial enterprises from the historical center.

Large enterprises form the backbone of Kazan's economy, while, until 2030, a more significant contribution to the urban economy of small and medium businesses is projected.

2. CONCLUSION

The economy of the future will move towards small, diversified industries that actively use modern technologies and management practices. These industries produce innovative products with a high share of value added and work on the principles of self-employment. By 2030, the city should offer entrepreneurs a simple, understandable and fully transparent rules and standards of work.

The provisions of the Strategy will be linked to monitoring of the implementation of the Action Plan and municipal targeted programs. At the same time, the regular coordinated updating of the Strategy, the Action Plan and the municipal targeted programs should be ensured.

Thus, we can conclude that the municipal strategy is synchronized with the goals and objectives of Strategy-2030 of the Republic of Tatarstan.

3. DISCUSSION

At the same time, it is necessary to note that there are some positions, which are not indicated in the municipal strategy. Nothing is said about the plans for road construction, on improving transport junction. So, there are no corresponding organizational arrangements and no funding for these purposes.

The document also does not reflect information on major investment projects, in which work can be done both by the local population, and those who come to Kazan for permanent residence or who plan to stay after their graduation. There is even no formal analysis of the

current situation and forecast of the development of labor resources.

In addition, nothing is said about Kazan as the center of the Kazan agglomeration. Economically weak areas surrounding the agglomeration depend on its development because according to The Territorial Agency of the Federal State Statistics Service in the Republic of Tatarstan, Kazan has 49,18% share of industrial production the total volume of the gross territorial product of the region. In the municipal strategy there are also no indicators of assessment (and approval) of its implementation by the population.

We should say a few words about the experience of the European countries on the organization and implementation of strategic planning. The system of territorial strategic planning of each of the European countries has its own. Attention is drawn to the experience of Italy and France. According to Italian experts in the field of strategic planning, it is necessary to minimize the political influence on strategic planning, and also to reduce the number of technical requirements for it, and to involve the greatest number of

interested persons from among citizens and business in this process [6].

According to French experts, citizens see the strategic plan as a tool for restoring public control over urban transformations and preparing "construction" of city institutions, provided that strategic planning is open. [7]

In order to assess the effectiveness of the implementation of the strategy, the opinion of the municipality's residents should also be taken into account [8], since the mission or the main goal of the strategic development of the territory should contribute to improving the quality of life of the population [9,10].

ACKNOWLEDGEMENTS

The work is performed according to the Russian Government Program of Competitive Growth of Kazan Federal University.

References

Zubarevich N. (2010). Regions of Russia: inequality, crisis, modernization. M.: Independent Institute for social policy.

Sirotkina N. In. Scientific and industrial clusters: theory and practice of management of the Russian regions: monograph / N. In.Sirotkin, J. A. Achenbach. – Voronezh, Publishing and printing center "Science book", 2012. – 533 s.;

Smirnov V. Effective socio-economic development of the region: the paradigm and the concept / Smirnov // problems of the theory and practice of management. - 2009. – No 9. – P. 55-65;

Strategic directions of socio-economic development of municipalities: the experience of the Republic of Tatarstan / N. G. Bagautdinov, I. S. Glebova, M. V. Panasyuk, V. I. Yusupova. – Kazan: publishing house of Kazan. University press, 2016. – S. 115-119;

Theoretical-methodological concepts and methodical support of strategies for socio-economic development of municipal formations in the regions of Russia/ Myasnikova T. A. // abstract of dissertation for the degree of doctor of economic Sciences.

Balducci A. Le nuove politiche della governance urbana // In Territorio. 2000. No 13. P. 7–15.

Godet M. Scerari e gestione strategica (Prospective et planification stratégique) /Edizione italiana a cura di Antonio Mortelli; Prefazione all'edizione inglese di H. IgorAnsoff. IPSOAS Scuola d'Impresa, 1990. 347 p.

Jourdan G. Le système de planification français au défis de la cohérence territoriale et du développement durable // Politiques publiques, Action politique, Territoires (PACTE). Institut d'Études Politiques [IEP]. Grenoble — CNRS: UMR5194. Université Pierre-Mendès-France — Grenoble II. Université Joseph Fourier – Grenoble I. halshs-00374354, version 1. 8 Apr 2009.

Pinson G., Santangelo M. La planification strategique: vecteur ou substitut a l'integration metropolitaine un detour par l'Italie // Gouverner les métropoles: enjeux et portraits des expériences sur quatre continents / Ed.

Collin, Jean-Pierre; Robertson, Mélanie ,
2007. P. 125– 150.

Panasyuk M., Pudovik E., Malganova I.,
Butov G. Regional Multicultural
Community: Problems of Life Quality
Estimation // Mediterranean Journal of
Social Science. Vol.5. №18. P. 323-327

**THE EXPRESSION OF OPTATIVE MODALITY OF
UNDESIRABILITY WITH THE INFINITIVE CONSTRUCTIONS**Ekaterina A. Khuzina¹Dinara D. Khairullina²

Abstract: Linguistic modality as one of the key categories that connect sentences (statements) with extralinguistic reality and realize its communicative potential, is characterized by active interest of researchers and according to G. V. Bondarko "is steadily maintained as a recognized subject of debate". The interest in this category has increased notably in recent decades, when the functional approach firmly established in linguistics and the consistent attention to the human factor as an important extralinguistic component of language change is clearly evident. The study of the categories of modality are the subject of many linguistic works the best known are the works of V. V. Vinogradov, Sh. Bally, V. G. Admoni, G. A. Zolotova, G. V. Olshanskii, G. V. Bondarko, N. Yu. Shvedov, N. E. Belyaeva, S. S. Vaulina, G. A. German, N. E. Petrova, L. S. Ermolaeva, V. Z. Panfilov, N. K.

Dmitrieva, Coates[1-4], Halliday [5], Hockett [6] etc. V. V. Vinogradov is considered to be the founder of the theory of modality, his contribution in this issue, it is still very important for linguists. After V. V. Vinogradov, we understand modality as the ratio of the content of the narrative to reality (reported to its real implementation) from the point of view of the speaker. Our appeal to semantically capacious and used in various speech situations and with different purposes Russian proverbs is reasonable. The studied units, being stable and reproducible in speech by synthesis polyfunctional sayings, represent the secondary linguistic signs (closed steady phrase), are markers of the situations or relations between the realities, and also have an integral-semantic, expressive-shaped structures. This article describes the construction with the infinitive in the role of

¹ Kazan Federal University, Naberezhnye Chelny Institute, e-mail: eka5551@rambler.ru tel. 89631239610.

² Kazan Federal University, Naberezhnye Chelny Institute.

predicative centre on the example of Russian proverbs and sayings, the issue is due to insufficient knowledge of proverbs and sayings as means of verbal representation of the expression with a hint of undesirability.

Keywords: modality, expression, desire, infinitive constructions, Proverbs, sayings.

Introduction

The problem of modality is not new to linguistics and has a fairly long history of study. However, despite the large number of works, the issue of modality has not received a universally acceptable solution in modern science. The diversity and ambiguity of this category allows to approach issues of modality from different perspectives and conduct research in different directions. The question of the boundaries of the category of modality is solved by different researchers in different ways. Modality is a universal category and mandatory language constituting symptom of any statement. Every utterance has a propositional content, which is based on the act of predication, i.e., mappings of the object of thought

and its basis through the approval or denial of the relationship between them that is expressed by the category of predicativity in the language. Modality is one of the ways of actualization of a proposition, along with other categories such as time, person, view etc. Today in the native linguistics the functional-semantic approach to the study of linguistic phenomena is of considerable interest. Among the variety of linguistic theories in the study of syntax of the Russian language the particularly significant place is taken by the theory of optatives developed by Professor E. V. Altybaeva. The Central and defining concepts in the theory of optatives are desirability and optatives, correlated as "the signified" and "signifier" [7].

The desirability as "signified" expresses the attitude to reality as a desirable phenomenon, event (preferred modality), optative, in this regard, we consider the expression of will in the model of a combination of a modal verb with the meaning of will and the infinitive, and will also concentrate on the constructions with the infinitive in the role of predicative centre. It must be noted that the expression of the modal relation to the action of the infinitive is

the basic content of a variety of constructions formed with the participation of the infinitive. We won't comment on the types of the mood of the Russian verb, their ratio, as it is beyond the scope of our study.

The will is understood by us in a broad sense. This includes various shades of modal meaning of will: intention, willingness and attempts to perform an action, desire, reluctance, agreement, and disagreement. They combine the "strong-willed relation of the subject to action, conscious entity – no matter what circumstances led to it, as its own volitional motive" [8].

Materials and methods

Our appeal to semantically capacious and used in various speech situations and with different purposes Russian proverbs is for a reason. The studied units, being stable and reproducible in speech synthesis polyfunctional sayings, represent the secondary linguistic signs (closed steady phrase), are markers of the situations or relations between the realities, and also have an integral–semantic, expressive-shaped structures.

The relevance of this article due to the unflagging interest in the study of proverbs and sayings, which combines the characteristics of units of different language levels; the active use of proverbs with infinitive component; and insufficient knowledge of proverbs and sayings as means of representation of verbal expression.

Material of the study consists of 100 stable units (Proverbs and sayings), extracted from the "Dictionary of proverbs of the Russian nation" by V. I. Dal [9].

In this article we will focus on constructions with the infinitive in the role of predicative centre. Our focus, therefore, will be some types of mononuclear sentences: definitely-personal, generalized personal, impersonal and infinitive sentences with infinitive as predicate. It must be noted that the expression of the modal relation to the action of the infinitive is the basic content of a variety of constructions formed with the participation of the infinitive. The results of studies on the material of proverbs and sayings containing the infinitive, suggest that, in addition to cases where the modal plan of the utterance is determined by other parts

of the sentence, and the infinitive bears only the reflected modal value, there are cases where the infinitive discovers the ability to express its modal value. For the analysis of infinitive constructions we use various scientific methods: conceptual analysis methods, modeling, generalization and comparison, analysis of the lexicographic definitions, the method of free associative experiment, the elements of quantitative analysis, etc.

Results and Discussion

One of the essential forms of expression of predicativity is a particular modality of the predicate. The infinitive, becoming a predicate, necessarily acquires a certain modal coloring. The modality of the infinitive verb is not dependent on the lexical meaning of other words. Both from modern and genetic points of view, the obligation or necessity, which through analysis can be revealed, in varying degrees, in all places of the infinitive sentences, which does not exclude the presence and number of other modal shades that make up the characteristics of certain groups of these proposals, should be recognized as a distinctive modal value of the

independent predicative infinitive [10].

The modality of the dependent infinitive is determined lexically; the modality of the independent predicative infinitive is grammatical, as it is peculiar to a particular syntactic form of the infinitive – independent predicative infinitive [11].

It is known that the infinitive form of the Russian language has a common functional feature: it denotes an action referring to which intentional setting of a subject or assessment (the subject of the assessment may coincide with the subject of the action or they may be external) is evident, and thus objectifies the action in relation to its subject or to the subject of the evaluation: *Горе наше – гречневая каша, есть не хочется, а покинуть жаль.* (Our sorrow is like buckwheat porridge, is not desirable to eat it, and we are sorry to leave it.) In the presented example, the subject of assessment coincides with the subject of the action expressed by the presented modality of expression with a hint of undesirability to perform an action "is not desirable".

The will is understood by us in a broad sense. This includes various shades of modal meaning of will: intention, willingness and attempts to

perform an action, desire, consent. They combine the "strong-willed relation of the subject to action, of which the subject is conscious – no matter what circumstances led to it - as his own volitional impulse" [12].

It is interesting to note the point of view of A. V. Bondarko, who tells about the concept of voluntariness. The modal value of voluntariness, in his opinion, is to express the volitional orientation of the subject to take action. This value is represented mainly by combinations of the infinitive with words expressing desire, intention, inclination, desire, intention ((*хотеть, надеяться, стремиться, стараться, собираться, готовится, мечтать, любить, нравиться* - to wish, to hope, to strive, to try, to gather, prepares, to dream, to love, to like, etc.) [8].

Conclusions

The modal value of the expression with a hint of undesirability can be expressed either by attaching the negative particles “not”: *хотел – не хотел, желал – не желал* (want - not to want, desire - not to desire); or it may be inherent in the lexical meaning of a

modal verb: *избегать, расхотеться* (avoid, stop wishing). The semantic structure of modal components is merged by the dominant meaning of "undesirable actions". So, in the language of proverbs and sayings the most productive is the verb "want" with the joining of the negative particle not: *Учить дураков – не жалеть кулаков. Горе наше – гречневая каша, есть не хочется, а покинуть жаль. На что за тем гоняться, кто не хочет знаясь? Жениться, так не лениться; хоть не хочется, да вставай! Хороших не отдают, а плохую взять не хочется. Даром не берут, придачи дать не хочется. Такое житье, что житье не хочется. Богатому и умирать не хочется.* (To teach fools we need to use our fists a lot. Our sorrow is like buckwheat porridge, is not desirable to eat it, but we are sorry to leave it. What is the purpose of chasing a person, who does not want to know us? If you want to get married, don't be lazy; even if you do not want to, get up! Good people are not given, and it is not desirable to take a bad one. The gift is not taken, I do not want to give more for it to be taken. Such life is not desirable. Rich people do not want to die).

There are frequent cases of expression of the modality with a hint of undesirability and desirability of the action in one proverb: *Не хочу учиться, хочу жениться. Всяк хочет взять, а никто не хочет дать.* (I don't want to learn, I want to get married. Everyone wants to take and nobody wants to give). These examples do not represent real actions, and only reports on the desirability, undesirability of any action. We are talking about the will of the subject, its unwillingness to perform the action named by the infinitive "to learn, to marry," "to take, to give." The action is presented as a potential, as it is unknown whether it will be implemented.

It should again be noted that the infinitive constructions are widely represented in the proverbs of the Russian people. As research material, selected proverbs are informative, rich in variety of verbal lexemes. Aesthetic value of paremiological units is manifested differently, as it is a phenomenon of high skill, with the embodiment of aesthetic principles that are highly valued in art.

Conclusion

Thus, in the performed analysis we came to the conclusion that the expression of will, is, no doubt, a broader concept, which includes desire, intention, command, recommendation, advice, reflection. The modal value of the expression with a hint of undesirability of the action is implemented in the popular sayings in the composition of the predicate with a modal verb "to want" with the joining of the negative particle not. So, "want" takes on the connotation of undesirability of an action and is the most frequent in use and neutral by stylistic coloring, widely represented in proverbs and sayings. Summing up, it should be noted that the value of the expression with a hint of undesirability is inherent in the semantics of the auxiliary verb, or another component, which is combined with the infinitive. The meaning of the lack of hope for the implementation of the action lies in the semantics of personal and predicative verbs, nouns combined with the infinitive, and the value of involuntariness of the reluctance is expressed by impersonal verbs and predicative, nouns in combination with the infinitive.

ACKNOWLEDGEMENTS

The work is performed according to the Russian Government Program of Competitive Growth of Kazan Federal University.

References

Coates, J. The semantics of the mood auxiliaries. – London: Croom Helm, 1983. – 259 p.

Coates J. Epistemic modality and spoken discourse // Transactions of the Philological Society – 1987 – pp.110-131.

Coates J. Modal meaning: the semantic-pragmatic interface // Journal of Semantics. – 1990. – Vol. 7 – No 1. – p. 53-63.

Coates, J. The semantics of the mood auxiliaries. – London: Croom Helm, 1983. – 259 p.

Halliday M. A. K. An introduction to functional grammar. 2nd ed. – London: Edward Arnold, 2015. – 387 p.

Hockett, C. A Course in Modern Linguistics. – New York: Macmillan, 2016. – 621 p.

Altabaeva E. V. Optative sentences in the modern Russian language: textbook. Manual // E. V. Altabaeva. – Michurinsk, 2003. – 164 p.

Bondarko A.V. The theory of functional grammar. Introduction. Aspects. Temporal localization. Taksis // A. V. Bondarko. ; Resp. edited by A. V. Bondarko Leningrad: Nauka, 1988. – 348 p

Dahl V. I. Proverbs of the Russian people // V. I. Dahl. – Moscow: Russian book, 1993. – 614 p.

Vinogradov V. V. About the category of modality and modal words in Russian language V. V. Vinogradov. – Proceedings of Institute of Russian language. – Volume 2. Izd-vo an SSSR. M. – L., 1950. – S. 38 – 79.

Pavlov, V. M. Controversies of the semantic structure of impersonal sentences // V. M. Pavlov. – SPb, 1998. – 375 c.

Timofeev K. A. On the main types of infinitive sentences of the modern Russian literary language // K. A. Timofeev. – Questions of syntax of modern Russian language. – M.: Education, 1950. – 410 p

THE FUNCTIONING OF THE INTERNET MEDIA IN THE RUSSIAN MEDIA SPACE

Ramis R. Gazizov¹

Tatiana A. Nagovitsyna²

Abstract: Internet media occupy a leading place in the modern media system. This type of media is characterized by a number of advantages: efficiency, economy, usability. On the one hand, they embody the advantages of traditional media, but multimedia and interactive technologies provide new opportunities for information exchange, and audience expansion. The tendencies of the Internet publication Islam-Today.ru ("Islam Today") development, which is the federal information and analytical portal opened five years ago and now is one popular and authoritative religious-oriented news sites of the country, are considered. The

estimation of functional, technological, and creative components in portal activity is given. Attention is drawn to the peculiarities on the implementation by the periodical of a number of media functions: direct organizational, culturological, advertising and reference, and recreational. There are given the recommendations for improving information exchange, and increasing the effectiveness of working with its audience.

Introduction

¹ Kazan Federal University, Kremliovskay astr, 18, 420008, Kazan, Russian Federation. Email: gazizov-da@yandex.ru. Tel.: (919) 684-00-77.

² Kazan Federal University, Kremliovskay astr, 18, 420008, Kazan, Russian Federation. Email: nagovitsinatatyana@mail.ru. Tel.: (904) 679-56-60.

The study is devoted to the identification of the features on the functioning of modern Internet media in the regional Russian mass media space. The research uses the following concepts: multimedia, interactive, electronic media outlet, media language, and genre.

Multimedia is mean by information that combines text, image, and sound; those technologies allow you to enter, save, process and reproduce not only textual, but also another types of information: audiovisual, graphic, three-dimensional and other information.

Electronic media outlet is a media that distributes textual, visual, audible and other information presented in an electronic medium or in a network version. It is believed that the common for all electronic publications are digital methods of describing information and similar

technologies for managing this information when it is presented.

Media language is the language of the mass-media communications, a stable system of linguistic properties and characteristics, and a sign system for the correlation of verbal and audiovisual components specific to each of the media: printed (press), audiovisual (radio, television, the Internet).

The genre is understood as a kind of journalistic work. The authors adhere to the three-stage basis of genre formation in the mass media: information, problem-analytical, artistic-journalistic genres. Taking into account the specifics of Internet publications, special attention is paid to the information group of the journalism genres.

Materials and methods

The material of this research was the publication of the information and analytical federal portal Islam-Today.ru. The time interval covers the content of the site for 2017.

The methods used were: system analysis, content analysis, and comparison and collation analysis; they allowed the essential features to reveal in the development of this Internet media.

Results

The results of the research are broken down according to technological, genre and linguistic specifics, which form the basis of the media activity of this publication.

Technological specificity.

The media design of the media outlet is determined, mainly, by the visual attractiveness of its structure. This includes: graphic design, font size and type, color characteristics,

as well as the volume and quality of multimedia content.

The study shows that the multimedia and interactive capabilities of the portal under consideration are diverse, contribute to the realization of various functions of the media: direct organizational, promotional and reference, forming the culture of society, and recreational.

Genre specificity.

The main part of the content of original journalistic texts is of information genres, what is explained by the peculiarities of the functioning of Internet media.

Discussion

Analysis of the technological component of the media outlet is as follows. The multimedia capabilities of the media outlet under study are as follows:

information retrieval, the ability to work with various applications (specifically: with text, graphics and audio editors, video). Viewing a slideshow is limited in nature: it is not accompanied by sound, animation, or audio citations.

Technical characteristics of the portal are in the presence of a mobile version: the media structure of the site has been automatically adapted to the user's devices. Corresponding to the basic multimedia characteristics, the resource provides an opportunity to listen or read books [1]. In addition, through innovative functionality, recreational functions are realized (for example, games: doing puzzles, guessing).

Having sufficiently widely use various multimedia features, the portal nevertheless has certain omissions. You should pay attention to such parameters as authorization and multilanguage ability [2]. The main function of authorization is to

recognize the visitor, restrict or, on the contrary, enhance the access to certain types of content. In addition, authorization blocks spam.

It was revealed that the interactive techniques used by the Internet portal "Islamtoday" are reduced to three main ones: intra-portal communication, informativity, and renewability. Intra-portal communication is based on the evaluation of intra-portal messaging services, forum and feedback [3]. The following technical forms of organization of interactivity are established: e-mail, guest book, and blogs. It is worth highlighting also another form of interactivity - the module "Ask a question to the mufti".

Analysis of linguistic, stylistic, genre features.

Analysis shows that the main part of the content of original journalistic texts is represented by information genres. The most widely distributed are notes,

information correspondence, reports, blitz surveys. This feature is a direct consequence of the features of the Internet environment [4].

We see with the example of the activity of the media outlet under study that the principle of supplementing the multimedia environment works: the news material is accompanied by a photo report, a video; has thematic links, gives the audience the opportunity to vote and services for commenting [5].

If to speak about the quality component of media, we note that the news materials are presented by announcements, messages from own correspondents, RSS-streams or so-called "news feeds" organized according to chronological and thematic principles.

The structure of information materials is built on the standard principles of news journalism, in particular, the principle of the so-called "inverted pyramid" (short

news reports are information-rich texts) [6]. Headlines of the portal texts perform an accenting function, with the aim of: attracting the attention of users, and matching to technical and technological aspects of optimization of search processes [7].

Specificity of the media language.

As the results of the analysis show, this feature is determined by stable linguostylistic features. They are expressed in the presence of cliched and thematically related phrases, the use of specific text-forming elements: "stated", "according to words", "as the source pointed out", "as the interlocutor noted", "as the interlocutor added", and others.

Writing text for the Internet is based on methods of search engine optimization and features of perception. Such text should contain key words or phrases, have the

information property, and should be clearly structured.

The revealed tendency is the use of so-called "sovietisms", words that often appeared on the pages of the Soviet press: "teamer", "leader", "subbotnik", "best worker", and others [8].

Changes in the economic and political spheres influenced the active use of borrowed words [9]. Mostly they are of English origin. Vocabulary of political and economic subjects was replenished with borrowings (for example: "clearing", "promotion", "leasing", "top manager" and others).

Borrowings from the Old Slavonic language are actively used (their English equivalents, for example, are: "good-naturedness", "tree", "youth", "gold" and others) in the texts of the media under study.

It should be noted also a clear religious line of language media behaviour of Islam - Today.ru

portal. Media texts contain citations from the Koran accompanied by Arabic-Persian borrowings.

Note that the language features of the portal are similar to analogous processes in other media, and they are expressed in the combination of elements: oral and written speech, colloquial and book lexicon. The use of such language resources leads to the presence of jargons, incomplete syntactic constructions, and so on.

Analysis of the theoretical and empirical material of the Internet media outlet showed that the negative phenomena in the field of the online media language include an oversupply of borrowings (mainly Anglicisms and Arabisms), jargon and slang, vernaculars, an abundance of "extra words", a lack of communicative culture of communication participants, "blurring" of genre boundaries and more. These disadvantages are due to the informal nature of

communication and the specifics of this media structure.

Summary

The nature of the multimedia use in the Islamic media can be called "experimental": the editorial tests new tools and tracks the audience's reaction. Its feature is the availability and variety of media services for visualizing information and submitting it in a multimedia way. These tools are accessible and understandable to users. Among the positive aspects of using multimedia in the media outlets, the following can be identified: the desire of journalists for self-development, increasing competitiveness and universalization, development of multimedia thinking, the desire to work in different genre groups. The complexity of the media outlet activity is as follows: preparation of multimedia material takes more time than in the case of creating an ordinary media. In addition, moving

to multimedia requires clear planning; and assumes additional financial costs.

Analysis of the portal shows that the main part of content in original journalistic texts is information genres. The most widely distributed are notes, information correlations, reports, and blitz surveys.

Speaking about the qualitative component of media, we note the following: a) the news material is presented by announcements, messages from own correspondents and RSS-streams ("news feed") organized in chronological and thematic sequence; b) advertising materials are represented by the following types: banner advertising, video advertising, photo catalog, and advertising articles.

The language of the Internet media is not only a means of reflecting reality, but also an active tool for creating a virtual reality, and forming a picture of the world.

Conclusions

Further understanding of the portal Islam-Today.ru problematics is possible in the following directions. It's not just about determining the textual specifics, but also the nature of the illustrative material (genre, problem and thematic focus). It is expedient to consider media images of religious, political, and cultural figures.

Acknowledgments

The work is carried out according to the Russian Government Program of Competitive Growth of Kazan Federal University.

Bibliography

Vasil Z. Garifullin and Ruzil G. Mingalimov, 2015. Functioning of the National Media under

Conditions of the Market Model of Mediaindustry. *International Business Management*, 9: 1379-1382.

Gazizov R.R, Nagovitsyna T.A. Features of manipulative technologies in Russian political discourse (on the example of the Tatarstan republic mass media) // *Journal of Organizational Culture, Communications and Conflict*. - 2016. - Vol.20, Is.Special Issue2. - P.14 - 18.

Margarita G. Bogatkina, Elena S. Doroschuk and Ramis R. Gazizov. *Converging Innovations in the Modern Humanitarian Science // The Social Sciences*. Volume: 10 | Issue: 7 | Page No.: 1932-1934. DOI: m10.3923/sscience.2015.1932.1934

Vasil Zagitovich Garifullin, Ruzil Galievich Mingalimov. Tatar journalism transformation vectors // Journal of Language and Literature, ISSN: 2078-0303, Vol. 6. No. 3. Iss.1, August, 2015. Pp. 192-194.

Vasil Zagitovich Garifullin, Linar Rustamovich Zakirov. Functioning of civic/citizen journalism in the media space of the Republic of Tatarstan //The Turkish Online Journal of Design, Art and Communication. TOJDAC November 2016 SpecialEdition. Pp.2322-2326.

Nagovicina T.A. New priorities of the innovative model of training journalists / / Theory and methodology of modern journalism education. Problems of diagnosis of knowledge. Collection of scientific and methodical papers and materials. Issue 3. - Kazan: Kazan University, 2011. - P. 23-26

Gazizov R. R. On the issue of moral and ethical regulation of manipulative processes in journalism // Modern communicative space of journalistic science, practice and education: contours and reality of new media. Issue 5: a collection of scientific papers / ed. by V. Z. Garifullina, E. S. Doroschuk. - Kazan: Kazan University, 2014. - Pp. 20 - 27.

Akhatova I. E., Gazizov R. R. The idea of social justice in the texts of mass communication / R. R. Gazizov, // Philological Sciences. Questions of theory and practice. - Tambov: The diploma, 2015. - № 12 (54). - Part III. - Pp. 17-19.

Nagovitsina T.A. Legal factors of the genesis of representations on information legal relations in the Internet // Right and education. - 2017. -№7. -Pp. 85-89.

Gazizov R. R. The peculiarity of political discourse in the media: the regional dimension // Media and power: the power of the media? Materials of the International Scientific and Educational Conference (Kazan, February 16-17, 2017). - Kazan: The University of Kazan University, 2017. - Pp. 60-66

**DEVELOPMENT OF THE SYSTEM OF BALANCED SCORECARD
FOR ENTERPRISES OF THE PETROCHEMICAL COMPLEX
TATNEFT**Anton N. Karamyshev¹Gulsina K. Gabdullina²Anatoly Ye. Yakovlev³

Abstract: Regional policy in the field of law-making in support of innovation, investment, improvement of interregional and international relations, on the one hand, and implementation of the provisions of the antimonopoly legislation, replenishment of the budget, development of economic, financial, transport and other infrastructure of the region, on the other hand, discloses the content of favourable, and constraining the development of corporate activities conditions that determine the purpose and planned value of indicators of the corporation functioning. Establishment of economic targets from the scientific and practical point of view is only one side of the management function, it is

important to organize the accounting, analysis and evaluation of the effectiveness of achieving the goals of the corporation, the results of which serve as the information base for making managerial decisions and adjusting planned activities. Indicators of the effect and efficiency of managing corporations are the subjects of many discussions. At the same time, it is important to understand that attention should be drawn not as much to the results obtained, as to the conditions and factors that determined them. The analysis of cause-effect relationships allows modern corporations to build a system of dependencies, to adjust their development strategy taking into

¹ Kazan Federal University.

² Kazan Innovative University named after V. G. Timiryasov (IEMML). e-mail: antonkar2005@yandex.ru. Tel.: +7-960-067-65-50.

³ Kazan Innovative University named after V. G. Timiryasov (IEMML). e-mail: antonkar2005@yandex.ru. Tel.: +7-960-067-65-50.

account their territorial affiliation and to apply modern tools for matrix analysis and planning, to which the system of balanced scorecard of Norton and Kaplan can be related.

Keywords: balanced scorecard, holding, enterprises, goals, objectives, indicators, efficiency.

Introduction

The system of indicators used in making managerial decisions and the system of indicators used in the process of analysing the financial and economic activities of a corporation are fundamentally different. In the first case, it is the desire to achieve the set goals through the management of the enterprise, in the second case it is the need to analyse the activities of the enterprise, to assess its investment attractiveness, etc. [1].

Undoubtedly, the system of indicators for management is characterized by the properties of the system of indicators used for analysis, since analysis is one of the methods of management. At the same time, the scorecard, intended solely for analysis

purposes, is often not suitable for management.

The system of indicators can not be limited only by monetary indicators, since the economy of enterprises currently depends to a large extent on factors of completely noneconomic (ecology, social sphere, politics, etc.) that have a significant impact on the holding's economy and, ultimately, its financial results.

Establish the role of a single corporation enterprise, perhaps if we analyse its contribution to the overall strategy using the method of "climbing from the abstract to the concrete. Under a concrete expression of the holding's strategy is understood its mission, its concrete and essential abstraction. The economic activities of enterprises that make up the corporation are data in objectively sensory form abstract phenomena, beyond which, without knowing the essence, it is impossible to comprehend the activities of the whole holding "[1. 246 p.]. Nevertheless, the use of a cascade of indicators of a balanced scorecard allows one to logically establish the relationship between the strategy of each enterprise and the specific general strategy of the

corporation. Moreover, cascading enables the development of a system of balanced scorecard, both for a single enterprise and for the holding as a whole, "at the same time, clear quantified strategic goals will be set at each level that meet the mission of the entire corporation" [1. 248 p.].

Text of article

Tatneft is a Russian oil company, whose main assets are located on the territory of the Republic of Tatarstan, and business projects are conducted in the domestic and foreign markets. The group of companies of Tatneft PJSC unites oil and gas production, oil and gas refining, petrochemical and gas, oil, petrochemical and petroleum products, as well as a block of service structures. The balanced scorecard will be developed for one of the segments of Tatneft PJSC, a petrochemical complex.

According to the information provided on the official website of the company, the mission of Tatneft PJSC is to strengthen internationally recognized positions and ensure the company's steady development as one of the largest

vertically integrated Russian producers of oil and gas, oil and gas products and petrochemicals, thermal and electric energy based on effective management of shareholders' assets, rational use of natural resources and corporate social responsibility. At the same time, it remains unclear strategic goals for an individual enterprise of the corporation, for example, for Nizhnekamskshina PJSC, whose main activity is the production of tires. Cascading in turn allows "to form exactly those goals that, in the process of decomposition from the upper level, will be transferred to the final enterprise, thereby bringing to it the mission of the holding" [1. 248 p.]. Through this mechanism, the task of reconciliation is also being solved, in particular, the transition from the holding's strategy to the strategies of the enterprises that make up its structure.

Petrochemical complex of Tatneft PJSC includes five relatively independent phases, which are presented as independent businesses: production of carbon black; processing, namely the production of tires; performance of repair work; supply and sale of products.

The relationship between the phases presented, functioning under the

management of Tatneft-Neftekhim, is shown in Figure 1.

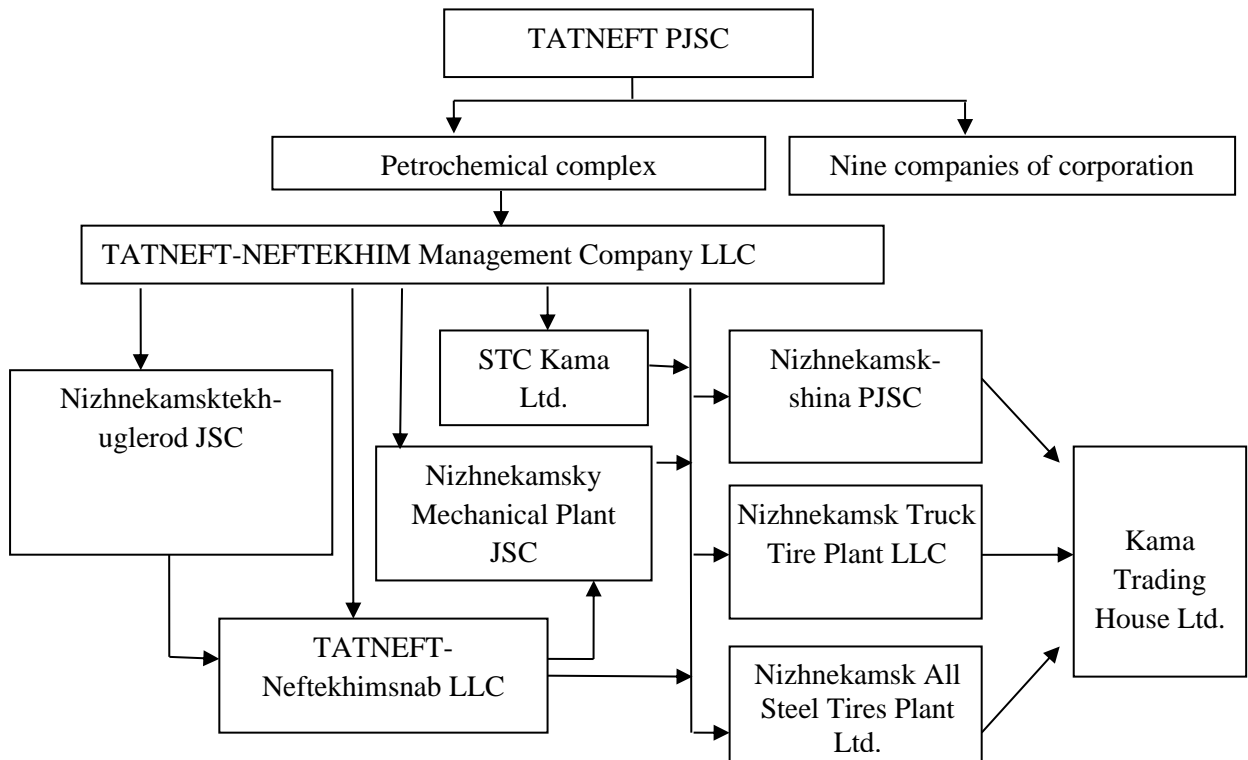


Fig.1. Interconnection of enterprises of the petrochemical complex Tatneft PJSC

In the petrochemical complex of Tatneft PJSC, a matrix management structure, where conflict situations often arise between production enterprises and intermediary organizations (supply, sales, etc.). The interests of the petrochemical complex enterprises are reflected in plans and budgets [3, 11].

Building a system of balanced scorecard for corporate structures begins with the development of a top-level

strategic map that expresses the strategy of the whole corporation.

The first level is the development of the "Finance" perspective, then the strategies for the remaining perspectives are consistently developed.

The second level is the definition of "stakeholders" of the contractors of the corporation, when working with which the petrochemical

complex of Tatneft PJSC achieves its financial goals, receives financial results.

The third level is the definition of business processes. One way to

display the business process is to compile a functional model using the IDEFO methodology, a variant of which for the petrochemical complex of Tatneft PJSC is shown in Figure 2.

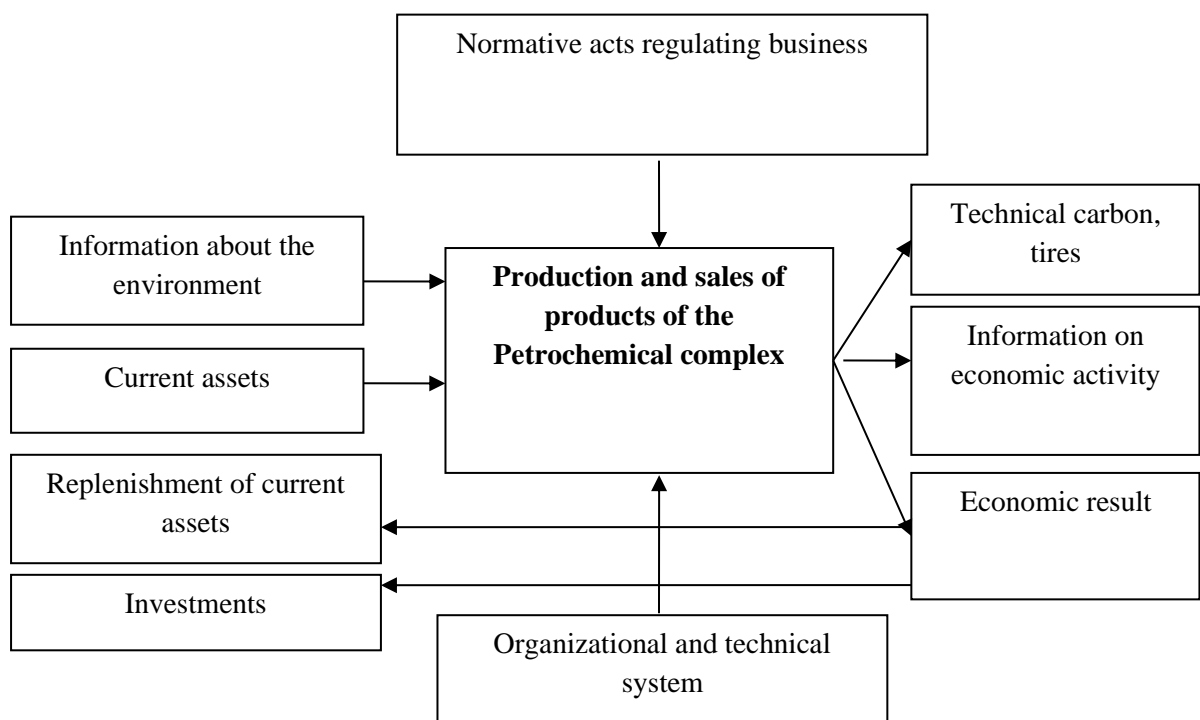


Fig. 2. Main business process of the petrochemical complex Tatneft PJSC

The final (fourth) level of development of the strategic card is "the disclosure of shortcomings in the qualifications of employees, the means of labor and the level of technologies that

affect the effectiveness of business processes".

According to the described levels, a strategic map of the Tatneft PJSC Petrochemical Complex was constructed (Fig. 3).

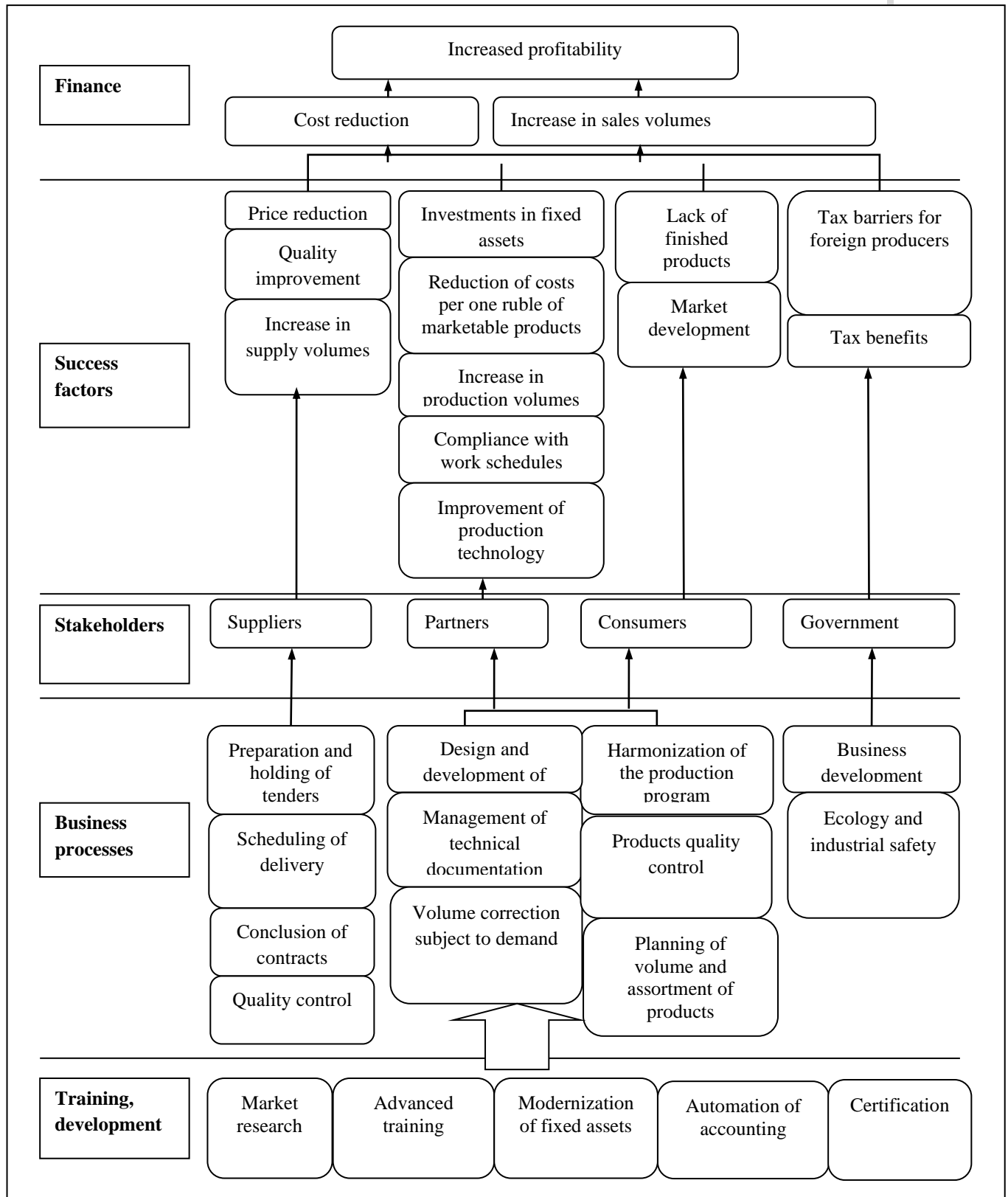


Fig.3. Strategic map of the Tatneft PJSC Petrochemical Complex [4]

This development of the strategic map of the corporation (holding) does not end, but finds its continuation in the development of similar strategic maps for the enterprises that make up its structure.

The construction of a system of balanced scorecard for the main enterprises of the petrochemical complex begins with the formation of the "Holding-Segments" transition table.

First of all, the table introduces the objectives of the level of the

corporation, then considers a separate goal for each enterprise and then a decision is made to move the target to the lower level.

After determining all the objectives for the enterprise, they must be connected by cause-effect relations.

The strategic map of Tatneft-Neftekhimsnab LLC, which provides material resources to the enterprises that are part of the petrochemical complex of Tatneft PJSC, is shown in Figure 4.

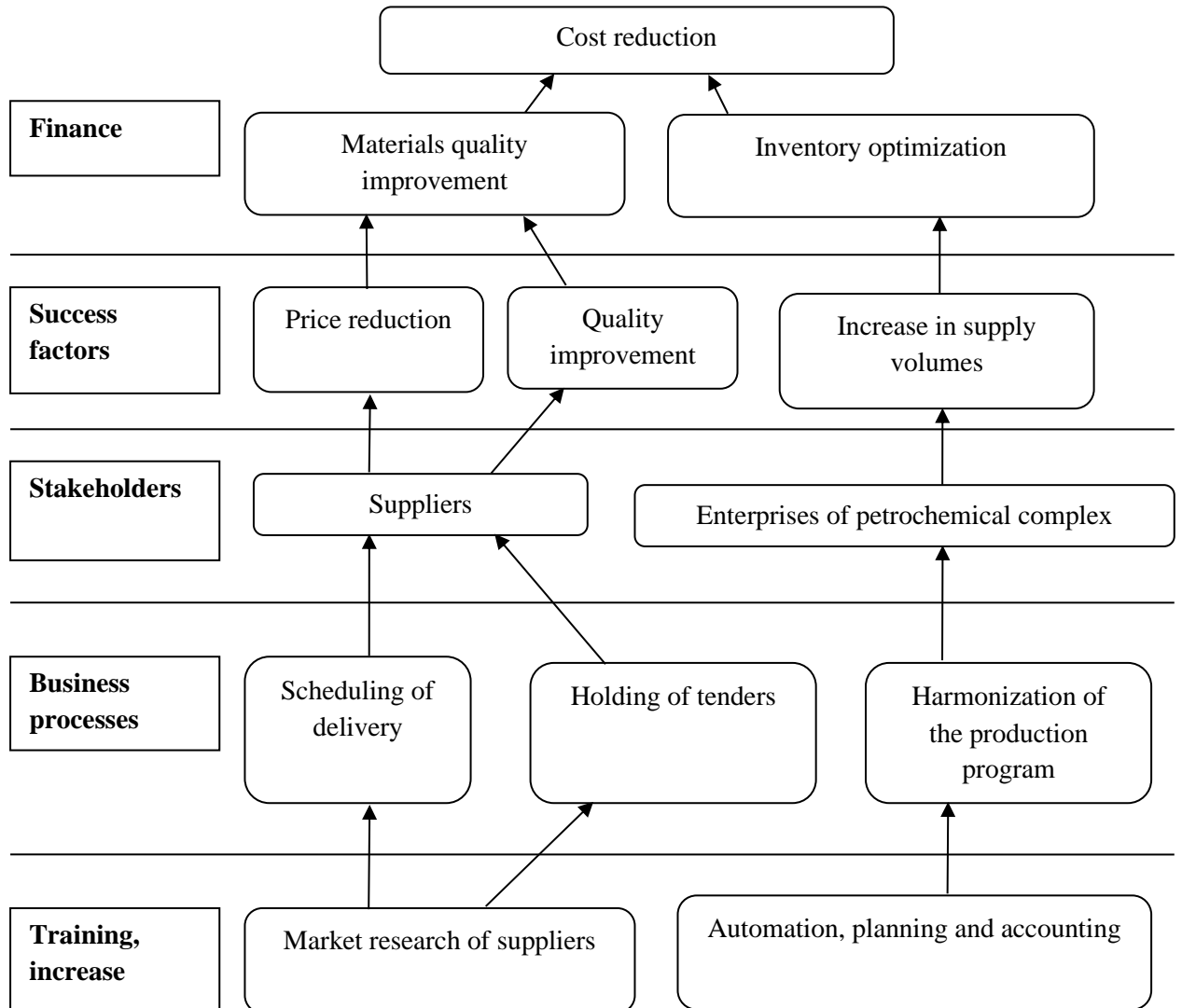


Fig.4. Strategic card of Tatneft-Neftekhimsnab LLC

For each enterprise it is necessary to repeat the whole algorithm of constructing a strategic card in a similar way to the scheme.

The strategic map of the production enterprise of Nizhnekamskshina PJSC, also part of the petrochemical complex of Tatneft PJSC, is shown in Figure 5.

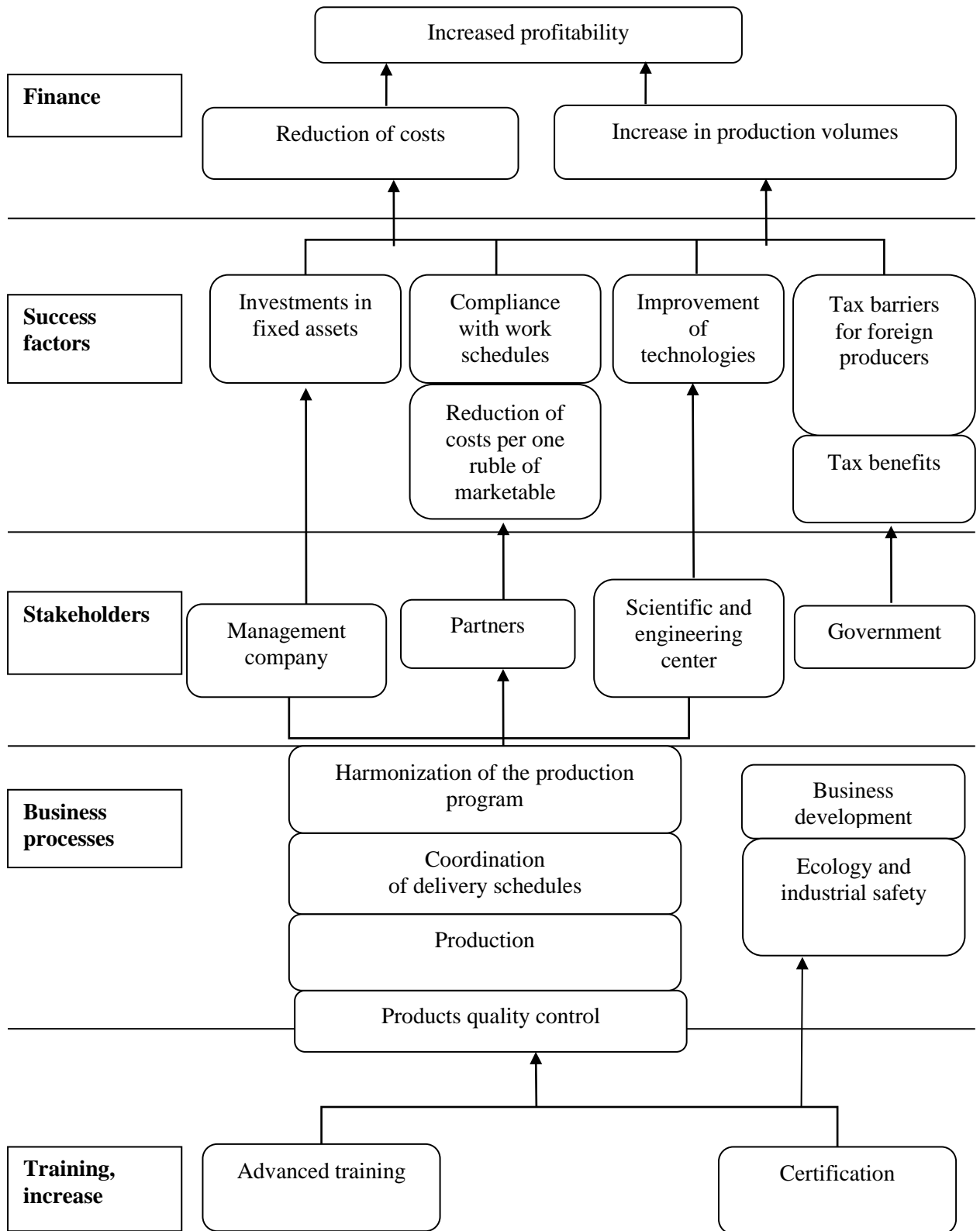


Fig.5. Strategic map of Nizhnekamskshina PJSC

The strategic map of KAMA Trading House, which performs the function of selling products of the

petrochemical complex of Tatneft PJSC, is shown in Figure 6.

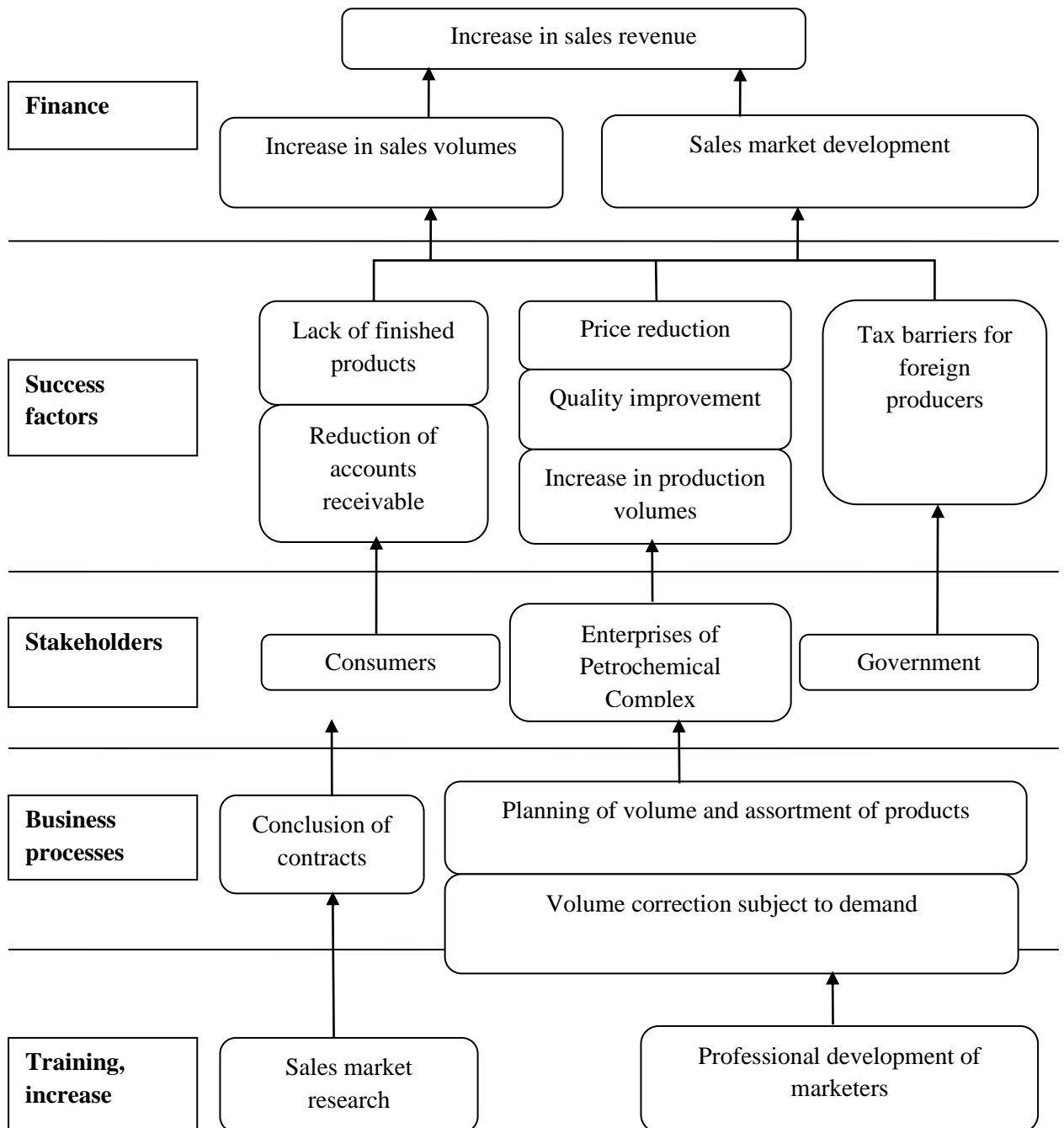


Fig.6. Strategic map of the Trading House "Kama"

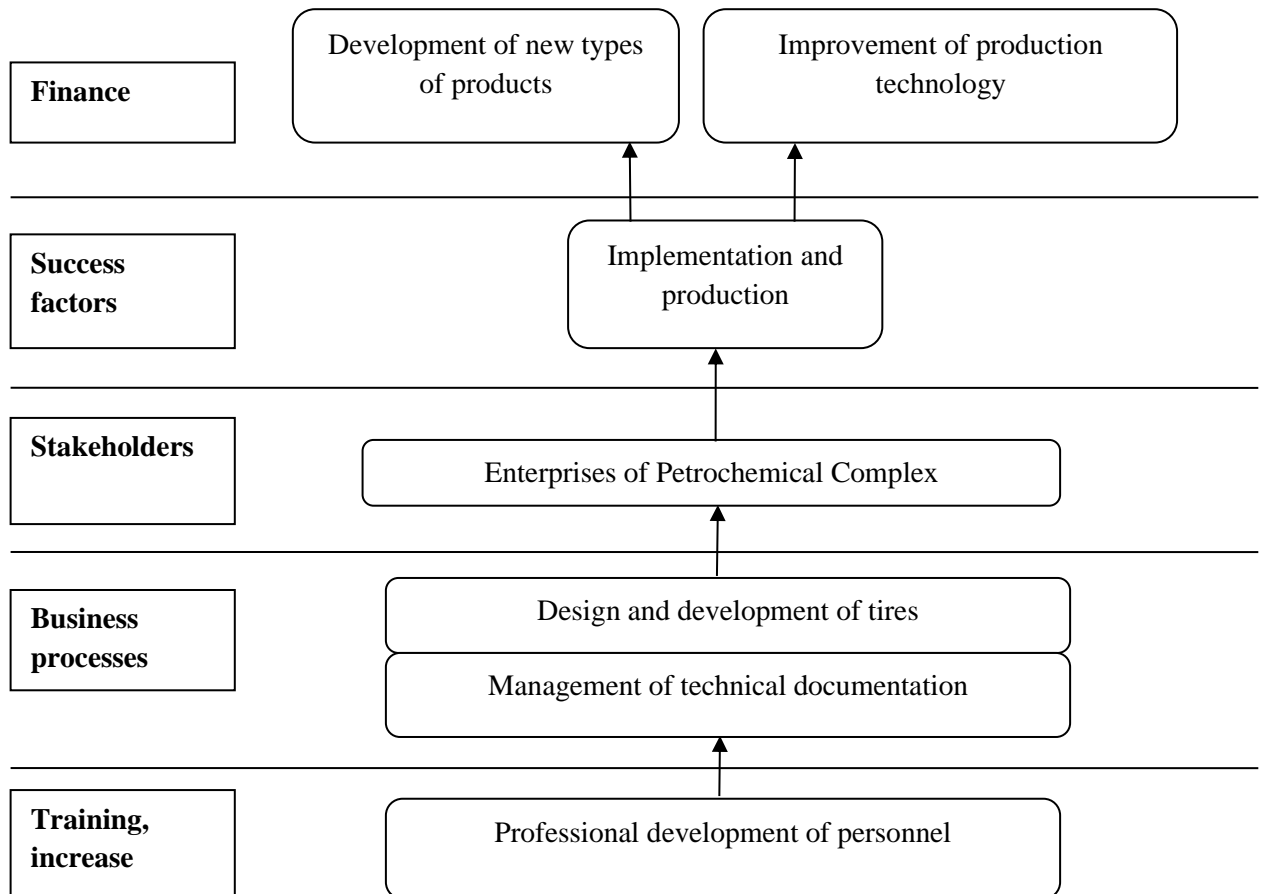


Fig.7. Strategic map of the scientific and technical center "Kama"

After defining the goals and developing a strategic map for each level of management, the transition from established goals to quantitative indicators is performed. This process

should be "accompanied by the compilation of a statement where the correspondence between indicators and goals should be indicated" [2] (Table 1).

Table 1 - The goals and indicators of the petrochemical complex of Tatneft PJSC

No.	Prospects	Goals	Indicator	Target values	
				value	date
1	2	3	4	5	6
1	Finance	Increased profitability	Profitability of production,%		
2	Finance	Cost reduction	Costs per one ruble of revenue, kop.		
3	Finance	Increase in sales volumes	Growth rate of sales volumes,%		
4	Success factors	Reduced input and output prices	Percent change,%		
5	Success factors	Quality improvement	Quality coefficient, reduction of defects		
6	Success factors	Increase in supply volumes	Growth rate,%		
7	Success factors	Investments in fixed assets	Renewal coefficient		
8	Success factors	Reduction of costs per one ruble of marketable products	Costs per one ruble of marketable products, kop.		
9	Success factors	Increase in production volumes	Growth rate,%		
10	Success factors	Compliance with work schedules	Rhythm factor		
11	Success factors	Improvement of production technology	Growth rate of production volumes		
12	Success factors	Lack of finished products			
13	Success factors	Market development	Market share,%		

14	Success factors	Tax barriers for foreign producers	Customs duties, %		
15	Success factors	Tax benefits	Reduction of income and corporate property taxes,%		
16	Business processes	Holding of tenders			
17	Business processes	Scheduling of delivery			
18	Business processes	Conclusion of contracts			
19	Business processes	Raw material quality control			
20	Business processes	Design and development of tires			
21	Business processes	Management of technical documentation			
22	Business processes	Volume correction subject to demand			
23	Business processes	Harmonization of the production program			
24	Business processes	Planning of volume and assortment of products			
25	Business processes	Products quality control			
26	Business processes	Business development			
27	Business processes	Ecology and industrial safety			
28	Training and development	Market research			

29	Training and development	Advanced training			
30	Training and development	Production modernization	Wear factor		
31	Training and development	Automation of accounting			
32	Training and development	Certification			

At this stage, the first step in constructing a system of balanced scorecard will be the determination of the indicators for the lower level of the cascade pyramid. The following steps establish a mechanism for consolidating (combining) the lower-level indicators to form the top-level indicators.

The available indicators can be divided into three groups:

- 1) Indicators characterizing the state;
- 2) Indicators of use;
- 3) Indicators that assess the result of economic activity.

The final stage of the development of the entire cascade of balanced scorecard in the holding is the development of strategic measures aimed at achieving the goals.

The main advantage of this system is the ability to assess the result

at different levels and in different sections of the organization (functional and linear) within the framework of analysis of financial and economic activity. For example, it can be used to develop effective mechanisms to motivate staff to implement a strategy when determining the dependence of the bonus system on certain performance indicators of an enterprise.

Methods

In the course of the study, authors used the following methods:

1. The selective analysis of specialized literature with a high citation index for the subject matter indicated in the title of the article. In particular, the experience of applying a system of balanced scorecard in domestic oil companies was studied.

2. The way to overcome the shortcomings of traditional methods of enterprise performance evaluation is proposed, which are based on the analysis of its financial indicators, which reflect exclusively the financial side of its activity through the use of modern tools of matrix analysis and planning (MAP).

Results and discussion

The shortcomings of the system of balanced scorecard include:

1) The complexity of adapting the MAP to various conditions of economic activity. So, for example, a system of balanced scorecard developed for a particular enterprise (certain business conditions) will not work efficiently in other economic activities. To a greater extent, this applies to corporations and companies with wide-ranged economic activities.

2) The risk of information leakage. This is due to the fact that in order to understand the chosen strategy, the company's personnel must be informed about all the company's indicators and the mechanism of the company's operation.

Summary

The development of a system of balanced scorecard allows us to give a more complete assessment of the activities of the enterprise, both in retrospect and in forecasting its future opportunities. This is explained by the fact that the system of balanced scorecard, along with financial indicators, takes into account the system of non-financial indicators, and the results allow assessing the conformity of the activities conducted by the enterprise to its objectives.

Conclusions

Traditionally, the assessment of the company's activities is based on an analysis of its financial performance, reflecting only the financial side of its activities. These limitations are removed when the potential of the balanced scorecard is realized, which, along with the financial ones, takes into account the system of non-financial indicators, and the results allow assessing the conformity of the activities conducted by the enterprise to its objectives.

Acknowledgements

The work is performed according to the Russian Government Program of Competitive Growth of Kazan Federal University.

References

Antonov I.V. (2006). Balanced system of controlling indicators (on the example of oil and gas holding) // Audit and financial analysis. № 1. P.246.

Antonov I.V. (2008). Organization of the controlling system in the holding: Diss. Cand. econ. sciences.

Gabdullina, G.K. (2017). Development of methods for economic analysis and evaluation of the functioning of corporate structures in the region: monograph. Novosibirsk: Publisher CRNS. 124 s

Development of a system of balanced scorecard for enterprises of the petrochemical complex of PJSC "Tatneft" // Modern society and power. 2016. № 3 (9). P. 168-172.

Gabdullina G.K. (2017). Analysis of Corporate Structure in Regional Firms. International Journal of Economic Perspectives, Vol.11, Issue 3.

Gabdullina G.K. (2017). Economic Feasibility of Corporate Structure Creation" International Journal of Economic Perspectives, Vol. 11, Issue 3.

Gaiser, B. (1997). International Perspectives: German Cost Management Systems, in Journal of Cost Management, Vol. 11, Sept/Oct, No.5, P.35-41

Gaiser, B., Grainer, O. (2002). Balanced Scorecard: Von der Mode zur KZunst, in: Consulting-Jahrbuch. P.101-113

Kaplan R.S., Norton D.P. (1992). The Balanced Scorecard - Measures that Drive Performance, in Harvard Business Review, Vol.70, No. 1. P.71-79

Kaplan R.S., Norton D.P. (1996). Putting the Balanced Scorecard to Work, in: Harvard Business Review, Vol. 74, Jan/Feb, No. 1, P.75-85

Karamyshev, A.N. (2018). Analysis of Existing Approaches to Management of Industrial Enterprises // HELIX. Vol.8, Is.1. P.2893-2897

**THE JOURNALIST IMAGE IN THE WORKS OF MASS CULTURE
OF THE RUSSIAN FEDERATION**Roman P. Bakanov¹Kirill I. Zaysanov²Dmitrii V. Tumanov³

Abstract: The article reveals the terms of modern journalism, analyses the journalist images created in the mass culture of the Russian Federation. It is not easy to find out the journalist image on pages of mass editions and in full-length feature films. In various stages of the Russian society formation, the journalist appeared in this type of works with the goal of personifying a certain ideology. Today, the comic characters are pushed into the background by a solid superhero nature, the audience often discusses the relationship between heroes than who they are in the series, the films emphasize the epic nature of the action, and the journalist is usually a way of creating a work in the "action" genre in fiction. The Russian journalist image is often negative: it is either a

"hatchet" man from the tabloid press, or gossip "collector", or a careerist. Such characters much less often become the main participants in criminal events, seeking the triumph of justice and the establishment of truth in the society. The main task of the authors when creating such works with the characters-journalists is to provide material interesting to the consumer. Transformation of any product, including spiritual, into a good, dictates the special conditions for creating the journalist image. Based on the universal journalist image, identified by D. Randall (2000) [1], we typologized the characters, having revealed certain regularities. The results of our study consist in confirming the expected results: the creators of mass culture

¹ Kazan Federal University - Kazan, Kremlevskaya st., 18, 420008. E-mail: rbakanov@yandex.ru.

² Kazan Federal University - Kazan, Kremlevskaya st., 18, 420008. E-mail: uragiri@mail.ru,

³ Kazan Federal University - Kazan, Kremlevskaya st., 18, 420008. E-mail: dvt1964@yandex.ru

products do not set themselves the task of objectively demonstrating the journalist profession; journalism appears in a grotesque image in their works.

Keywords: journalist, image, portrait, mass culture, comics, television, cinema, fiction.

Introduction

The purpose of this article is to reveal the characteristics of the journalist image created in the products of mass culture. We will consider journalism from the point of view of today's realities of the Russian Federation.

A universal journalist is a multifunctional worker who can write on virtually any topics and owns the method of creating a journalistic work for any type of mass media. He knows the basics of a large number of specialties, but he cannot boast of deep knowledge in any field. At the same time, he does not strive for objectivity in facts submitting, for revealing the truth, his priority is promptness in providing material to the editorial staff.

In this he differs from an ideal journalist, who is characterized, first of all, by social responsibility.

The ideal journalist strives for a high-quality journalistic based on reliable proven facts, the purpose of which is to convey the truth to readers, to whatever social stratum they belong to. He puts everything in doubt, is able to seek and publish only proven information fixed in the official sources, does not depend on power, is not controlled by anyone, impartially looks at the world around him and destroys myths and so on. His main goal is to organize the victory of good and justice.

These two journalist models - universal and ideal - become polar when creating the journalist image in the works of mass culture. The universal journalist appears on the screen as bright, successful, self-satisfied, but necessarily committing gross violations of professional ethics, and the ideal journalist is invisible, unsuccessful in his personal life, excessively modest, but fearless and corrosive in the performance of professional duty.

The authors of this article understand the term definition of "mass culture" given by G.I. Markova (1996) as

"a phenomenon that characterizes the specific features of the production of cultural values in modern society. It is assumed that the mass culture is consumed by all people, regardless of the place and country of their residence. The culture is called mass also because it is massively produced on a daily basis. It is the everyday life culture, given to the audience by the mass media" [2].

The journalist image in the works designed for a broad mass audience has been created for more than a decade. There are the representatives of different eras, styles and directions among their authors - Guy de Maupassant, Arthur Conan Doyle, Mark Twain, Ernest Hemingway, Hunter Thompson, Stig Larsson, Gunther Grass, Arthur Haley and many others.

The journalist image was displayed on the screens of the world cinema in the following movies: "Roman Holiday" by William Wyler, "La Dolce Vita" by Federico Fellini, "Wag the Dog") by Barry Levinson, "Professione: reporter") by Michelangelo Antonioni, "All the President's Men" by Alan Pakula, "The Shattered Glass" by Billy Ray and many others.

Over the past few years, the journalist has increasingly become one of the characters of the Russian mass culture works (books, television series and movies). He can carry the function of "hero" or "villain" in the story, but his professional skills, his abilities and duties are not affected in any way.

The problem of journalism representation in the Russian mass culture has only recently become the subject of scientific reflection. Over the past few years, it has been published only one scientific work "The Age of Superheroes: Roots, History, Ideology of the American Comics" by D.G. Dmitrieva (2015) [3] concerning comics and their influence on the Russian market. The researcher V.M. Khalilov (2007) has considered the journalist image in the US cinema [4] and how it influences the perception of such profession in Russia. The scientific work of K.M. Antipova (2013) [5] is devoted to the formation of the journalist media image in contemporary cinema, many Russian researches (for example, V.L. Tsvik, Ya.V. Nazarova, G.V. Lazutina (2006) [6] et al.) have studied the essence of the creative activity of a television journalist.

The results of our study are supplemented by Russian examples of E. King and R. Reddick (2000) [7], S. Denson, C. Meyer, D. Stein (2013) [8], N. Newman (2009) [9], M. Deuze (2004) [10], M. Ehrlich (2004) [11] in the field of forming media images of representatives of various kinds of activities in the mass media, including journalist in the works of mass culture.

Methods

The chronological period of the study covers seven years (2008-2015), during this time several works were presented, the heroes of which were the journalists.

The empirical basis of the study was represented by the following printed works of mass culture of the Russian Federation: ironic detective, corresponding to the American TV series "Angel on a Broom" from the cycle "Investigation Gentleman: Ivan Podushkin" by D. Dontsova (2008); satirical novel "The Quails. The Story of Unreal Love" by S. Minaev (2008) and detective Russian comics "Major Grom" (2012-2015). We have also studied the audiovisual works: Russian TV series

"Local News" (2013) and romantic comedy "Urgent Marry" (2015). The journalists-heroes were the main characters in the works selected for study.

We examined different genres and years to reveal how the journalist image transformed in the interpretation of the authors of books and TV series in the early XXI century.

When carrying out the research, we applied the following methods:

1) an inclusive analysis of the works of mass culture selected for study, which enabled us to identify methods of forming the journalist image. Having understood how a particular author sees his characters, we were able to determine the features of each of the heroes and their correspondence to the scientific view of the journalist profession;

2) a structural analysis of the content of works, which created an empirical basis to study the change in the characters' temper in the course of plot development, possible destruction of the personality type for the sake of plot development. Having considered the formation of heroes, we were able to understand how important they were to

the authors as the professionals in their field.

3) a comparative analysis of the images of journalists-heroes in the works of mass culture, which constituted the empirical basis of research, and the real journalist.

Results

1. Both universal and ideal journalists should achieve a lot in order to have the right to be so called. This is a hard way, which requires to work extremely hard on yourself, improving both your temper and creativity, and always thinking about every event as a potential publication and giving yourself to the profession in whole.

2. Having identified the principles of creative and ethical activity that should be observed by current journalists, we were able to fully imagine the image of a modern journalist, built in the mass consciousness of the audience, which was similar to the image of the universal journalist by David Randall.

3. Having described the journalists in the selected works (their views on life, values and professional qualities) and having compared their images with real journalists, we have realized how much

the authors and writers are trying to get close to reality, touch urgent and important problems.

4. Journalists in the television series are kind, honest and will never allow themselves to commit acts that are contrary to their moral guidelines.

The heroes of comics and books are diverse, they are united by a desire to search for information, the opportunity to find "news of the day" and the ability to control people as puppets.

In feature films, the journalism was presented only as an addition to the character characteristics as a way to "move" the character in space.

A journalist is a brave, honest, eager to do everything for success, smart and sharp-tongued person, but his human qualities take precedence over professional ones in the works of mass culture studied by us.

5. The dynamics of the plot development has been in the first place, while the transfer of modern realities is not the most important for the authors of the works that have formed the empirical basis of this study. This is due to the common conviction of the creators of comics, television series, books and films, that the journalism is not able to

influence on the society and change the socio-political conditions in Russia.

So, what kind of journalists does appear in Russian mass media?

1. Going to die. Yuliya Pchelkina, the character of the comics "Major Grom", a very brave girl, ready for anything for the sake of truth. She provides her boyfriend with an invaluable service, helping to track down the antagonist and exposing the sins of billionaire Sergey Razumovskiy already in the first plot. Without the participation of Yuliya, history would not have been publicized, since it was the girl who worked on television that was able to convey to the audience all the facts as quickly and believably as possible. Her professional skills were somewhat blurred in the following plots.

The reader can see a professional subtext behind the tragic romance unfolding in the comics. Yuliya thinks like a journalist: She worries that the public should receive only the facts without a mixture of lies and guile. She is brisk and impudent to some extent. There is only one ethics for her - the ethics of the television company in which she works. No one can influence

her opinion, not even her boyfriend. As a result, she dies.

2. Unprincipled trader. Sergey Mityaev - the chief editor of the newspaper "Chas Pik", which became a source of gossips, scandals, intrigues, investigations - the hero of the book "Angel on the Broom" by Darya Dontsova. The detective Ivan Podushkin, the main character of the novel, characterizes him like this: "I know very well the motto of the scribblers: "All for sale". Sergey Mityaev does not care how, about whom and what to write; the main thing for him is how much and when he will be paid for it. He is ready to falsify the article about the oligarch or blackmail the husband of a "stupid singer" with the supposed scandalous photos of his wife to pay for his new car.

He is generally characterized in this book as: "Modern journalism professes one principle: "First we'll get the facts, and then we can distort them as we like!"

3. Coward careerist. The writer Sergey Minaev represents the image of a narcissistic, selfish, vulgar, cynical, capricious and coward journalist to the audience who only writes about what his leadership wants to read in his novel

"The Quails". He does not have his own opinion, believing that "the main thing is not victory, but participation in the fight against oneself". He is afraid of being himself, sincerely believing that it is better to be part of the crowd: "The best mean for uniting the masses in a fit of popular anger is to unite, to harass and to drive out a fledged single from the herd".

4. Romantic idealist. A collective portrait of a contemporary Russian journalist can be seen in the characters of the TV series "Local News".

The photographer Maxim is still young, he does not understand much, but tries to get to the truth, to reveal and correctly interpret all the causes and consequences of human actions.

Marina is a good psychologist when she has to write a custom-made article, she switches on her fantasy, violating the professional requirements of authenticity, and creates a journalistic story based on the hero's dream. She is honest, open, trustful, always takes into account the opinion of the audience. She has her own column for the youngest in the newspaper. She also often writes in the column "Checked by oneself".

Sansanych is a true idealist. He is not just the chief editor, but also the heart of the

editorial board. He encourages every member of the editorial board and takes care of them, he is always in touch, always understands, always smiles.

Evgeniy and Rosalia. He is cunning, she is beautiful. Their work is the most coordinated when they work together. Due to her beauty, Rosalia has many connections in the city authorities. Evgeniy is able to get to know the things not available for others due to his cunning. They both do not like to write on boring and complex topics, but they both are irreplaceable. Their weapons are charisma and appearance.

Thus, the authors create a clearly false idea of the work of journalists.

The plot can either develop in the editorial office, or the main character can work as a journalist in the modern Russian films and television films. So, the NTV channel has attempted to form an image of an impudent employee of a local newspaper that gathers gossip in the audience. The topic of this profession is less often identified in cinema. In the movie "Urgent Marry", released in wide rental at the end of 2015, the heroine works in a family journal. She gets to know that the Director General should soon leave his post and he needs a

replacement. Since the journal is about family and it should be managed by a family man, the journalist states that she has a wedding in a week. So the romantic plot of the movie starts. Stinging words, planers, poor work with the recorder and complete inability to ask questions - these are the main characteristics of journalists represented in the film.

As a result of the study, the authors of this article have concluded that there is no image of an ideal journalist in Russian works of mass culture; the authors tend to exaggerate the image of not the best qualities of a universal journalist.

As a result, there is a stereotype that does not always give birth to a positive idea of journalism. We believe that when creating the works of mass culture, one need to gradually get rid of social labels and create such works that give a true idea of the professional sphere that is reflected in the works of Russian writers and filmmakers.

The spreading of false ideas about the journalist profession is fraught with involving young people in the professional activities that are guided by the journalist images perceived in the works of mass culture that replicates the

simulacra and reduces the role of mass media in forming the future society.

If in the late 1960s the entrant focused on the journalist image created in the movie "The Journalist" by Sergey Gerasimov, where the main character found personal happiness in the process of fulfilling a professional duty, then in the late 1980s the journalist image created in the movie "Your Special Correspondent" by Nikolay Gibu, was focused on the opposition of a person defending the truth and the crowd, ready to sacrifice this truth for the sake of personal benefits.

We feel an urgent need for additional scientific literature on this topic, since its study is minimal at the present time. The study of the public opinion formation on the journalism role in the society will adjust the list of competencies developed in the course of professional training.

Discussion

The results of our study supplement the conclusions of M.C. Ehrlich (2015) [12], J. Salzman, L. Mitchell (2013) [13] about how a modern journalist is represented in the

works of mass culture with the current Russian practice. There are the differences, and one of them is that the Russian authors of media texts often form negative public opinion to journalists, presenting them as greedy, unprincipled persons violating professional ethics. However, the above mentioned researchers have identified attempts of an objective view of the journalist professional activity, who turns out to be a positive character in most works in the works of mass culture published or broadcast outside Russia.

Acknowledgements

The work is performed according to the Russian Government Program of Competitive Growth of Kazan Federal University.

References

- Randall, D. (2000). *Universal Journalist* / Translated from English language by A. Poryaz. St. Petersburg: National Press Institute, 160 p. (in Russ.)
- Dmitrieva, D.G. (2015). *Age of Superheroes: Roots, History, Ideology of the American Comics*. M.: Izoteka, 320 p. (in Russ.)
- Khalilov, V.M. (2007). Transformation of Journalist Image and Press Image in the Cinema of the United States at the Beginning of the XII Century // *Russia and America in the XXI Century: Electronic Scientific Journal*. Available at: <http://www.rusus.ru/?act=read&id=46> (in Russ.).
- Antipova, K.M. (2013). Formation of Journalist Media Image in Contemporary Cinema // *International Journal "Media. Information. Communication"*. Available at: <http://mic.org.ru/6-nomer-2013/212-formirovanie-mediaobraza-zhurnalista-v-sovremennom-kinematografe> (in Russ.).
- Lazutina, G.V. (2006). *Professional Journalist Ethics*. M.: Aspect Press, 240 p. (in Russ.)
- Markova, G.I. (1996). *Mass Culture: Content and Social Functions*. M., P.37. (in Russ.)
- King, E., Reddick, R. (2000). *The Online Journalist 3rd*. Wadsworth Publishing ©2000, 288 p.

Denson, S., Meyer, C., Stein, D. (2013). Transnational Perspectives on Graphic Narratives. Bloomsbury Academic, 296 p.

Newman, N. (2009). The rise of social media and its impact on mainstream journalism: A study of how newspapers and broadcasters in the UK and US are responding to a wave of participatory social media, and a historic shift in control towards individual consumers. Available at: http://www.sssup.it/UploadDocs/6635_8_S_The_rise_of_Social_Media_and_its_Impact_on_mainstream_journalism_Newman_07.pdf

Deuze, M. (2004). What is multimedia journalism? Journalism Studies. Vol. 5. No. 2, pp. 139-152.

Ehrlich, M.C. (2004). Journalism in the movies. University of Illinois Press, 195 p.

Ehrlich, M.C. (2015). The Heroes and Scoundrels Journalist in Popular Culture Project. University of Illinois Press. Available at:

http://www.ijpc.org/page/heroes_and_scoundrels.

Salzman, J., Mitchell, L. (2013). The image of the Washington journalist in movies and television 1932-2013. Available at: http://www.ijpc.org/page/ijpc_washington

**CONFLICTO GENIC POTENTIAL OF MIGRANT AND REFUGEE
IMAGE IN THE INTERNET WITHIN THE CONTEXT OF
INTERNATIONAL INFORMATION SECURITY PROVISION**Roman V. Penkovtsev¹Natalia A. Shibanova²Ghamdan Hammud Moqbel Khalid³

Abstract: The article is devoted to the analysis of report visual component on modern migration processes circulating in the communication space of the Internet in the context of international information security provision. The provision of international, regional and national security at the request of the President V.V. Putin is the main priority of Russian Federation state policy at the present stage. International information security acts as an integral part of international relations and is directly related to the settlement of world politics issues. The instability of modern migration processes poses a serious threat to the national interests of Russia, which is reflected visually in the electronic media. Based on the results

obtained during the implementation of two applied studies, the main substantive components are highlighted - the plots of visual messages and their influence on the nature of a communication subject perception by the audience, i.e. by migrants. The plots that contribute to the communication conflict potential increase and decrease were identified empirically. They can have practical applications in the process of a constructive dialogue development and the interaction in a complex modern world.

Keywords: international relations, international conflicts, international information security, migration processes, the image of migrants,

¹ Kazan Federal University, Institute of International Relations, History and Oriental Studies, e-mail: Roman.Penkovtsev@kpfu.ru, tel.: +78432928489.

² Kazan Federal University, Institute of International Relations, History and Oriental Studies

³ Kazan Federal University, Institute of International Relations, History and Oriental Studies

Internet visualization, electronic mass media.

Introduction

In the modern world, information is an important resource, and the communication process undergoes significant changes, becoming more and more medialized, virtualized and visualized. Nowadays, along with the development of the information sphere, we can observe the growth of different conflict amount, the significant role of which belongs to the media. One of international and regional conflict consequences was the intensification of migration processes, which could not be left without media attention. The way in which the media covers this problem depends not only on the perception of migrants and their attitude towards them, but also on migration policy, due to the fact that the media audience is represented by voters. The perception and the attitude to migrants, foreign and domestic policies, social tension and conflicts have a significant impact on the visual images produced by the media.

Materials and methods

Many researchers, including P. Shtompka, note the feature of the modern world - the combination of visual image intense flow with the system process of virtual reality creation [1]. According to J. Baudrillard, we live in the postmodern epoch, when imitation dominates in the world of "hyperreality", when an image and signs displace real impressions and experience [2]. Under these conditions, images that transfer information, emotions and values acquire great importance for communication, they construct and shape our comprehension of the world.

In the society where the access to information and to the audience becomes almost limitless, the media make a significant impact on the society by an information picture of the world and media image creation that affect the collective and individual consciousness. The communication between the media and the audience often occurs through combined texts that combine visual and verbal components. The most important role in such texts is played by photography, which records social facts and phenomena, and also interprets them.

P. Bourdieu considers photography as the way of group identity reproduction, the method of social stratification labeling that possesses a compulsory force, as the mechanism of communication development [3]. Photographs along with a headline and an annotation to materials are designed to attract the Internet reader, make him stop in a modern dynamic world, to "click" and to get acquainted with the full version of the material. If a reader does not read an article, it is the photo that largely determines his attitude to its subject matter. Accordingly, the sociological knowledge of mass media message visual component is relevant. Taking into account the relationship of visual images with the phenomena of collective identity and social stratification, inevitably associated with the division into friends and foreigners, there is a demand for a conflict analysis - the identification of a conflict potential presence and strength concerning various images reproduced in photographs.

Many of the online publications devoted to migration are accompanied by photographs. This article contains the results of two studies of such images.

The first one was represented by the analysis of about 400 photos during December 2015 - January 2016. The time frame is explained by the hypothesis of composition change and the richness of migrant image under the influence of New Year's Eve events in Cologne. The choice of Internet resources is explained by the amount of the Internet audience (the share of active audience in Russia makes 62 million people) [4], its active life position (the age of 50% of the audience at the age of 21-34 years, 46.9% have higher education and 25.8% have incomplete higher education) [5], a high level of confidence in the Internet [6]. The analyzed materials were located on the pages of the three most cited Internet resources: Rbc.ru, Lenta.ru, Gazeta.ru [7]. The materials of Deutsche Welle website in Russian, offering news, analysis, comments and reports from Germany and Europe to the Russian audience have broadened the research field qualitatively.

The second study was aimed at the identification of individual perception specifics and an image interpretation. The study was the survey of a group of students at the age of 19-20

of both sex, who were shown the most typical photographs of "migrant issues". The respondents were asked to answer a number of questions aimed at the photograph content component revealing, the emotional relationship to the heroes of the photos, the social distance with them on the basis of the Bogardus scale (where 1 is the minimum distance tied to the judgment of "photo hero acceptance as close relatives through marriage"; 2 - "as close friends", 3 - "as neighbors", 4 - "as colleagues at work", 5 as "fellow citizens", 6 - "only as the tourists in one's own country", 7 - maximum distance - "would prefer not see in my country"). The evaluations of personal, group and public conflict likelihood with the photo heroes using a 10-point scale (0 - the absence of a conflict potential, 10 - maximum likelihood).

Results and Discussion

As the part of the first study, a coding protocol was compiled, consisting of 27 content criteria - typical plots. The vast majority of photographs are documentary ones, causing more confidence. Additional confidence shall

appear from the opinions of experts and politicians, whose photographs are placed in 20% of publications concerning the migration topic. Gazeta.ru, Lenta.ru, Rbk.ru has 16% of such pictures from the total number, and 24% in DW, which can be explained by the greater propensity of DW to expert assessments, authoritative opinions and political correctness.

The next criterion is "the photos of migrants without migrants" - the images do not contain the images of migrants or these images are extremely small, made from the back, etc. Such pictures make 39% from the total number of photos. They have approximately the same number in all editions, but there are 30% of such images in December, and 41% of the total number in January. More often such photographs depict the representatives of the police or the armed forces. DW pages have the photos of "enforcers" which make 21%, in other publications these photos make 31%; In December 2015 there were 30% of such pictures, and already 41% of the total number in January. It is impossible to interpret this trend unambiguously. On the one hand, police and military force images is a

symbol of law and order, the message of the audience that everything is "under control". On the other hand, the police are often associated with crime, and the military forces are associated with armed conflicts, in other words, if there is police and army, not everything is in order then.

Six photographs in the second study included "enforcers". The photograph of the policemen in Cologne without migrants [9] (photo number 4 - photo numbering corresponds to the order in which they were presented to respondents during the research) aroused a sense of interest among the absolute number of respondents (89%), the social distance was 4.6 units, the probability of a personal conflict was rated by the respondents as one unit, with their group - 1.3, with their country - 2.9. The photo of the violator arrest by police (photo No. 7) [10] caused negative feelings of contempt (22%) and disgust (17%), except for a sense of interest (56%), the social distance was 5.9 units, and the respondents estimated the likelihood of a conflict in 1.3; 2.6 and 4.5 respectively. Photo No. 1 accompanied the material issued on January 26, 2016 about "Swedish police which escaped from the

crowd of migrants" [11], but the photo itself made on November 4, 2015, illustrates the materials about the evacuation of the migrant camp by Swedish policemen [12]. Thus, the image of the event main characters is being replaced - the Gypsies had nothing to do with the incident of January 26. The reasons for the substitution, most likely, lie in the desire of the media to attract the attention of the audience, accompanying the news with a bright visual series. The consequences of such a substitution can be the most undesirable - the blaming of the innocent in this incident, the inciting of intolerance and conflict interaction with the representatives of Gypsies. This photo often caused negative feelings of suffering / grief (83%), disgust (50%), fear (33%) and contempt (28%) among students. The social distance made 6.5 units, and the respondents estimated the probability of the conflict at 2.9; 3.5; 6.8 respectively.

The next three photos are among the main images of 2015 according to Reuters. Photo No. 5 demonstrates a mounted policeman leading a group of Syrian refugees [13]. The picture caused the feelings of

interest (67%), surprise (33%), fear (33%) and suffering (28%). The social distance was 5.8 units, the probability of a conflict made 1.3; 2.8; 5.3. Photo No. 6 recorded a police cordon, crowding refugees after a fight at the Greco-Macedonian border [14]. This picture caused negative feelings more sharply: suffering (83%), fear (72%), contempt (51%) and anger (33%). The social distance made 5 units, the probability of a conflict was estimated by students at 0.8; 2.2; 4.6. Photo No. 9 is a portrait of a refugee who did not manage to get to Hungary, after a complete border closure between Hungary and Serbia [15]. This picture caused mostly negative feelings: fear (61%), disgust (39%), anger (33%) and interest (33%). According to social distance parameters and the likelihood of a conflict, this photo is close to the indicators of the photo No. 1: social distance made 6.5; The probability of the conflict made 2.0; 3.4; 6.2. The "portrait" photos of "typical" migrants, i.e. the young men are represented on photo № 9 and on photo № 3, where a young Iranian demonstrates his wired mouth - the sign of protest against the actions of the Macedonian authorities, allowing only the migrants from Syria [16]. Photo

No. 3, like photo No. 9, causes mostly negative feelings: suffering (67%), fear (50%), interest (44%). According to the parameters of social distance and the likelihood of conflict, these photos are close: the social distance from photo № 3 makes 6,1; the probability of a conflict makes 1.4; 3.0; 5.7.

The pictures of politicians, experts and the pictures "without migrants" make up more than 50% of the total number of photographs. Thus, the media try to avoid an open visual message. The frequent plot is a plot of "movement" - the pictures capture the territorial movement of migrants in various ways (19% of the total number of images). 6% of images are the images of various boats and water, through which migrants move.

In general, the portrait of a migrant is the following one. They come from the East or Africa, moving in large groups (11% of cases recorded 25 or more migrants simultaneously), often with families. 18% of the pictures show the children of migrants (in January the number of such pictures decreased by 10% and made 16%, DW publishes such pictures more often than Gazeta.ru, Lenta.ru and Rbk.ru - 22% and 13%

respectively). 4 photos of children were presented for respondents. The results from photo No. 6 suggest that it is the child's presence that reduces the social distance and the likelihood of a conflict. The photo № 2 demonstrates a Syrian refugee who rescues a child in the water near the island of Lesbos [17]. The level of social distance is 4.3, the probability of a conflict is 0.1; 1.0; 3.5. The photo № 8 demonstrates a Syrian family with children overcoming the barbed wire in the attempt to get to the territory of Hungary [18]. The social distance with the heroes of the picture was determined by respondents at 3.8, and the probability of a conflict at 0.3; 0.9; 3.6. A well-known photo No. 10 captured the moment when a refugee fell with a child in his arms from a footboard of a Hungarian cameraman [19]. The social distance made 4.6 units, the probability of a conflict is 0.9; 2.3; 3.0. Thus, the image of children is a powerful factor for social distance reduction, the reduction of any type of conflict likelihood. Let's note that all the pictures are the images of children in a difficult life situation, overcoming difficulties with their parents. Women were recorded by 18% of pictures (in December the amount of

such photos was 21%, in January - 17%, DW - 21%, Gazeta.ru, Lenta.ru, Rbk.ru - 14%) and, as a rule, in traditional clothes (10% of the total number of images) which is associated with the religious affiliation of migrants. An absolute majority of adult migrants are the people of working age, the representatives of the older generation met only in 5 pictures.

10% of the pictures demonstrate fence, grilles, wire, designed to limit the flow of migrants (in December these pictures made 18% of the total amount, and in January - 8%). In addition to the designated plots, there are less common images: "Centers, migrant camps" - 11% (DW publishes such photos 4 times more frequently - 16%); "Meetings against migrants" - 5%. Then there are the stories that recorded by 5 photographs (maximum): "migrants' protests", "posters", usually compassionate ones in the hands of migrants, "assistance" (medical one, distribution of food, etc.), "the rallies in support of migrants", "aggression, clashes of migrants", "fires and their consequences", "the detention of migrants", "the training of migrants", "the drawings of migrant children", "deportation", "luck of migrants", "migrants' documents, "management

communication with migrants", "mask-pixilization of a face". 12% of the total number of photos represent the share of 14 enumerated plots.

Conclusions

According to photographs in electronic mass media, migrants are young, active, often family people from the East or the African continent. They are numerous and are in motion. In order to control them, the police, the army and various defense structures are used. A few photographs that record the process of adaptation and integration of migrants, their heavy share and the provision of assistance to them do not have a significant impact on the overall impression of danger and threat. Respondents demonstrate a significant social distance with migrants. The image of migrant children in a difficult life situation is the factor of social distance and any conflict likelihood reduction. A high "conflict potential" is carried by "portrait" photos of "typical migrants". The pictures with police officers without the record of refugees cause positive feelings. If a photo identifies refugees along with policemen, then positive

feelings are reduced, and negative ones are increased. All the photos have a certain conflict-related charge, as evidenced by the tendency of a conflict probability increase when you move from the level of interpersonal conflicts to the level of conflict with a state, while respondents are not the direct representatives of the host community. DW uses visual messages with low conflict potential significantly more often (depicting children, their drawings, the successful experience of migrant integration and adaptation) and with a neutral charge (the image of experts and politicians).

A certain tendency of the media can minimize the visualization of a communication subject by several objectives: the adherence to the rules of political correctness and journalistic ethics, the desire to avoid the publication of provocative photographs and not to increase the level of social tension. However, an incomplete, partial, incorrect informing of the audience about the crisis subject does not contribute to this crisis resolution, but it can become a source of social phobias, prejudices spread and development and,

as a result, the conflict interactions with migrants.

The events in Cologne influenced ambiguously the image of a migrant: an increase of photograph amount without migrants and with "enforcers", the reduction of pictures showing obstacles, women and children. Together, these trends do not change the level of visual message conflict potential.

Summary

Creating a migrant's image, electronic media take it beyond the normative framework, position him as a foreigner, who is different from ordinary people by many markers, which does not contribute to the normalization of the relationship between residents and migrants. The "alienation" of migrants can transfer migrants into the category of an extreme case - a Stranger - an Enemy. A migrant as an Enemy or as a Foreigner creates a sense of danger, tension and anxiety. It is known that the process of an Enemy development contributes to the consolidation and the mobilization of society, but it does not facilitate the establishment of relations between migrants and the host community,

creating the prerequisites for destructive conflicts. Modern mass media not only cover migration processes, but accompany them, directly influencing the events and their consequences. Carrying out the communication with society about migration problems, the media is greatly responsible for the development of constructive social relationships in difficult conditions. If the present vector of a conflict demonstration is preserved, the problems may be predicted to a further increase of threat and social tension, and ultimately to the increase of destructive conflict amount.

Acknowledgements

The work is performed according to the Russian Government Program of Competitive Growth of Kazan Federal University.

References

- Shtompka P. (2007). Visual sociology. Photography as the method of research. M.: Logos, pp. 5-7.
- Baudrillard Jean. (1988). The Evil Demon of Images. Sydney: Sydney University Press.

Bourdieu P. (2014). Public art. Experience about the social use of photography. Praxis. 464 p.

Internet in Russia: the dynamics of penetration. Summer of 2015 // Public Opinion Foundation (FOM). - 2015. - 30 October. <http://fom.ru/SMI-i-internet/12369> (date of appeal: 12.02.2017).

The portrait of the Russian Internet user // Business Center of the Republic of Tatarstan - the Internet portal TatCenter.ru. - 2005. - The 22nd of June. <http://info.tatcenter.ru/article/28270/> (date of appeal: 14.02.2017).

Russians are less likely to trust television // Synovate Comcon company – 2011. <http://www.comcon-2.ru/default.asp?artID=2749> (date of appeal: 14.02.2017).

Information-analytical system "Medialogiya". - 2015. - November. http://www.mlg.ru/ratings/federal_media (date of appeal: 14.02.2017).

The photo haz.de by Gazeta.ru <http://www.gazeta.ru/comments/2016/0>

[1/11_e_8015243.shtml](#) (date of appeal: 14.02.2017).

The photo: imago stock&people / Globallookpress.com by Lenta.ru https://lenta.ru/news/2016/02/24/cologne_update/ (date of appeal: 14.02.2017).

The photo: Drago Prvulovic / TT News Agency / Reuters на Lenta.ru <http://lenta.ru/news/2016/01/26/sweden> (date of appeal: 14.02.2017).

For example: <http://www.japantimes.co.jp/news/2015/11/04/world/social-issues-world/swedish-cops-clear-gypsy-camp-deemed-squalid-denizens-offered-flights-romania/#.VvHD9nqnEak> (date of appeal: 14.02.2017).

The photo: Srdjan Zivulovic / Reuters by Lenta.ru https://lenta.ru/photo/2015/12/14/reuters_poy/#1 (date of appeal: 14.02.2017)

The photo: Alexandros Avramidis / Reuters by Lenta.ru https://lenta.ru/photo/2015/12/14/reuters_poy/#16 (date of appeal: 14.02.2017)

The photo: Stoyan Nenov / Reuters by
Lenta.ru

[https://lenta.ru/photo/2015/12/14/reuters
poy/#30](https://lenta.ru/photo/2015/12/14/reuters-poy/#30) (date of appeal: 14.02.2017)

The photo: Yannis Behrakis / Reuters by
Lenta.ru

[https://lenta.ru/photo/2015/12/14/reuters
poy/#19](https://lenta.ru/photo/2015/12/14/reuters-poy/#19) (date of appeal: 14.02.2017)

The photo: Alkis Konstantinidis /
Reuters by Lenta.ru
[https://lenta.ru/photo/2015/12/30/pictur
estories/#5](https://lenta.ru/photo/2015/12/30/pictur-estories/#5) (date of appeal: 14.02.2017)

The photo: Bernardett Szabo / Reuters by
Lenta.ru
[https://lenta.ru/photo/2015/12/30/pictur
estories/#10](https://lenta.ru/photo/2015/12/30/pictur-estories/#10) (date of appeal: 14.02.2017)

The photo: Marko Djurica / Reuters by
Lenta.ru
[https://lenta.ru/photo/2015/12/30/pictur
estories/#13](https://lenta.ru/photo/2015/12/30/pictur-estories/#13) (date of appeal: 14.02.2017)

**VERBAL EMOTIONAL-EXPRESSIVE SENTENCES IN TATAR
AND FRENCH LANGUAGES**Baiim Ibragimova¹Albina K. Gizatullina²Raushania R. Mingazova³Maria I. Olevskaya⁴

Abstract: The decisive aspect of society development in the modern world is scientific and cultural interaction, cooperation. We hope that this article, devoted to the study of emotional-expressive syntax in Tatar and French, will make a definite contribution to the development of world scientific and intercultural understanding and cooperation. The problem studied in this article is significant and modern. The comparative study of the syntax of different languages, such as Tatar and French, is extremely important, since it is syntax that is the most valuable source of information about the culture of a particular people, the ideas about morality, the relations to the surrounding world, etc., which becomes the property of linguistic consciousness. This is due

to the need for a linguistic analysis of Tatar and French language expressive syntax, as well as to the insufficient study of expressiveness category operation at the syntactic level. Expressive verbal sentences of Tatar and French languages are specialized syntactic means and serve to implement the category of emotional expression. Verbal emotional-expressive sentences in Tatar and French are distinguished by a great variety of structural types. The linguistic specificity of the axiological syntactic units of Tatar and French languages is expressed in their emotional-evaluative lexical content and is associated with the cultural and national characteristics of the studied language bearers. The obtained results make a definite contribution to the

¹ Kazan Federal University.

² Kazan Federal University.

³ Kazan Federal University.

⁴ Moscow State University. albina27.3@mail.ru.

development of language expressive picture issue, as well as to communicative linguistics, linguistics and functional stylistics

Keywords: expressive syntax, emotions, emotional evaluation, emotional expression, personal and impersonal forms of the verb, intensifiers.

Introduction

Modern linguistics is characterized as anthropological: to strive to learn a language in close connection with a person, his consciousness, thinking and practical activity. In other words, linguistics is designed not only to study the language, but also to solve the tasks of mutual understanding between people in all spheres of life.

We conduct the study within the framework of the synchronous comparative-typological analysis of the verbal one-member emotional-expressive sentences of two genetically unrelated languages, such as the Tatar and French languages. The verb sentences are represented by those in which the main members are expressed

by the personal (conjugated) and impersonal (unconjugated) verb form. The impersonal forms of the verb include the participle, the gerund, the name of the action and the infinitive.

Methods

The work uses linguistic methods and the methods of actual material analysis: comparative, which allows you to determine the similarities and differences between two languages being compared; to determine system matches and the inconsistencies between matched languages; to identify the causes of similarities and differences. The considered means of the comparative method and the model of typological research are purposefully used to determine linguistic universals.

Results and discussion

Let's consider the verbal single-member emotional-expressive sentences in the compared languages, expressed by the personal form of the verb. For the Tatar sentence, the absence of the subject is permissible, besides, using the affixes of the person, you can determine a

subject: барам, укыйм / I go, I read. It is quite difficult to determine a person by personal endings in a French sentence, not with such a precision as in the Tatar language, if possible, because some endings coincide in French language.

*Plus bas, la fiche porte une inscription au tampon: recherche, suivie de cette note au crayon: **Se trouve au camp de Drancy** [2]; Et la petite phrase: “**a réintégré le domicile maternel**” suppose que l’on savait, au poste de police du quartier Clignancourt, que le père de Dora avait été arrêté le mois précédent [6].*

As was mentioned above, verbal emotional-expressive sentences are very common in the Tatar language. It is necessary to name those that are expressed by the verb in a personal form.

(1st person, singular). Considering the sentences formed by the personal verb forms of the 1st and 2nd person it should be noted that there is no consensus in the linguistic literature on these sentences. This is due to the fact that the affixes of the first and second person in the Tatar language are decoded as personal pronouns [1]. For example, alam-alamın - min / I take, alasy - - syn / You take, etc. The main member of the

verbal emotional-expressive sentence in the Tatar language is expressed by the verb of the 1st person singular in present, future or past tense of the indicative mood:

*Шулай да шикләнәм: куркып калмадыммы, оча аламмы мин хәзер? **Белмим...** [2]; Ләйлә! Күрәсеңме син - янабыз! - дип кычкырдым. Ләйлә башын гына селекте. “Бетеүбез шушымы икән?” - дип уйлап алдым. **Эндәшим** [2].*

Verbal emotional-expressive sentences can contain interjections and particles, which intensify the content. It is necessary to distinguish the following particles: *инде, бит, ич:*

***Ах, бетәм! Кысты! Ах, үләм бит! Ах, үләм!.. Бетәм!..** [4]; - *Рәхмәт инде Вольдемарга. Эш кушмаса, кайчан күрер идек әле сине? **Сагындым үзеңне! Бик сагындым бит!..** [4].**

The corresponding French sentences are of two-member sentence type with the subject *je*:

***Si j’avais connu cela plus tôt!** [6]. *If I had known this before!; Une haine intense brilla dans son regard bleu: - **Je vais vous tuer, mon joli!** Et si tu savais ce que ça va me faire plaisir!**

[7]; *Que je suis contente!* [6]. *I am so happy!*

(1 person plural) The main member of emotionally expressive sentences in the Tatar language can be expressed by the verb of the 1st person plural in the present, future and past tense. These sentences in the Tatar language grammars are considered as one-member [1]:

Эшли башласын эле яңа докторың. Күрербез! Алар өйрэнгән анда, калада: кино да театр, театр да кино. Эшләсен эле менә [2]; - *Кызганыч... Бүтән андый шәп лак юк. Өлгермәдек. Рамнарға башка төс ярамый* [4].

The common forms of these sentences may contain interjections, references, particles, and also be accompanied by an adverb:

Эх, калдырдык бит! [2]; *Арадан берсе калтыраган тавыш илә: - Ах, харап булдык, жәмәгать! Мин атларыннан таныйм: бу – ул - дин кычкырды* [2].

The corresponding French sentences are of two-member sentence type:

Nous soyons impossibles, oncle Fred, impossibles! [7]; *Ah! si*

nous pouvions être ainsi! [6]; *Et moi aussi, je suis heureuse. Qu'est-ce qu'on s'aime, nous deux!* [7].

(2nd person, singular) The following structural type of emotionally expressive sentences in the Tatar language is represented by the verb in the 2nd person, singular as the main member. It should be noted that such a verb form can also formulate a predicate of a two-member incomplete sentence. The difference is manifested in the fact that the actor in single-member sentences is accepted in general, and it appears specifically in incomplete sentences [1]. Both extended and unextended forms of the sentence are used. Unextended sentences are characterized by conciseness. The context is of great importance:

Син, бәлки, мине шәһәргә ябышып яткан “маменькин сынок” дин уйлый торгансыңдыр?.. Ялгышасың! [4].

In addition to interjections, which play an important role, verbal sentences can have particles and nouns as a complement:

- Һэй, таптың сүз! - диде ул, кычкырып көлеп [2]; *Ул идәннән әйберен алып, оялган-бүртенгән*

кыяфәттәрәк: - Әй Алла, котымны алдың! – диде [2].

The corresponding French sentences are two-member, as a rule. They are represented by the following types:

Tu es complètement fou! [6];
Bébé, si tu savais ce qu'il m'arrive! [7];
Oh! quelle excellente femme tu es!
s'écria-t-il [7].

(2nd perdon, plural) The emotional experience is able to be transmitted by a sentence in the Tatar language, the main member of which is expressed by the verb in the 2nd person, plural. These sentences, in our opinion, are incomplete ones. In verbal sentences, they use both simple and derivative interjections:

Сез яңа кеше. Белмисез! Ә акыл өйрәтәсез... - Ни пычагыма румын теле белән ми чертәсез инде?! - дип, һәм мәбезнең фикерен әйтте дә салды [4]; *Уф, Алла... уф, үтерәсез...* [4].

In French, the sentences with this structure are represented by two-member sentences. Let's give some examples:

Vous ne vieillissez pas! Vous êtes toujours la même! Comme vous êtes

jeune! [6]; *Que vous êtes jeune!* [7];
Vous êtes une fée, Elodine! Vous êtes ma bonne fée! [6].

(3rd prson, singular) The sentences expressed by the verb in 3rd person singular in the present, future and past tense of the indicative mood are also used to express the speaker's emotional state. And these sentences we consider as incomplete ones. Let's present the examples of unextended sentences of a given structure. Verbal emotive sentences contain interjections, which, as a rule, occupy the initial position:

- *Гаебе юклығын раслар өчен, самолет ватылган җиргә киткәндер. Кайтыр, - диде* [2]; *Тормыштан артта калган... Картайган!..* [4].

The corresponding French sentences are two-member ones:

Elle est d'un gentil, avec moi! [6]; *Agathe est femme - oh, que femme elle est!* [6]; *Qu'elle a l'air mignon!* [7].

(3rd prson, plural) The main member of the verb sentence can be expressed in 3rd person plural in present, future and past tense of the indicative (less often conditional) inclination. As in all previous verbal sentences, the principal member does not define the

single-member composition of a sentence, since the same verbs can also be used in two-member sentences. The difference, according to M.Z. Zakiev, is that a specific subject is not meant in one-member sentences expressed by the same verbs as in the two-member ones [1]. It is unknown or undefined:

*Я Алла! Килделәр! [4];
Сөләйман, тәрәзәне ачып жибереп,
балаларча шатланып: - Качалар! -
дип кычкырды [4].*

Interjections make the part of verbal emotional-expressive sentence structure in Tatar language. Besides, as was noted above, they are able to be formulated in separate sentences and influence the sentences that are next to them:

- Караул! Малымны талыйлар... Уземне суялар! [2]; - Их, ничек гомер үткәрәләр икән бу таш капчыкта?! - дип уйлана-уйлана, тар, биек таш камераның бер башыннан икенче башына йөрергә тотынды [2].

As a rule, interjections and interjectional sentences occupy the initial position in a sentence and text [8; 9]. In this paper, the delimitation of interjections and interjectional sentences

is carried out according to the following criterion: if after an interjection and corresponding punctuation marks the next word is written with a capital letter, then we have an interjectional sentence; if a word is written with a lowercase letter, then this interjection is not formalized as a separate sentence, but enters into the structure of the subsequent sentence [3; 5; 10].

As a rule, two member sentences correspond to this type of sentences in French:

Ah! ça... Ils deviennent fou! [6]; S'ils peuvent les détromper! [7]; Ah! voilà comment ils prennent la chose! [7].

We considered verbal sentences expressed by the personal form of the verb. Now we turn to the study of verbal emotional-expressive sentences in the Tatar language, expressed by an impersonal form of the verb.

(-асы/-әсе) The main member of emotionally expressive sentences can be expressed by the participle ended with *-асы*, which is used to express a strong desire. Although desire is not considered by us as an emotion, it is very often accompanied by the meaning of the impossibility to

implement this desire, regret, disappointment, irony, i.e. by emotions. This circumstance allows us to study this type of sentences.

The main purpose of this form of the verb is the expression of strong desire with various shades of emotional character:

... Мин сине гел тыйнак, гел айбәт егет итеп күз алдыма китерәм. **Күрәсе иде бер сине!** [2]; - Дәрес фикерлисең, - диде кыз. - Сыйнфый сизәмләвен менә дигән. Болар турында солдатларга да сөйләргә кирәк. **Әх, дроспраи, укытасы иде сине!** Юкса, нәрсә ул дүрт класслы земский мәктәп?! Мәсхәрә!.. [4].

The verbal sentences, expressed by the verb ended with *-асы иде*, can have interjections, which, as a rule, occupy the initial position:

Их, тагын бер генә атнага булса да велосипед табып торасы иде дөнъяда! Нинди рәхәт булган иде бит узган атнада! [4]; **Их, тагын ике генә, һич югы, бер генә көн икәү шул имән “өстәл” артында утырып дәрес хәзерлисе иде дөнъяда!..** [4].

In French, the following constructions correspond to these

sentences:

Ah! comme je voudrais être riche! [7]; **Oh! comme j’avais envie de le voir!** [7]; **Si Suleiman était un homme et un père exemplaire** [7].

(-асы + калган) The main member of emotionally expressive sentences can be expressed by the participle ended with *-асы* and the auxiliary word *калган* and express the regret about what happened or did not happen. This construction is considered by Tatar grammarians as a one-member sentence.

Укытучы буласы калган. Язасым калган. Кичә урманга барасың калган. It was necessary to become a teacher. It was necessary to write. It was necessary to go to the forest yesterday.

Verbal emotional-expressive sentences, expressed by the verb of the indicated form, can be extended at the expense of interjections, particles, and other parts of speech:

Их, теге чакта кулга алгач ычкындырасы калмаган икән аны! Кызганган булдым бит! [4]; - **Күптән үзезгә апкайтасы калган икән аны! Әнә безнең йөрткә килү белән хәле рәтләнгән башлады, балакайның!**

[4].

Such Tatar sentences also correspond to two-member French sentences:

Ah! qu'est-ce qu'on se marrait!
Il fallait voir ça! [7]; ***Il fallait être bête pour vouloir s'évader!*** [7]; ***Il fallait faire n'importe quoi pour trouver l'argent!*** [7].

(-ЫП/-П + БУЛ) The main member of emotionally expressive sentences can be expressed by the gerund ended with *-ын/-п* with the auxiliary verb *бул*. The grammatical characteristics of the auxiliary verb affect the general grammatical meaning of the whole sentence. This form of the verbal sentence can convey a variety of emotional tones, if the auxiliary verb *бул* takes the form of a conditional mood. One should distinguish between interjections, references, particles, and others as the lexical means of these sentences emotional content increase. The structure of these sentences can also have the auxiliary verb *икән*:

Валя хатны ерткалап очырып эжибәрде. - И-и, жүләр кыз!..
Шулай ансат кына котылып булса! [4]; *- Василий, куренмә! Облава бу!..*
Эх, берәр сәгаткә тоткарлап

булса! [2].

They also correspond to two-member French sentences:

Oh! si tu avais pu continuer dans ta vraie voie, la sculpture [7]; ***Si tout le monde pouvait y aller!*** [7]; ***S'il avait pu lire dans le coeur d'Adéline!*** [6].

(-v/-S) The main member of emotionally expressive sentences in Tatar language can be expressed by action name. The name of an action denotes an action (state, process, etc.) in the most general form, irrespective of inclination and time. There are primary and secondary action names. The primary ones are formed from the verbal stems by affixing the affixes *-y/-y*, less often *-ш, -ыш/-еш*. Primary action names possess all the grammatical features of the noun (categories of case, number, affiliation), as well as some grammatical features of the verb (categories of voice, aspect, characteristics of an action). Emotional-expressive sentences, expressed by an action name, may be unextended. Here the context and the graphic image of intonation play an important role. The distributors of these sentences are interjections, which occupy mainly the

initial position:

*Революция биргән иректән
көлүме бу? Көлү! Димәк,
латышларны акылга утыртырга [2];
Бар, бар, Ибрай абый, кире йөгәр,
старшинаны чакырыгыз! Үтөреш!
[2].*

The secondary names of an action are formed from all involved forms on *ган/-гән*, for example, *көлгәнлек, уйлаганлык / laughter, thoughts* and others. The secondary names of the action are used in the language quite rarely according to our observations, so we do not consider them in detail.

The following sentences correspond to them in French:

*Comment tu peux dire ça? [7];
Comment, ventrebleu, voyage! [6].*

Conclusions

Verbal sentences are presented in two languages unevenly. In Tatar language, verbal sentences are actively used, the main member of which is expressed by the personal and impersonal form of a verb. Verbal constructions without a subject for the French language are not characteristic. The regular systematically confirmed

reproducibility of emotionally expressive verbal sentences confirms the main functional purpose of these units, namely - to express the speaker's expressive attitude to the fact of objective reality.

Summary

This work is related to the study of emotion expression problem in the language. The analysis of emotionally expressive verbal sentence structures in Tatar and French allows us to state that the functional class of exclams, which intensifies emotional significance, is an important characteristic of these sentences. All of them act in emotional-expressive sentences as secondary functions and take an initial position, as a rule.

ACKNOWLEDGEMENTS

The work is performed according to the Russian Government Program of Competitive Growth of Kazan Federal University

References

Zakiev M.Z. Tatar grammar: 3 volumes. - Syntax. III v. - Kazan: Tat. publishing house, 1992. - 183 p.

Kamal G. Безнең шәһәрнең серләре:
Пьесалар // Әсәрләр: 3 т. - I т. - Казан:
Тат. кит. нәшр., 1978. - 406 б.

Malinovich Yu.M. Expression and
sentence meaning / The problems of
emotional-expressive syntax. - Irkutsk:
Publishing House of Irkutsk University,
1989. - 214 p.

Минский Г. Яшенле яңгыр. - Казан:
Тат. кит. нәшр., 1976. - 367 б.

Abdullina, L.R., Gizatullina, A.K.,
Migazova, R.R. Lexical and semantic
potential of emotionally expressive
sentences in the Tatar and French
languages // Journal of Language and
Literature. Vol. 6, № 2, pp. 276-278.

Amette J.-P. Province. - Paris: Seuil,
1995. - 243 p.

Belletto R. Sur la terre comme au ciel. -
Paris, 1995. - 329 p.

Khabibullina, L.F., Vassilieva, V.N.
Interaction des idées nationales dans les
littératures anglaise et française du XXe
siècle (S. Maugham, R. Gary) // Journal

of Language and Literature. Vol. 5, № 1,
pp. 55-60.

Sadykova, A.G., Aleeva, G.Kh. The
ways of expressing objective modality //
Life Science Journal, 2014, Volume 11,
Issue 9, pp. 393-395.

Zamaletdinov, R.R., Faizullina, G.C.
Metaphorization of mythonyms as the
way of a person secondary nomination in
the Siberian dialects of tatar language //
Journal of Language and Literature,
Volume 6, Issue 2, 2015, pp. 59-63

**PERSON SPEECH BEHAVIOR MARKERS IN EXTREME
SITUATION (ACCORDING TO SUAKHILI LITERARY SOURCE)**Aida R. Fattakhova¹Evgeniya A. Biyanova²

Abstract: An extreme situation implies an active influence on the psychological-emotional state of a person, which is expressed in tension, agitation, aggression and other manifestations of temperament, deviated from the generally accepted norms of behavior. In artistic texts, the representation of a person's speech behavior in an extreme (conflict) situation is realized through the Swahili language means that mark a conflict communicative act. In this article, based on the material of the Swahili novel "The World is Chaos" by E. Kesilahabi, an attempt is made to study the markers that reveal the speech behavior of a conflict communicative act participants. Phonetics-graphic, grammatical and lexical markers are distinguished, the most frequent of them are identified (the use of a wide range of interjections, the highlighting of a phrase

with an exclamation point, syntactic repetitions, the use of invective vocabulary, etc.). The authors come to the conclusion that the simultaneous implementation of these markers is observed in the dichemes of conflict communicative acts to a greater extent. The results of the research can be used for further developments in the field of linguistics, ethnic-linguistics, psycholinguistics, grammar, translation studies, etc.

Keywords: Linguistics, conflict, speech behavior, phonetic-graphic markers, grammatical markers, lexical markers, Swahili, Euphrase Kezilahabi.

Introduction

Throughout his life, a person is in the interaction with everything that

¹ Kazan Federal University, Institute of International Relations, History and Oriental Studies. e-mail: gaidaf@mail.ru. Tel.: +79631208906.

² Kazan Federal University, Institute of International Relations, History and Oriental Studies. e-mail: gaidaf@mail.ru. Tel.: +79631208906.

surrounds him. Becoming a participant in a variety of speech situations, he must constantly rely on certain norms that form his speech behavior. But the rules of speech behavior of an individual are dictated not only by public norms and etiquette: internal factors such as upbringing, an environment, the belonging to any nationality, as well as the external factors determining a situation nature in which speech behavior is realized are of great importance.

The linguistics of the second half of the 20th century presents homo eloquens, "a speaking person" in the focus of linguistic research, with his ideas about communicative actions, intentions, communicative environment and the principles of communication. In this regard, the problem of speech communication optimization is one of the central issues in linguistic research [1]. The study of this problem implies the analysis of the language variant choice to develop an utterance depending on a situation, a situation nature, the relations of communicants, and so on.

The verbal behavior of an individual in an extreme situation, i.e. the situation threatening health and

human life or the break of activities for important problem solution is of particular importance. In an extreme situation, a person experiences a state of emotional tension (stress), which manifests itself in various forms (the violation of psychomotorics, the changes in intellectual processes and emotional background, etc.). It is possible to analyze the reaction of an individual to an extreme nature situation not only in real time, but also on the basis of fiction material. At that, the most frequent variation of an extreme situation in literature is a conflict situation. The problem of a conflict communicative interaction is explored by psycho-, social-, pragmatic linguistics, communicative linguistics, conflictology, sociology and psychology. The works by O.S. Issers [2], H.A. Belous [3], A.V. Dmitriev and V.N. Kudryavtsev [4], K. Thomas and R. Kilman [5], R. Volkem and T. Bergman [6] and a number of other researchers highlight the fundamental concepts of communicative conflictology, such as a conflict discourse, the strategies and the tactics of conflicting party verbal behavior, communicative sabotage, etc. But since the main emphasis in the works

of these scientific paradigms is made on the semantic-pragmatic (content) side of communicative conflicts, their linguistic peculiarities are not considered in sufficient detail [7].

The linguistic features of a conflict communicative interaction are analyzed in the works by S.R. Dadyan [7], T.A. Rubtsova [8], V.S. Tretyakova [9], etc., in which the research material was the artistic texts of English and Russian literature. In this article, an attempt is made to study the linguistic features of an individual verbal behavior in an extreme situation on the basis of the swahili-lyric novel "Dunia uwanja wa fujo" (The World Is Chaos) material of the Tanzanian writer Efras Kesilahabi [10].

Methodological framework

Taking into account the nature of the presented material, general theoretical methods of research were used in the course of this study: analysis, synthesis, analogy, classification, comparison, etc.

Results

In an artistic text, the representation of the verbal behavior of

heroes in an extreme (conflict) situation is realized through linguistic means, among which the lexical-semantic and grammatical are the most vivid ones marking a conflict communicative act.

In order to study these markers during the selection of a source of literature, we proceeded from a work content. Roman E. Kesilahabi "The World is Chaos" (1975), describes Tanzanian society from different perspectives, describes social and political problems; covers the whole life of the main character Tumaini, revealing his character and hero characters through the prism of conflict situations in which they are described. A particular attention is paid to the issue of a woman status in society, the problems of raising children; cultural "backwardness" of a village are contrasted with the vices of a city, which include crime, prostitution, etc. One of the significant milestones of the novel is the signing of the Arusha Declaration, which legitimized the concept of socialism - ujamaa. The result of a political decision, is that people are faced with the problems of a very different nature.

During the analysis of Kesilahabi's novel, we identified the

following markers, revealing the verbal behavior of the characters in an extreme situation.

1. Phonetic-graphic markers are represented by exclamation marks, interjections and font highlighting.

1.1 The most frequent markers for a conflict expression are exclamation marks that convey an emotional tension, a strong sense of excitement, emotions, discontent, etc. For example: Dennis umeniumiza! Huwezi kuniacha hivi! - "Dennis, you hurt me!" You can't leave me like this!

The Swahili language literature also uses an exclamation mark in sentences denoting a question-exclamation, as a rule, to convey some indignation and dissatisfaction: Kwa nini hukuniambia zamani! "Why did not you tell me that before?" During the provision of such proposals, for example, in Russian, an exclamation mark is combined with a question mark and is placed in the second place according to the rules of Russian punctuation. Unasema nini! - What are you saying?!

1.2 Interjections play a special role to express an emotional state of a speaker, his feelings and his state of

mind in conflict communicative acts. In Swahili, due to numerous ethnic-cultural features, a wide range of interjections is presented that performs an expressive or a stimulating function. Interjections in Swahili in coherent speech act as individual sounds and are expressed with exclamation marks for the most part: "Mm! Sema sasa! Mm! Sema!" - Mm! Speak now! Mm! Speak! The interjection mm used in this example demonstrates the speaker's impatience, an intentional desire to provoke a quick response from a communication partner. In the following example, the interjection a, deriving from emotional exclamations on physical impact or immediate danger, conveys a speaker's fear and his warning about the threat: A! A! Linakula! - A! A! He will eat it!

The text demonstrates the cases when in order to demonstrate the length of an exclamation sound, an interjection is graphically depicted by numerous repetitions of a final vowel sound. For example: "Smith!" "Ziiiiiii" "Kaburu" "Oh, yeah" - Smith! Heeeeey! Racist! Yeah! As a rule, this method is used by the author to convey an emotional state of people. In this case, the indignation

and the dissatisfaction with the existing state of things is conveyed.

1.3 Font highlighting is not so common: Lakini John ... John ... basi. "But John ... John ... that's all." In this example, italics demonstrate the strong emotional tension of the speaker.

In a swahili text, English phrases can be stressed by italics. For example: "Tumaini, You are too pessimistic about life," Dennis alimalizia kwa Kiingereza. "And you are too optimistic." Tumaini alidakia. In the presented example (the phrases the author has selected in italics, are indicated in bold here. - ed.) the heroes end a tense dispute using the phrases in a foreign language. Both characters are educated, well-read, understand foreign literature, speak English, which is a sign of intelligence. In this example, the appeal of heroes to English language demonstrates their desire to be more persuasive in their position.

The font highlighting can also be represented by the division of the word into syllables or agglutinative morphemes using a hyphen or exclamation marks: We-we! Ni-ku-si-kie te-na! - You! If I hear you again! Another example: Nita! Nitaku! Kuua!

"I'll kill you" Swah. In this example, the author conveys the highest degree of verbal aggression. If this communication took place in real time, the abovementioned phrases would be pronounced with an extreme indignation, excitement, special intonation, an intermittent of breathing and the violation of speech tempo.

2. Grammatical markers are one of the most common means representing the expression of an emotional state of partners interacting in a conflict situation. In this article we will analyze some of them, namely:

2.1 Negative structures. The means of negation expression in different languages differ by their variety and the presence of specific indicators. For example, different temporal and modal forms of a verb may have different negative indices; there are various indicators of a name denial, etc. [11].

Negative structures give an expressive shade, categorical and deliberate rejection of a partner's opinion. For the most part, these structures represent the requirements of a desired result, an accusation, a contempt, a disgust, etc. In Swahili,

among the means of negation expression the most frequent are the following ones:

- the attachment of the formant ha- to the affirmative form of the verb -wa na "to have". When this formant is joined to the adverbial subjective indicators of singular, in particular, the second person, a cohesive form hu (ha- + u-) is formed, for example: Huna akili! Huna akili! - (literally, I am crazy). You're crazy! Crazy!

- the formation of a negative form of an optative with the help of the negative formant -si, occupying the position behind the subjective indicator: Usipige kelele! - Do not shout!

2.2 Incentive proposals expressing an order, a threat, a call for joint action, a request, a protest, etc. Swahili has several types of grammatical constructions to express the significance of motivation. In the novel studied by us, the most frequent grammatical means of motivation formulation is the predicate in the form of an imperative and an optative in combination with an incentive intonation. For example:

- a predicate in imperative form: Piga! Piga! Ua! - Beat it! Beat it! Kill it!

- an optative: Baba nihurumie!
"Father, have pity on me!"

Msiue! Msiue! - Dont kill! Dont kill! and etc.

The predicates in the imperative form give the utterance a hint of sharpness and categoricity, the predicates in optative, on the contrary, soften the sharpness and categoricity and acquire a shade of request.

2.3 The repetitions of syntactic constructions. Depending on a structure, the positions of the repeating elements are differed by different classifications of the repetition patterns. In conflict communicative acts, repetitions convey an emotionally-excited state of a speaker, an extreme degree of his emotion and tension. In the novel, the repetitions of successive identical members of sentences, phrases and whole sentences were distributed. For example:

Kipofu! Kipofu! Washa taa uone vizuri! - [You] are blind! Blind! Light a light bulb, maybe you'll see better!

Bwana wangu pia ana sifa! Njoo hapa! Njoo hapa tuone! - My husband also has something to brag about! Come here! Come here, let's see.

2.4 In the conditions of an extreme situation, a conflict interaction

of communication participants is characterized by the use of incomplete sentences as the sentences, in which the member of a sentence, necessary for this sentence meaning completeness. At the peak of the emotional tension, according to the syntactic structure of phrases, a speaker's speech is simplified and characterized by an abruptness. The missed members of a sentence are restored by communicative act participants from a situation knowledge, from a previous context.

As an example, we analyze an episode with the robbery of Tumaini's house: *Funguo za sanduku hili! Upesi!* - "The keys to this chest Fast!"

Mara ya mwisho upesi! Kabla sijafyatua! - "(I say) For the last time, quickly! Or I'll fire!"

In the abovementioned example, the omitted predicate "say" is easily restored in the context of the presented situation.

3. Lexical markers are represented by non-normative (invective) vocabulary, as well as by the lexical units that convey a non-verbal expression of emotions.

3.1 Invective vocabulary includes the words and expressions

whose function is to offend, to humiliate, to defame, to disgrace an addressee of speech or a third person and do all this in the coarsest and cynical manner. There is an abusive non-literary, obscene (derogatory), literary, but non-normative vocabulary in the novel. Let's give an example:

Malaya wewe! Toka! Hapa! - Prostitute! Get out!

Mtoto wa mbwa! - Son of a bitch!

The use of invective vocabulary is conditioned by an extreme degree of emotional tension of a speaker, an acute form of aggression towards an addressee.

3.2 A verbal expression or a communicative act participant speech is accompanied by an external manifestations of emotions in an extreme situation, by which "emotional kinetics" is meant according to V.I. Shakhovskiy (the mimicry and the pantomime of heroes, i.e. non-verbal expression of emotions - so far, gestures and movements) [12]. External manifestations of emotions are revealed through the author's descriptions of the emotional state of characters. For example: *Tumaini alilia. Alijitetea. Machozi yalimtoka.* - Tumaini cried out.

He tried to defend himself. Tears gushed from his eyes.

An emotional kinetics also includes the examples of physical aggression expression during a conflict communicative act:

- Naye kwa hasira aliamka akampiga Mama Bahati makofi mawili hali akasema "Umezidi kiasa sasa!" - And he rose in anger, slapped his mother Bakhati twice and said: "You have crossed all limits."

During the analysis of participant speech behavior markers in a conflict communicative act, the most frequent ones are revealed: the use of a wide range of interjections, the singling out of a phrase with an exclamation point, syntactic repetitions, and the use of invective vocabulary. At the same time, it should be noted that the simultaneous implementation of these markers is observed in the dichthemes of conflict communicative acts to a greater extent.

Discussion

A conflict communicative interaction is the object of research in communicative linguistics, psycho-

social-, ethnic- and pragmalinguistics, communicative linguistics, conflictology, sociology and psychology (the works by O.S. Issers, N.A. Belous, K. Thomas and R. Kilman, R. Volkem and T. Bergman, etc.), are analyzed in the study of language means that mark a conflict communicative act (the studies by S.R. Dadyan, T.A. Rubtsova, V.S. Tretyakova, and others). A lot work has been done to highlight the fundamental concepts of communicative conflictology.

Speaking about the relevance of the topic, it should be noted that unlike the study of conflict expression language means in the literary texts of English and Russian literature, the problem of a conflict communicative act marker study on the material of East Africa literature was not covered fully. This study contributes to the study of speech behavior representation in an extreme situation of the East African region residents.

Conclusions

1. An extreme situation implies an active influence on the psycho-emotional state of a person. A conflict is

one of the most common extreme situations. An emotional background of a person in a conflict situation is reflected in verbal and non-verbal reactions. In artistic texts, the representation of verbal and non-verbal reactions of characters is carried out by the means of language that mark a conflict communicative act.

2. Using the material of the novel "The World is Chaos" of the Tanzanian writer E. Kesilahabi, the phonetic-graphic, the grammatical and the lexical markers were revealed, demonstrating the speech behavior of a conflict communicative act participants. The most frequent of them are the following ones: the use of a wide range of interjections, the singling out of a phrase with an exclamation point, syntactic repetitions, the use of invective vocabulary. The analysis of these markers implementation indicates that in most cases these markers are used simultaneously during an emotional background transfer of work characters.

Summary

The study of verbal behavior in AN extreme situation of East African literature characters through the

language means marking a conflict communicative act helps to identify the expressive means used by the author to develop the communicative strategy of the characters, and also promotes the understanding of representative psychological characteristics of various ethnic and linguistic groups inhabiting East Africa.

Acknowledgements

The work is performed according to the Russian Government Program of Competitive Growth of Kazan Federal University.

References

Vorontsova T.A. Speech aggression: invasion in the communicative space. - Izhevsk: Publishing house "Udmurt University". p. 252, 2006.

Issers O.S. Speech influence: a textbook. - Moscow: Flint. p. 224, 2011.

Belous N.A. Structural and semantic aspects of conflict discourse in communicative space. - M: FL of the

Russian Academy of Sciences: ULGU.

p. 224, 2007.

Dmitriev A.V., Kudryavtsev V.N.
Introduction to the general theory of
conflict. - M. MAEP publishing house,
Kalita, p. 157, 1998.

Thomas, K. W., & Kilmann, R. H.
Thomas-Kilmann Conflict Mode
Instrument. Mountain View, CA:
Xicom, a subsidiary of CPP, Inc. 1974.

Volkema, R. J., & Bergmann, T. J.
Conflict styles as indicators of
behavioral patterns in interpersonal
conflicts. *Journal of Social Psychology*,
135 (1), pp. 5-15, 1995.

Dadyan S.R. Conflict dialogue in the
work of art. Abstract from the dis. of
Phil. Cand. - Rostov-on-Don. p. 24,
2011.

Rubtsova A.S. Speech behavior of a
person in an extreme situation (on the
basis of English-language fiction). -
Bulletin of the Moscow State
Humanitarian University named after
M.A. Sholokhov. Series: Philol. - №2.
pp. 64-69, 2012.

Tretyakova V.S. Speech
communication: harmony and conflict. -
Ekaterinburg: Publishing house of
RGPPU. p. 231, 2009.

Kezilahabi. E. Dunia uwanja wa fujo. –
Nairobi: Vide-Muwa Publishers. p. 132,
2007.

Miestamo, M. An Overview of
Typological Research. – *Language and
linguistic compass*. 1/5. pp. 552-570,
2007.

Shakhovsky V.I. Linguistic theory of
emotions. - Moscow: Gnosis. p. 416,
2008

**POPULARIZATION OF LANGUAGE THROUGH MASS MEDIA
IN THE REGIONS OF RUSSIA**Murshida Kh. Fatykhova¹Regina I. Gazizova²

Abstract: The dynamic development of traditional media: print, radio, television, the emergence of new computer information technologies, the globalization of the world information space makes a huge impact on the current state of the language. Mass media are the most important tool in the development and the preservation of the language. On the one hand, all the latest language changes are reflected in the media, and on the other hand, the media influence language changes and development. This article outlines the results of the study concerning the role of regional media in the distribution and popularization of the national language. A full description is given to modern Tatar-language media within the Russian media space. Nowadays, despite an active distribution of network mass media, television remains one of the main communication channels. For a large part of the Russian population,

including the viewers of the Republic of Tatarstan, it is one of the most accessible ways to obtain the information in native language. In this regard, in the course of the study, they studied the experience of the main Tatar-language television and radio companies in the popularization of the national language.

Keywords: national mass media, Tatar language, TV channel, newspaper, radio, broadcast.

Introduction

According to the All-Russian Population Census of 2010, there are 142 million people on the territory of Russian Federation, representing more than 190 nationalities and speaking more than 150 different languages of different families (Slavic, Turkic, Finno-Ugric, Mongolian, North Caucasian and others). The overwhelming majority of citizens (98.2%) speak Russian; 23% of

¹ Kazan Federal University, Kremliovskaya str, 18, 420008, Kazan, Russian Federation.

² Kazan Federal University, Kremliovskaya str, 18, 420008, Kazan, Russian Federation.

the population use another 38 languages, and 114 languages are spread among only 1% of the population [4]. If the state is multinational, then the language of the main nation (sometimes it is called the title one) is not only the state language, but also the language of international communication for the representatives of other nations. The territory of many multinational states has the languages that are not state ones (there are, however, the cases when two or more languages are the state ones: for example, four languages can be used in Switzerland: German, French, Italian and old Roman). As a rule, when two or more state languages are present, the spheres of their use are delineated. There is a lot of polyethnic regions in Russia. Tatarstan is one of them. The Republic of Tatarstan is the subject of Russian Federation. The law on languages and the Constitution laid the foundations of Tatarstan language policy, which is based on the provision of two equal state languages - Tatar and Russian one. Following this, the Republic carries out extensive activities to preserve, develop and popularize the Tatar language. One of the priorities in language preservation

and dissemination is the development of national media (hereinafter the media).

Materials and methods

We chose Tatar-language media in Russia as the subject of research. The research methods are based on the systematic approach to the study of Russian national media and a comprehensive study of their characteristics during the analysis of literature, media databases, the open databases of Rosstat, Roskomnadzor and other sources. As of March 31, 2017 the Media Registry recorded 1014 media outlets whose editorial offices are located on the territory of the Republic of Tatarstan, of which 553 are media outlets registered by the Office and 461 media outlets registered by Roskomnadzor with the editorial offices on the territory of the Republic of Tatarstan [2].

Results and discussion

There are federal, regional, republican, municipal and corporate mass media in the republic. Experts acknowledge that national mass media are gaining more and more importance in

the media space [6]. Among the federal media "All-Russian State Television and Radio Broadcasting Company" can be identified which includes 93 regional branches, including GTRK "Tatarstan". The broadcast network of GTRK "Tatarstan" is represented by 7 programs in Tatar language. Information programs: "Yalıllıklar - News. Tatarstan", "Izhat-Creativity", "Altyn Kullar - Golden Hands", "Bokhtem Minem - My Happiness", "Ostalyk-skill". Enlightening programs: "Zamandash - Contemporary", "Rukhi khezine - Spiritual heritage".

Tatar-speaking media are published not only in the Republic of Tatarstan, but also in the regions of Russia. For example, in the Republic of Bashkortostan, the newspaper "Kyzyl tan - Red dawn", the republican youth newspaper "Omet - Hope", the magazine for children "Tulpar - Jumper", "Alluky". Local newspapers are published in Tatar language in 23 cities and districts of Bashkortostan [1]. Among the regional mass media, the editorial offices of the newspapers "Berdymlek-Unity" (Samara), "Yuldash - Satellite" (Republic of Mordovia), "Tan - Dawn" (Perm Territory), "Duslyk - Friendship"

(Kirov Region), "Tatar Danyasi - Tatar World" (Omsk), "Idel - Volga" (Astrakhan), "Tugan Yak - Native Land", "Avilym Khaberlere -Rural News" (Nizhny Novgorod Region), "Yakarysh - Revival" (Tyumen Region), "Revival" (Udmurtia), "Saf Chishma - Spring" (Sverdlovsk Region). We also need to emphasize the special role of regional electronic media. They include: "Tol Builary - Tula region", local TV and radio broadcasting of Bardymsky district, State TV and radio company "Udmurtia", TRC "My Udmurtia", STRC "Mari El", Bashkir satellite TV, STRC Mordovia. The media in the regions of compact living of Tatars also contribute to the consolidation of the ethnos.

Currently, there are 18 mass media in the near and far abroad (newspapers, electronic media). They operate successfully in Kazakhstan: "Ak Bars - White Leopard", "Semipalat Tatarlary - Tatar Semipalatinsk", Kyrgyzstan: "Tugan Tel - Native Language", Belarus: "Light of Islam - Islam Nury", Latvia: "Chishme - Spring", Poland: "Przeglad Tatarski - Tatar View", Romania: "Kara deniz -

Black Sea" and Turkey: the radio "Tarkia Avazy - Voice of Turkey" [9].

A major contribution to the development and the preservation of Tatar language is performed by the republican media. Among the print media the following republican newspapers can be singled out: "Vatanyň Tatarstan - Republic of Tatarstan", "Shari Kazan - Great Kazan", "Madni Komga - Cultural Friday", "Kemesh kygyrau - Silver Bell", "Khalkym Minem", as well as the magazines "Soembike -Suyumbika", "Tatarstan", "Gaile ham mekten - Family and School", "Megarif - Enlightenment", "Maydan - Territory", "Argamak - Jumper", "Yalkyn - Flame", "Sabantuy", "Kazan utlary - The Lights of Kazan", "Beznen miras - Our Heritage", "Chayan", "Sukhin - Scene", "Salavat kypere - Rainbow", "Tilsym - Magic". The texts of mass media, or media texts, are one of the most widespread forms of modern existence of language, and their total volume far exceeds the total volume of speech in other spheres of human activity. At the same time, the corpus of texts that are daily produced and transmitted through the media channels continues to increase constantly [7].

In recent years, among the readers of printed periodicals, private newspapers have gained great popularity. This is evidenced by the increase of their circulations. Private newspapers: "Irek meydanı - Freedom Square", "Akcharlak - Seagull", "Beznen gəzhit - Our Newspaper", "Seberke - Broom", "Tatarstan Yashlǝre - Youth of Tatarstan", "Sirazhi syze -Sirazi word", "Yuldash - Sattelite", "Adashkan mǝhbəbətəm - Love", "Beznen avyl gyibrəte - Village tales", "Yazmysh kochagy - Fate", "Gybryathane - Instructive stories".

In addition to the republican newspapers, municipal newspapers are published in Tatar language on the territory of Tatarstan. There are only 44 of them.

The largest producer of news in Tatarstan is the "Tatar-inform" news agency, the website of which publishes 60 news and analytical materials in Tatar language daily. The website attendance has grown threefold - from 11 thousand (April 2016) to 33 thousand unique visitors per day at present. This became possible, inter alia, due to the merger of the news agency with the subsidiary of JSC "Tatmedia", "Intertat.ru", which

consisted of two newspapers - "The Events of the Week" and "Anta Vakyigalary", and the websites of these publications - "Events" (sntat.ru) and "Intertat.ru". Now 6 media operate under the brand "Tatar-Inform": 2 news agencies, 2 online and 2 printed newspapers [3]. At the end of August 2016 a new agency site was launched in Tatar language, the first site in the tatar domain - tatar-inform.tatar. Prior to this, the news agency duplicated the materials on the page translated from the Russian language. In order to launch a new resource, they created an independent edition in Tatar, the staff of experienced employees was recruited [12]. The "Tatar-inform" news agency headed the top 20 most cited Tatarstan media according to the version of the "Medialogy" research company for the first quarter of 2017 [10].

Internet media is an integral part of national journalism. The most popular Internet media: information and resource Tatar social network "Tatar Ile - Tatar world", the international Tatar Portal "Tatarlar.Info", "Matbugat.ru"; The sites: "World Congress of Tatars", "Tatnet", "Tatars in Germany", "American Turko-Tatar Association";

Blogs: Public Organization of the Turkic Peoples of Israel "Miras"; Intrenet-radio: "Azatlyk - Freedom", "Iman - Faith" and "Kynel - Inspiration" [8]. There are only 9 traditional radio stations broadcasting or preparing the Tatar programs in the republic, namely: "Tatar Radiosi - Tatar Radio", "Kurai", "Bolgar", "Tatarstan", "Business FM Tatarstan", "Ramadan", "Dastan FM", Radio "Crossroads".

Television makes an invaluable contribution to the distribution and the development of the literary Tatar language. There are only 4 Republican TV channels: OJSC "New Century" TV and Radio Company (hereinafter "TNV"), "TNV-Planet", "TMTV" (Tatar Music TV), "Maydan-Territory"; Internet-studios "Donya-Mir" and "Aksu TV". The main TV channels broadcasting in Tatar language are OJSC "New Century" TV and Radio Company and TNV-Planet" channel.

The census of 2010 showed that among 5.3 million of Tatars, just over one million people do not know the Tatar language [5]. In this regard with the acute need to address this problem the channel "TNV-Planet" was created in the media space of the Republic of Tatarstan at OJSC "New Century" TV and radio

company. The broadcasting of the TV channel "TNV-Planet" started on August 30, 2012. This is the first 24-hour satellite television channel in the history of the world media with the broadcasting in Tatar language [11]. The potential audience makes about 8 million families. Today, the TV channel "TNV-Planet" can be watched in online mode via the Internet and on iOS devices ("Apple"). In addition, the on-line broadcasting of this channel is performed on the websites of "Corbina TV" and "Akado", which makes it much more accessible to their potential audience.

TV channel pays much attention to educational TV programs. Thus, the informative television magazine "Bez Tarihta Ezlebez - History" teaches the younger generation to respect the history of their region, the region and the Republic of Tatarstan by attracting the attention to the sources of the Tatar people, their customs, traditions, and the treasures of the national culture. The program consists of video stories about one particular region: the history of a village, a school, a district and its famous people. A large educational project is the program "Karavai", it is shown in two formats:

sketch and news. The first format, demonstrates an essay on a specific calendar cycle that makes the basis of the folk festivals (Pancake week, Sabantuy, etc.). Another component of the program is information coverage of the interethnic policy of the Republic of Tatarstan, which was implemented by the House of Friendship of Peoples: holidays, exhibitions, events, interviews with the representatives of national autonomies, public and political figures. The programs demonstrate ceremonies and festivals timed to the national holidays. Numerous ceremonial acts are reflected in the cycle, which are the basis of everyday traditional culture of indigenous peoples of Tatarstan, for example, the wedding ceremonies of Chuvash, Udmurts and Mari; the recruit ritual complex of Udmurts, Chuvashes, the mythic ritual rites of the lower Chuvashes; the national game complex (evening gatherings) and household traditions (soap making) among Siberian Tatars. The TV program "Dinner" is a cognitive and an entertaining program designed for a diverse audience, telling about the national dishes of Tatar people, as well as about the family secrets of cooking. The cultural component of the

channel can be seen in the program: "Medeniyat donyasyunda - In the World of Culture". This is the conversation on the topical issues about the development of culture in Tatarstan, the spiritual values and the cultural potential of the republic with the guests of the studio: famous writers, musicians, cultural and art figures, the representatives of the ministry and departments. The educational component on the TV channel is presented in the form of the program: "Nasykhet - Instruction". The author tells about Islam and religious problems, which everyone can face. The journalistic program "Tatarlar - Tatars" and "Halkym Minem - My People" helps people to orient themselves in life through daily review of events - the news of the Tatar diaspora, the reviews of new books and the analysis of Russian national politics. The publicistic and analytical program "Eve. Parliament. Zhemgyat - Law. Parliament. Society", which describes the events taking place in the Parliament of the Republic of Tatarstan, the foundations of law and the development of civil society using the example of foreign societies, is issued on Sundays to make people get acquainted with state structures. Another publicistic

program in the format of the talk show "Taianu noctasy - Point of Support" in which the guests of the studio, namely, professional experts, discuss current topics and exciting situations. The youth broadcasting is especially developed on the channel. Within the framework of the "Yashler Tuktalyshy - Youth Stop" program, the topical problems of youth are discussed, as well as the most important youth events not only of the republic, but also beyond its borders. The program takes place in an informal setting. The guests and participants of the program express their opinions, ask questions to others guests. The conversation in the studio is accompanied by musical pauses. Once a month comes a special, musical release of the program, with the participation of the famous figures of the Tatar music industry. "Belemdonyasi - The World of Knowledge" - the informing of population about positive qualitative changes in the educational system and the development of national education. The educational program "Edeby Khezine - Literary Heritage" tells about famous Tatar writers and the news in the field of literature.

The TV channel is also characterized by entertaining and musical programs that fulfill the recreational function of media. Morning interactive entertaining show "Manzara", intellectual and entertaining game "Tamchy show", children's program for the youngest "Kuchtenech - Present". This program became the finalist of the All-Russian TV contest "TEFI Region". A number of television programs are dedicated to Tatar language teaching, such as "Singing and teaching Tatar Language", "Translate! Tatarcha oyrənəbez". According to viewers, the sketches under the heading "Shigri telgəshler - Poetry", "Bez Tukay onyklary - Grandsons of Tukay", Tatar performances, serials of own and foreign origin that are translated in the studio "Dubbing" are also very popular.

Open Joint Stock Company "Tatarstan - New Century" (TNV) was registered on May 17, 2001. Full-scale broadcasting began on August 26, 2002. TNV includes TV channels and "TNV-Planet", the radio station "Bolgar". TNV is a regional TV channel in the Volga region with a large signal coverage in satellite, analog and digital terrestrial broadcasting, as well as in cable TV

networks. TNV is watched not only in Tatarstan, but also in other regions of Russia and in the countries of the far and near abroad. TNV broadcasts the bilingual 22-hour television channel with its own programming. The potential audience is 35 million viewers. The content of the TV channel is the information TV program in two languages ("Tatarstan News - Tatarstan Khabarlere"), information and analytical programs, such as: "7 days", "Tatarstan Business", "Tatarstan News on Saturday evening", "Tatarstan. Atnalyk kyzety ("Tatarstan. Weekly Review")", educational programs "In the World of Culture", "Actual Islam", "Zhomga vegaze - Friday's Sermon", "Reflections on faith. The way to Islam". Also the broadcasting network has socially significant and social-political programs; Sports programs, and live broadcast matches; the programs on culture, art and spiritual values.

In accordance with the changes to Article 32.1 of the RF Law "On Mass Media" and to Article 46 of the Federal Law "On Communications", "21 channels" in each subject of Russia are assigned to a regional channel that has in its air grid at least 75 percent of national

production of media with the broadcasting on the territory where at least half the population subject lives". TNV is such channel in the Republic of Tatarstan.

Currently, together with the Ministry of Education and Science of the Republic of Tatarstan, TNV develops the concept for the children's Tatar Internet channel.

Summary

There are federal, regional, republican, municipal and corporate media in the Republic of Tatarstan. 124 newspapers and 32 magazines are published, 31 radio and 44 television channels and 2 news agencies and 2 Internet newspapers are operated in Tatar language. Over one hundred newspapers have Internet versions. Today 42 newspapers and 27 magazines are distributed outside the republic, 12 radio and 7 television channels are operated in Tatar language.

Conclusions

Possessing high prestige and the most modern means of media

distribution, media plays the role of a peculiar model of the national language. The mass media in Tatar language made and make a great contribution to the development of national culture and the preservation of Tatar people identity, they are an important factor in its self-affirmation

Conflict Of Interest

The authors confirm that the presented data do not contain a conflict of interest..

Acknowledgement

The work is performed according to the Russian Government Program of Competitive Growth of Kazan Federal University.

References

Garifullin V.Z. Sabirova L.R. Tatar journalism: historical experience and development prospects. // Scientific notes of Kazan University. The humanities 2015. № 4. V.157. pp. 54-61.

Results of the Roskomnadzor Office registration activity for the Republic of Tatarstan (Tatarstan) in the sphere of mass communications in the first quarter

of 2017 [Electronic resource]. URL:
<http://16.rkn.gov.ru/news/news117471.htm>

Media market of Tatarstan: media editions master multimedia. [Electronic resource]. URL:
<http://old.sntat.ru/nasharespublika/48932-mediarynok-tatarstana-redaktsii-smi-osvaiwayut-multimedijnost>

The national composition of Russia. [Electronic resource]. URL:
<http://www.statdata.ru/nacionalnyj-sostav-rossii>

240 thousand Tatars have disappeared. Where? [Electronic resource]. URL:
<http://etatar.ru/top/41835>

The development of national media is an important tool to strengthen the consensus in society [Electronic resource]. URL:
<http://addnt.ru/segodnya-den-rossijskojj-pechati/>

The role of mass media in the dynamics of language processes. [Electronic resource]. URL:
<http://pandia.ru/text/79/567/57855.php>

[Guseinova A.A, Zayni R.L., The role of journalism in the development of national consciousness and language//Journal of Language and Literature. - 2016. - Vol.7, Is.4. - pp. 21-24.](#)

Tatar media of mass information in foreign countries. [Electronic resource]. URL: <http://www.tatarile.org>

Top 20 of the most cited media of Tatarstan [Electronic resource]. URL:
[http://www.mlg.ru/ratings/media/region
al/4797/](http://www.mlg.ru/ratings/media/regional/4797/)

TNV: the breakthrough of the national television channel into the world air [Electronic resource]. URL:
[https://realnoevremya.ru/articles/
4335](https://realnoevremya.ru/articles/4335)

Media market of Tatarstan: mass media master multimedia. [Electronic resource]. URL:
<http://old.sntat.ru/nasharespublika/48932-mediarynok-tatarstana-redaktsii-smi-osvaiwayut-multimedijnost>

**PSYCHOLOGICAL MECHANISMS OF STEREOTYPE
DEVELOPMENT ON TELEVISION (ON THE EXAMPLE OF THE
EUROPEAN MIGRATION CRISIS OF 2015-2016).**Albina R. Shakurova¹

Abstract: This article discusses some mechanisms for the stereotype development on television. It is known that television has much more opportunities and ways of conveying the meaning, and its impact on the audience is more effective than that of the print media. This, in turn, leads to large volumes and depth of representation of various cognitive signs of a stereotype, and a high degree of impact on the television audience. We have used the content analysis to study the news programs of Russian channels "Pervyi Kanal", "Rossiya 24", "NTV". This article presents only some of the conclusions drawn by us. In particular, we drew attention to the fact that the stereotype fixation occurs due to the accumulation of a large volume of certain information. And a stereotype change requires that this information contrasts sharply with the already existing stereotypes. We have traced

whether such processes are taking place on Russian television on the example of the European migration crisis. In our opinion, the Russian television has not accumulated sharply contrasting information for the period under study. However, we noticed that information about migrants contained stereotyped settings. At the same time, the cognitive, affective and behavioral components were clearly distinguished in the stereotypes, and the information itself was given dynamically and cyclically.

Keywords: stereotype, stereotype transformation, television, migration crisis, Europe

Introduction

The scale and one-stage nature of the migration crisis of 2015-2016 in Europe caused an ambiguous reaction in the world. Some people perceive it as the beginning of the end of European

¹ Kazan Federal University

civilization. For others, the situation with migrants was the result of inefficiency of European institutions and organizational structures created to regulate migration flows, a symbol of the "managed migration" policy failure. In our opinion, the emerging situation is the cumulative effect of interaction of a number of factors, such as the global economic crisis; deepening of social inequalities in many countries; consequences of military conflicts and civil wars, destabilization of these countries, etc. Modern migrants, unlike their predecessors, operate on the basis of information in the mass media, as well as formal and informal information networks of ethnic diasporas that have arisen due to the spread of the Internet and mobile communications.

Stereotypes about life in Europe largely determine the direction of refugee migration. On the other hand, self-awareness of the Europeans, stereotypes about the Middle East in the European environment determined the beginning and development of the crisis. It was this crisis that served as a catalyst for the development and, possibly, the transformation of the Russians' views on Europe. As a result, we can trace the

interdependence of social phenomena and stereotypes, which in turn is strengthened through the mass media and, in particular, television [1].

A television stereotype is a concept not established in the modern science. However, the role of television in the stereotype development is difficult to overestimate. Often a stereotype is perceived as a negative phenomenon in the media discourse. A.A. Kashchuk notes that the aspirations of the message sender cause a certain reaction in the audience that corresponds to the norms of behavior of a certain socio-cultural community - a sure sign of manipulation. At the same time he also notes the need of television to connect visual images with easily identifiable objects due to the dynamic nature of modern media, the need to transmit the news "here and now" [2].

The stereotypes do arise and develop to save mental efforts. The everyday processing of information about the world around us would be an impossible task even without stereotypes. Thus, it is necessary to allocate positive aspects in the stereotypes, their development and mechanisms of functioning, not focusing

only on understanding stereotypes as manipulation or inertness of thinking.

Based on this, the development of stereotypes related to the contemporary migration crisis in Europe seems to us an actual and significant object of study. Despite the relatively clear timeframe for the phenomenon under study, the study results are of interest for understanding the stereotype functioning in general. At the same time, our attention is directed to the psychological mechanisms of this stereotype development.

Materials and methods

In October 2016, a symposium "*Refugees and Migrants, the inconvenient truths – Journalism against bias and stereotypes*", dedicated to the work of various mass media in connection with the migration crisis, was held in Brussels. The discussions included issues of mass media participation in the creation and development of stereotyped images of migrants and refugees, the ability of mass media to work outside propaganda. However, there was also the issue of using mass media to create a positive

image of the migrants and refugees. Therefore, the issues of propaganda and dissemination of certain information through the mass media remain open and acute. However, we will focus on the stereotypes and mechanisms of their development. From this point of view, the symposium is interesting to us as a platform that determines the chronological framework of the crisis of migration to Europe from the countries of the Middle East.

Thus, this framework is quite clear - 2015-2016. Certainly, both earlier and later one can find references to migrants in Europe in Russian and foreign mass media. However, it is this period that is a transitional and turning point in many ways.

The empirical base of our research is the news broadcasts of Russian TV channels - "Pervyi Kanal" (83), "Rossiya 24" (49), "NTV" (62) - for the period. The sample was made from the archives of TV channels with the help of the tag search "Europe", "migration crisis", "refugees".

For the analysis, we used content analysis and qualitative analysis of the video sequence. The analysis units for the content analysis were chosen

based on psycholinguistic features of the stereotype functioning. The parameters of qualitative analysis were the features of the work of correspondents with the interviewees, the selected and broadcast appearance and behavior of migrants and Europeans.

Results and discussion

In a number of works the stereotype is represented in the interconnection of three components: cognitive (content), affective (sensory assessment of the behavioral setting) and behavioral (characterizing a person's readiness for a certain interaction with the stereotype object). It should also be noted that the stereotype formation has objective psychophysiological grounds associated with the functioning features of brain structures. The basis of the ideas about stereotype of the Russian physiological school was represented by the brain ability to fix the same and cyclic changes in the environment and, accordingly, to respond to these changes, namely to integrate the private structures, mechanisms, processes into a complex behavioral setting - a stereotype - under the influence of the dominant parameter [3]. Accordingly, the

repeatability, cyclicity of information, reliance on the most common stereotypes is important for the qualitative analysis of news programs in our study. The cyclicity, repeatability just refers to the specifics of television media with the constant development of methods of working with the information and the audience [4].

It is known that television has much more opportunities and ways of conveying the meaning, and its impact on the audience is more effective than that of the print media. This, in turn, leads to large volumes and depth of representation of various cognitive signs of a stereotype, and a high degree of impact on the television audience [5]. The affective aspect of the stereotype is always culturally conditioned, since, expressing the feelings of the individual, his system of values, it is always correlated with the group feelings, assessments and group actions.

We found out that there is a definite relationship between the sex of the correspondent and his interviewee, which confirms the already existing studies on this topic [6]. It is characteristic that the bulk of the interview was taken from men, both

Europeans and migrants. The Europeans were mainly represented by middle-aged and middle class men. Among the migrants, the interviews were taken mostly by young men. There were only a couple of interviews taken from older migrants. The European women responded quite calmly to the need to talk about migrants, expressed different points of view. The religious ceremonies of Catholics were not shown in the reports; they included only the opinion of Europeans on this topic in connection with the Christmas celebration. And the ceremonies of Muslims fell into the reports: praying men, religious symbols, discussion of the difficulty of following the canons of Islam in conditions of migrant settlements. However, mostly men were shown.

In the aftermath of the New Year's events in Cologne (January 1-2, 2016), the main leitmotif is a sense of danger in the interview with Europeans (from the report of "Vesti" program dated January 25, 2016): "They want women. I'm afraid of walking here in the evening". And this fear is justified. The Greek men already say in another report dated February 21, 2016: "... for migrants, the local girls are prostitutes.

And it is normal how an eastern woman dresses". Clothes and features of the traditional image of women in European and Middle Eastern cultures have caused both the events in Cologne, and the subsequent offenses made by migrants throughout Europe. The cases of violence against underage girls in Britain and Germany, about which there was practically no specific information in the Russian news programs, were strongly resonated. However, this topic was raised in the interviews with Europeans [7]. The image of modern migrant changes the existing ideas about their native country, which is reinforced by the news from these places. Within two years, the history of wars in the Middle East has been reinterpreted on the screen. And although the wars and conflicts are only prerequisites and, in a sense, the background of the crisis in the context of our topic - the migration crisis - the news from hot spots has a significant impact on the perception of the problem under investigation. This is the very affective reinforcement of stereotypes, which facilitates their fixation. Here is the blurring of the boundaries of such concepts as "migrant image", "refugee image", as well as the close connection

between images of the countries left with the migrant behavior in a new country [8].

The topic of migration crisis is closely linked to the internal European relations and problems. And if the old stereotypes about migrants in the Russian media field are more likely to be fixed than changed, then the stereotypes about Europe have undergone some transformation. Some of them were grotesquely emphasized, for example, by the familiar words as "old Europe", "common European future", "European values" in a new context, or by the capacious comments of the EU summit in Bratislava in September 2016: "...After all, how could this look if, in the current circumstances, the steamer with the leaders of the European Union unexpectedly sat down on the strand...". The visual accompaniment is no less vivid. For example, one can see how the heads of the EU are preparing for a group photo in the words "One future - 27 opinions" in the frame. Some of the stereotypes remained "in their places". For example, commenting on the reaction of a particular European leader, diplomat or politician, the Russian journalists remember to mention his

nationality (not a European, but an Italian or a Frenchman). The often like also to highlight the nationality with intonation. Thus, describing the person, and his position, and his reactions. Reflection of the European countries themselves also undergoes a change. For example, Germany is traditionally perceived by Russians as a very reliable, clear, measured country. However, we have been demonstrating the changes for 2 years through the main person of this state - Mrs. A. Merkel. It is significant that virtually no reporting on migrants cannot do without a mention of her and her policies.

Conclusions

In the news reports examined, the reliance on existing stereotypes and the presence of a hidden or explicit evaluation of the representative of migrants were carried out through repeated repetition of his nationality, demonstration of his traditions. This is typical for both "Pervyi Kanal", and for "NTV" and "Rossiya 24". At the same time, the evaluation does not have a negative connotation. Thus, we can say that during the time period under study,

there was no fixation of any new attitude or a stereotype about migrants. Although the existing stereotypes were reinforced. Since there are no effects of assimilation and contrast in the way the news about migrants was presented. Rather, they fix "old" stereotypes related to religion and gender relations. The stereotype fixity is related to the polarization of knowledge: the stronger the evaluation is, the more categorical, clearer it is, and vice versa.

In this situation, one of the features of stereotyped behavior was manifested: even if a person remembers the information contradicting the existing stereotype (the fact that the European values imply a certain attitude towards women, and the fact that women in Europe behave differently than Eastern women), this does not mean that he will change his stereotypes. The nature of stereotypes is that they retain their strength when confronted with evidence that refutes them (attempts to explain these features of gender relations through the distribution of leaflets in public places, reading special courses by the European authorities). This phenomenon is also called the "stability effect". It consists in the following: when the perceived situation differs from an

already existing stereotype, it is formed new subcategories or subtypes that enable us to maintain a common stereotype. At the same time, the content and understanding of the stereotype is corrected: it is not suitable for all elements of this category.

A number of researchers, paying attention to the stability of stereotypes, note that the refuting information is regarded as an exception confirming the rule [9]. However, practice shows that the stereotypes respond to new information, especially to the dramatic events [10]. In the Russian media, the attitude towards migrants in Europe does not have a clear position - negative or positive. Despite the emotional saturation of information about migrants, dramatic events within two years of migration crisis, in our opinion, there was not accumulated enough amount of disproving information available to the stereotypes about migrants or Europe had by the Russian viewer.

Summary

The diversity of heterogeneous digital information, a large number of scientific publications and mass media

materials on migration issues does not yet enable us to identify and study the development trends of both the migration crisis issue and those issues that accompany it, for example, the development of stereotypes about migrants and their host. The adaptation of migrants is a long process, the first positive results of which can appear only in 2-3 years, and serious changes require tens of years. It is characteristic that the European mass media (for example, EuroNews) are already making some efforts in this direction. In addition, most of the characteristics of forced migration continue to be poorly understood, which also causes the urgency of studying the migration processes [11, 12].

Highlighting three components in the stereotype - content, sensory evaluation and behavioral response - we see that television includes only the first two of them and refers to the third component. And the psychophysiological aspect of stereotype formation serves more as a mechanism for fixing a stereotypical setting.

Acknowledgements

The work is performed according to the Russian Government Program of Competitive Growth of Kazan Federal University.

References

Akopyan N.A. The Role of Television in Forming the Cultural Stereotypes in Modern Russian Society // Bulletin of the Stavropol State University. No. 64. P. 129 -134.

Kashchuk A.A. Processes of Stereotype Formation with a Television Audience // Humanitarian Scientific Researches. 2016. No. 9 (61). P. 11-14.

Kholler E.V. Stereotype Functionality in the Process of Building Identity: Austrian Case // Siberian Historical Research. 2017. No. 1. P. 74-98.

Dautova R.V, Fatihova M.H., History of the world television: Contribution of Russian scientists and Kazan University // Social Sciences (Pakistan). - 2015. - Vol.10, Is.7. - P.1950-1958.

Andreeva J., Modern paradigms and new strategies of education in journalism//World Applied Sciences

Journal. - 2014. - Vol.31, Is.5. - P.781-784.

Vouchenko V.M. Reflection of Gender Stereotypes in Language and Culture // Bulletin of the VolSU. Series 2: Linguistics. 2009. No. 1. P. 64-70.

Chakvetadze L.G, Dautova R.V, Shakurova A.R., Gender stereotypes, mass media and migrants // Journal of Organizational Culture, Communications and Conflict. - 2016. - Vol.20, Is. Special Issue2. - P.39-45.

Cherevko T.S. Image, Stereotype, Reputation - Application Boundaries and Interaction Model // *Media Almanac*. — 2011. — No. 6. — P. 6–13.

Bratchikova N. S. Stereotype, Precedent Phenomenon and Collective Cultural Identity // Proceedings of the XXXXIII International Philological Conference. - St. Petersburg University Press, St. Petersburg State University, 2003.

Muchnik V.M. The case of Masha Woman. Some Historical Relationship Stereotypes between the Russian Authorities and the Population in the

Media Space // Bulletin of the Tomsk State University. History. 2009. No. 2 (6). P. 124-130.

Abdulrahman F.M. Religious Problem of Adaptation of Muslim Migrants in Germany // ISOM. 2012. No. 4. P. 914-196.

Apanovich M.Yu. Migrant Integration in Europe // Bulletin of the MGIMO. 2011. No. 6. P. 248-255

PALEOGRAPHY AND ORTHOGRAPHY OF HANKENSTEIN**CODEX**Anna P. Khmelevskaya¹Oleg F. Zholobov²Georgiy A. Molkov³

Abstract: Hankenstein Code (Vienna Octoix) is the collection of liturgical texts dating by the XII-XIII centuries or by the beginning of the XIIIth century. Since 1804, the general descriptions of the collection appear in the works by I.A. Ganke von Gankenstein, J. Dobrovsky, S. Smal-Stotsky, A. Sobolevsky, Yu. Shevelev, G. Birkfellner. Nowadays, there is no satisfactory analysis of the Code text at all levels, including graphic one. In order to study the spelling and the paleographic features of the manuscript, the main text, the inscriptions and the drawings on the fields, ornaments, the material for writing, the present state of the manuscript and its parts were described. We found that the text was written by two scribes, characterized the manner of writing each of them, determined the differences in the

graphics and spelling (different use of the letters я, 1, 8 and o). A large number of external letters was noted and 7 basic traits of the title were described, 3 types of superscripts and 6 types of inline signs were fixed, their graphic and functional features were described. For the first time corrections and the entries were described on the margins of the manuscript. The examples found in the text of the letters э, е and и, в and оу proved the hypothesis of the southwestern origin of the monument.

Keywords: paleography, Paleoslavistics, spelling, Galician-Volhynian manuscripts, Gankenstein code, Vienna octoides, ancient Russian monuments of the 12th-13th centuries.

Introduction

¹ Kazan Federal University, Leo Tolstoy Institute of Philology and Intercultural Communication. hmelevskayann@mail.ru.

² Kazan Federal University, Leo Tolstoy Institute of Philology and Intercultural Communication. hmelevskayann@mail.ru.

³ Russian Academy of Sciences, Institute for Linguistic Studies.

Hankenstein Code (Birkfellners cat. No. II / 141, Vienna, Austrian National Library, cod. Slav. 37) is the Galician-Volyn manuscript, the main text of which is the collection of liturgical texts. The researchers refer it to the turn of the 12th-13th centuries; it is supplemented by the records on the margins at the turn of the 13th-14th centuries and the first half of the XVth century [1].

The Code received its first and official name by the surname of its first historically famous owner - I.A. Ganke von Gankenstein (1751-1806), the librarian from Olomouc, an amateur linguist. He became the first researcher of the Code text, but many of his statements were erroneous. For example, Gankenstein argued that the main text of the octoic was written in the VIIIth century and that the book is the oldest monument of Slavonic writing [2], which is a mistake, of course.

Hankeshtein's assumptions were challenged in the works by J. Dobrovsky and N.M. Karamzin [3]. At various times, various attempts have been made to describe the manuscript since the XVIIIth century (K. Kisilevsky, S. Smal-Stotsky, A.

Sobolevsky, Yu. Shevelev, G. Birkfellner). The latter indicate that the book comes from the Galician-Volyn region [4]. The part of the octoic was published by G. Birkfellner [5, 6].

Nowadays, there is no paleographic description of the Code, which would provide a complete picture of the paleographic and spelling peculiarity of the manuscript. Moreover, the relevance of modern studies of graphics and spelling of handwritten monuments is that they allow us to specify the dating suggested by the catalogs (see the description of the Pogodin Gospel letter features [7]).

Methods

The object of our study was the book itself and its main text, which dates back to the beginning of the 13th century.

Our work is the part of a comprehensive analysis of the Code language features and it is carried out as the part of a joint project with the colleagues from the Institute of Slavic Studies at the University of Vienna "The preparation of Internet publication and the study of the Vienna octoi of XII-XIIIth centuries."

The study was carried out using a digital photocopy of the manuscript provided by Austrian colleagues. Nowadays, the work for the preparation of an online publication has begun already; the publication is performed on the portal "Manuscript" (<http://manuscripts.ru>), where you can see the part of the text.

Results and discussion

The manuscript of the Hankenstein Code has the following dimensions: 279 by 205 mm. In fact, the book contains 290 sheets, not 292 ones, as some previous researchers have pointed out [3], since pagination is lost on the page 75. The oldest part of the Code occupies 288 sheets, starting with p. 3., sh. 1 and l. 2 are filled with Sunday stichera for 8 voices written at a later time (first half of the 15th century) [3].

Binding. According to Hankenstein's description, the cover of the book was a wooden board, covered with a thin sheepskin skin. Once all four corners of the cover were decorated with corners of brass, but there was only one corner by the time of the manuscript acquisition by Gankenstein. As the

researcher notes, it is obvious that the other three corners were lost due to the frequent use of the book, and were not torn down deliberately [2].

According to the description from the catalog of the Austrian National Library [8] the leather on the boards is embossed.

Manuscript content. The main text has the following content:

sh. 1-154: Six-day official;

sh. 155-238: Pillar apracos;

sh. 238-240: Sunday contakion for eight tones;

sh. 241-290: The Common Menaion.

Material and its features. The sheets of the book are made of parchment; their condition as a whole can be characterized as satisfactory. As many manuscripts, it has cuts, holes or rubbing; most of these defects existed on the parchment initially - the scribe bypasses these places by the side during work.

Imperfections of the parchment:

a) page breaks/cuts. Some of the breaks are sewn with threads (sh. 28, 30,

etc.), the text is written over the seam (sh. 28, 88, etc.).

b) Torn off edges (Fig. 9, 17, etc.).

c) An inhomogeneous sheet density.

d) The holes from wax or a writing instrument.

Pagination. The Codex sheets are numbered with Arabic numerals on the front side of each sheet in the center of the upper margin. After the sheet 75 pagination is lost, the sheet 78 follows after instead of sheet 76.

Every tenth sheet, starting with sh. 20, has an additional pagination made at a later time. Numbers are written by pencil with large numbers in the upper right corner of the sheet, less often in the left field (sh. 80, 160-230, 250), once in the center at the top (l. 140). The numbers are absent on sh. 240, 260, 270, 290.

Line. Each page of the manuscript is scattered, line traces with a sharp object are present. The text of the manuscript is written by one 16-line column.

Ink. The main text of the Code is written in black ink. The headings, initials, the initial words of the irromos

and the introduction are made by cinnabar (or written in black, and then lined in red: sh. 77, turn 116, 118, etc.).

Ornaments. The ornaments in the Code are presented only by the introduction before the text of the octoic and by the initials.

The introduction on sh. 1 is a rectangular shaped frame filled with the ornamentation of a plant motif and interlacing. The heads of monsters with open mouths from the left and right upper corners are beyond the frame. The transition to the teratological style is obvious, although the characteristic denial of the geometric principle and asymmetry are not observed [9].

The scribe I has mostly small initials (1.5-2 lines in height), without any ornaments or with a minimum of ornaments (crossbeams, a minor floral ornament, a pattern inside the letter). The initials of the second scribe are larger (the height makes 4-5 lines) and more elegant (interlacing and plant motifs). Turilov writes that the initials also have teratological style [3], but there are few such initials in the entire manuscript. Zoomorphic elements and complex plexuses characteristic for teratological style and making the letter difficult to

recognize, were met in the manuscript only a few times, for example, on the sheet 160.

There are no miniatures in the manuscript. Sheet 130 has a field decoration - a cinnabar flower.

Handwriting. The text of the octoic is written in small charter by two scribes. Voskresensky still has the indication of two different handwritings presence, by one of which "not so large" the part of the text is written on sh. 203-240 [10].

1) The first handwriting is presented at the beginning (sh. 1-202) and at the end (sh. 241-290) of the book; it is quite large, although its size varies several times. The letters are narrow: c, e, o are like), the letter ю looks like и. The upper parts of the letters в, ж, к, ч are smaller than the lower ones. The features of other letter writing:

û. Mirrored, used only in numerical value.

Z. The lower part of the letter does not lie on the line, but is inclined. The "tail" of the letter is short one.

H. The crossbar is often located above the middle of the letter, parallel to a line.

K. The left and the right part of the letter are written separately.

M. The loop lines retain roundness, but its lower part is sharpened. Vertical bars are not parallel to each other, their upper ends are closer than the lower ones.

N. Often with a bar parallel to the line, which makes it close to и, however, и crossbar rarely rises above the middle of the letter.

Round H. Sometimes it is crossed out by a longitudinal line or is decorated with a dot inside the letter.

H. The ends of the letter are long. The lines are curved; they intersect much higher than the middle of a line.

Q. The cup is narrow, pointed one. The sites at the ends are absent.

}Y. The combination of the letters ъ и).

~. The mast of the letter is high, but it does not go outside a line.

!. The connecting line is raised.

Ë. The connecting line is in the middle of a line.

ó. A round one, with the lowered middle. As a rule, a comma is placed above 8, but there are exceptions in the form of spelling with two points (p. 3, 157).

ý. It is the letter o with a "tick" at the top.

y. It has a long "tail" in the meaning of the sound [ɥ] and in the composition oy. In the meaning of sound [ɥ] it is written as -.

2) The handwriting of the scribe II has a stable, medium-sized and recognizable style. The letters differ by a large number of serifs, thus the handwriting looks more accurate and clear.

A. A sharp loop.

E. A narrow one, like the first scribe, but the middle line is clearly drawn, it goes beyond the letter often. Ę is written similarly.

J. The upper cup is smaller than the bottom one, like the first scribe.

Z. The "tail" is short, it lies on the line, turns to the right.

I. The crossbar is high, parallel to the line.

K. The left and the right parts are written separately.

M. The loop is rounded, sometimes it drops below the line. Vertical lines are not parallel to each other.

N. The crossbar is always inclined.

Q. The cup is wide and round one, there are serifs at the ends.

!. The connecting line is located in the middle, it is decorated with dots often.

~. The mast is low, it extends beyond the crossbar barely.

y. The bottom end of the letter is short one.

ó. Rounded parts, but the middle is low, it almost lies on a line, the ends tend to each other.

F. As a rule, these are two lines: a circle crossed by a vertical line. But sometimes there is a more complex inscription, similar to the modern one. Sometimes a mast is decorated with a dot.

v. It looks like an unfinished eight.

Title. The manuscript of the Code has diverse titles by writing and by character.

1. The title is round, "arched" one. It is used in the main text only over the remote д. The exception is the top of abbreviations in a header.

2. The title in the form of a "gable roof". Also in the abbreviated words above the remote д.

3. A horizontal line with the ends down.

It is used for abbreviated words and letters in numerical value.

4. A straight horizontal line.

5. A horizontal line with the right end down.

6. A horizontal line with the left end down.

7. The combination of a title with the lowered ends and the letter д.

The titles of the scribe II are always decorated with a dot in the center.

Remote letters. The abbreviations with remote letters is the phenomenon which is quite frequent in the Code. As a rule, remote letters are met in the most ancient charter, in "sacred words" [9], however they are also often in Code lexemes that do not have sacral semantics. Not only letters in abbreviated words can be remote, but also the letters missed by a scribe by mistake: *сво(е)ю* 18th turn, *тълень(н)* 5th turn, etc.

Superscript signs

- Dot. It was put over specific letters:), ъ and њ, over the letter written by mistake, and instead of the remote c. In general, the dots over letters in a text are not uncommon, but their location, is usually random.

- Two points. They are placed above) and sometimes above 8.

- A comma. It is placed over 8.

Inline signs

- A dot. It is put at the end and in the middle of a paragraph, apparently, in place of pauses. It is located on the line after the word.

- Four points that form the rhombus is a display mark indicating the end of a paragraph. It is located on a line, less often in the middle.

- Three points located in a row make a highlight mark, following four-point line. It is located on a line.

- The cross indicates that a letter, a syllable, a word or a passage is missed in a particular place. Thus, the cross over a letter is similar to a modern footnote - it is accompanied by the same cross on the margins of a sheet, under which the correction is indicated (for example, *sh.* 183).

- Colon. Rarely replaces an in-line point. For example, on turn 112 and 113 all punctuation marks are replaced by colons.

- A sign that looks like a crescent with a dot inside. It is written on a left field before a title.

Field notes. Most of the records are made with a sharp instrument by a large charter, some of them are almost indistinguishable: sh. 19, 30, etc. Those records that are deciphered can be divided into the following groups: letters, including the letters in alphabetic order (66, 130, etc.); the records between the lines (161); syllables, words, word combinations and phrases: здоровъ полко 271, the records on sh. 22, turn 148, etc. A postscript by the half-charter on the sh. 151 deserves a separate attention: ги=ну моему пану даш...у - probably this is the record of the scribe or the owner of the book, who was going to give it to a certain "Pan Dashko" (most likely, this name is specified by a half-erased inscription).

Errors and corrections. As a rule, mistakes are random ones; it can be a miss of a letter (прэстоуплэнимь instead of прэстоуплэниёмь, 8 turn) or the writing of one letter instead of the other one (своюю 8 instead of своёю); the change of letters in a syllable (черлвена 10; доднеже 192); the use of a digraph instead of Izhitsa (коупарисе, 18th turn).

Corrections on the margins. A cross is put above a miss (an error) (sh.

92, 93, 93 turn) or a dot, a correct/a missing text element is displayed on a margin.

Correction of letters in a text. Often copyists correct their own mistakes in a text, adding some missing lines to a desired letter where possible. Thus, a frequent correction is experienced by ь – в ь (sh. 4, 28), о – в ь (29 turn, 36), а – в о (17), о – в а (21).

The corrections above a line. A missing letter or a syllable is inscribed above a missing place: (с)илоу 4 turn, съмэ(ше)ниё 10 turn.

Features of spelling

о, 8 and 7. The scribe I has the letter 8 on the first 53 pages at the beginning of the words, less often the round о. Starting with the sheet 54, the letters о and 8 appear equally often at the beginning of a word; in the middle of a word, in most cases 8 is written only after a vowel.

The second scribe keeps a clear distinction: an omega with a dot above is written at the beginning of a word, and more rarely a round о; о or omega is written in the middle of words (after the vowels) - with or without a point.

оУ, оу, у. Both scribes use a combination оу. to provide the sound [y]. u is spelled seldom and, as a rule, where a line should end with a syllable -oy to save space. u is written very seldom: съкрушилъ 29, умърщвенаго 33, суботѣ 173 turn and etc.

у. Izhitsa could serve as the designation for different sounds in different positions. Before the consonant, izhitsa denotes the sound [и]. There are few words of this kind actually: муноносица 39, муромъ 51, купарисъ 121, etc. Before the vowel y denotes the sound [в]: еужины 74 turn, еуа 154, 157, 160 turn, etc.; In this case, the tip of the letter becomes shorter, it is written as -.

е, ѣ. Both scribes write the letter ю at the beginning of a word and after vowels, е is written after the soft and hard consonants.

я, ѡ. The writing of я, ѡ less consistent. In the handwriting of the scribe I я is written after soft consonants and ц, ѡ - after the vowels and at the beginning of a word. In the part written by the scribe II, ѡ is written not only after the vowels and at the beginning of a word, but also after soft consonants and ц; я is written after soft consonants,

rarely after ц. А is written most often after soft hissing in both handwriting.

And the decimal is written without a period in most cases; there are the spelling with a point (often in words) нь 27, 30, etc.,)оана 158 turn, etc.) and less often with two points (4 turn, 117 turn, etc.). The scribe I has the additions of), with or without a point: на)древѣ 77 turn, кра)сотоу 110, рважи)ми 123 turn.

The combinations of the sounds [сч] at the junction of a preposition / a prefix and a root on a letter are transmitted standardly with the letter ш: ищисты1 20, бещисльною 39, ищресель 53, ищрева 58 turn, ищертога 89 turn, etc.

There is the addition of д between з and р: въздрадоваша же ся 188 turn, раздрѣшати 250 turn, издрядьно 256 turn, etc. The standard spelling is also a missing с before с, ц, ш: ицэлэхомъ 8, бесэмене 266, ишьль ёси 80 etc.

The spelling features caused by the place of the monument creation include the following ones:

The mixing of э, е,), и. The mixing of the letters е, е, и,) characteristic for the Galician-Volhynian

texts is presented mainly in the postscript fields of the late 13th-14th centuries; In the main text such examples are rare ones (for example, сп=сетеля 113 turn, where an error can be presented).

The exception is in the writing of the word "Ирмос". More than 90% of spellings begin with the letter). However, there are the variants beginning with и (6, 11, 15 turn, 146 turn, etc.), е (1, 2, 12 turn), ё (7, 11 turn, 14 turn, 16 turn, 17, 17 turn, 18 turn, 19).

The mixing of в and оу. Another south-western feature is the indistinction of the sounds [в] and [у] by scribes, expressed in a mixture of letters в and оу: и оу ёдинень пламень 47, и оу ёдиноу црквь 47, оутори 108, воудици 56 turn instead of оудици).

The combination жч characteristic for the Galician-Volyn region takes place in the manuscript there as the result of *zg ижченоуть palatalization, 176 turn. (see the description of the Galician-Volyn manuscript of the second half of the 13th century [11]).

Conclusions

The manuscript of the Vienna octoiha was written by two scribes: this

is proved by the fundamental differences in spelling: the use of small юca, the distinction between я and 1, о and 8.

The analysis of the paleographic features of the manuscript confirms the dating given by the majority of researchers - the beginning of the 13th century. This is evidenced, for example, by the analysis of ornaments in the manuscript (introductions and initials): since the teratological style prevails in writing since the 13th century [9], then it can be assumed with a high degree of probability that the manuscript was written at the beginning of the 13th century.

The confusion of the letters е, э, и and), оу and в, the appearance of жч combination, - all these features of the orthography of octoiha confirm the book origin - the southwest of Russia.

Acknowledgements

The work is performed according to the Russian Government Program of Competitive Growth of Kazan Federal University.

References

- Lyubashchenko V. Religious manuscripts of Halych-Volhynian Rus' of the 12th–14th centuries: an attempt to generalization // Княжа доба: історія і культура, 2011. – № 4. – pp. 65–99.
- Hanke von Hankenstein J. A. Recension der ältesten Urkunde der slavischen Kirchengeschichte, Litteratur und Sprache: eines pergamenten Codex aus dem VIII Jh., 1804. – 64 pp.
- Turilov A.A. Gankenstein Codex // Orthodox Encyclopedia. - 2005. - V. 10. - pp. 411-412.
- Shevelov G. Y. Omega in the Codex Hankenstein // Studia Linguistica Alexandro Vasiliï Issatschenko a Collegis Amicisque oblate, 1978. – pp. 369–386.
- Birkfellner G. Codex Hankenstein (Codex Vindobonensis slavicus 37): Neutestamentliche Perikopen, 2006. – 445 s.
- Birkfellner G. Codex Hankenstein (Codex Vindobonensis slavicus 37): Liturgischer Festkalender für den Jahreszyklus der unbeweglichen Feste, 2007. – 448 s.
- Molkov G.A. Peculiarities of the language and writing of the Pogodinsky Gospel (RNB POGOD 11) // Die Welt der Slaven, 2016. – № 2 (61). – pp. 230–253.
- Oktoechos mit Supplementen: Sog. Codex Hankensteinianus [Electronic resource] URL: <http://data.onb.ac.at/rec/AL00607334> (reference date: 11.05.2017).
- Cherepnin L.V. Russian Paleography. - M., 1956. - 616 p.
- Voskresensky G.A. Slavic manuscripts stored in foreign libraries: Berlin, Prague, Vienna, Ljubljana, Zagreb and two Belgrade ones. - St. Petersburg: the Printing house of the Imperial Academy of Sciences, 1882. - 58 p.
- Zholobov O.F. The corpus of the Old Russian copies of the Paraenesis of Ephraem Syrus. II: RNB, Pogod. 71a // Russian Linguistics, 2009. – Vol. 33. – pp. 37–64

**THE SIMPLE ADDITIVE WEIGHTING METHOD APPLICATION
IN FOOD SECURITY ASSESSING**Alina R. Battalova¹Nadezda A. Opokina²

Abstract: raditionally the problem of food security was the center of attention in domestic and foreign economic science and practice that was connected with challenges of world development and increase of global contradictions. Food security is an important element of economic and national security of the state in general. It is one of the necessary conditions of sustainable development in the region. Regional features influence safety of the region and as a consequence the safety of the country in general. The methodical approach based on an expert pair comparison method and the SAW method was developed for assessing the food security condition in the regions. The Volga Federal District (VFD) and the Republic of Tatarstan (RT) were chosen as a research object. The received method was applied to assessing the level of ensuring food security in regions

of Volga Federal District and the largest regions of the Republic of Tatarstan. This technique allows to fully estimate stability of the food sphere in the economic security of the region in general and the territorial subjects of the Russian Federation which are its part, as well as to reveal strong points and weaknesses of the region and its subjects for the purpose of increasing the management efficiency and proving measures of the operating influence, directed to its increase.

Keywords: food security, assessment, SAW method, expert method, criteria of ensuring food security.

Introduction

Assessing the food security condition defines need of developing the system of objective criteria and methods

¹ Kazan Federal University, Institute of Management, Economic and Finance, e-mail: alina.sr@mail.ru

² Kazan Federal University, Institute of Mathematics and Mechanics named after N.I. Lobachevsky, candidate of Phisical and Mathematical sciences, e-mail: opnadin@mail.ru
89172570455

of its quantitative measurement at the international and intra economic levels, as well as at the level of the region, area, and social population group. Food security contains three aspects (quantitative, qualitative and social-and-economic); it is means that assessing the problem of food security has to be carried out within these aspects. The first is focused on ensuring sufficient volume of food; the second characterizes providing people not just with food, but food safe and qualitative. The third aspect provides increase in the income of the population or its separate groups to the level providing real (economic) access to food [1].

Today in order to estimate food security various statistics and dynamics are usually calculated [2, 3]. We offer an algorithm of assessing the regional food security. The developed model is based on a technique of assessing the food

security at the regional level of economy.

This method is universal and allows carrying out the food security level assessing by regions of the country in comparison. This model studies food security of regions, using criteria for evaluation of food security in the region.

Methods

During the research we applied an expert pair comparison method to define the priority importance of ensuring food security criteria [4, 5]. This method allows analyzing relation between the considered elements. Priorities of criteria concerning their importance to each other are defined as follows. They are compared with each other on their superiority [6, 7]. The scale of the relative importance for comparison of criteria is presented in table 1.

Table 1: Scale of the criteria relative importance

Importance	Definition	Explanation
0	Are incomparable	The expert is at a loss in comparison
1	Equal importance	Equal contribution
3	Moderate superiority of one over another	One criterion surpasses over another a little

5	Essential or strong superiority	One criterion strongly surpasses over another
7	Significant superiority	One criterion is largely more significant than the another
9	Very strong superiority	One criterion very strongly surpasses another
2,4,6,8	Intermediate values between two similar judgments	Compromise solutions

We make a matrix on the following algorithm. Let comparison be made for criterion, being in the left column, concerning criterion, being in the top line. When comparing criteria which have the equal importance therefore the elements standing on the main diagonal of this matrix are equal to 1. The elements received at the return comparison of the same criteria are given the corresponding inverse values: 1, 1/3..., 1/9. The received matrix is a matrix of paired comparisons.

Let's say n of criteria is considered. Experts establish criteria values by pair comparison method. Paired comparison – is the most expressive way for detection of elementary preferences. The pair comparison method is convenient; experts can compare indicators among themselves which is important having a

large number of indicators. Investigating information obtained from experts by statistical methods it is necessary to estimate coherence of their opinions.

We will designate an indicator of the priority criteria values through d_{ij} ($i, j = \overline{1, n}$). This indicator designates the relation of the importance of i and j of criteria. Let results of paired comparison be reduced in a matrix of D

$$D = \begin{pmatrix} d_{11} & d_{12} & \dots & d_{1n} \\ d_{21} & d_{22} & \dots & d_{2n} \\ \dots & \dots & \dots & \dots \\ d_{n1} & d_{n2} & \dots & d_{nn} \end{pmatrix}$$

Elements of a matrix D are set as follows:

$$d_{ij} = 1, \quad d_{ji} = \frac{1}{d_{ij}} \quad (i, j = \overline{1, n}).$$

Then the matrix of D has an appearance:

$$D = \begin{pmatrix} 1 & d_{12} & \dots & d_{1n} \\ \frac{1}{d_{12}} & 1 & \dots & d_{2n} \\ \dots & \dots & \dots & \dots \\ \frac{1}{d_{1n}} & \frac{1}{d_{2n}} & \dots & 1 \end{pmatrix}.$$

Further we calculate a vector of priorities on this matrix. Its coordinates

are calculated by a formula $\sqrt[n]{\prod_{j=1}^n d_{ij}}$

where $i, j = \overline{1, n}$. Further we normalize the received vector, i.e.

$$g_i = \frac{\sqrt[n]{\prod_{j=1}^n d_{ij}}}{\sum_{i=1}^n \sqrt[n]{\prod_{j=1}^n d_{ij}}}, \quad (i = \overline{1, n}).$$

(1)

g_i number ($i = \overline{1, n}$), calculated by a formula (1), are numerical value of the importance of i criterion ($i = \overline{1, n}$).

For application of a pair comparison method, we use the expert method and a way of coherence check for expert opinions offered by L. Evlanov [8]. This technique is as follows.

Let there is k of experts. Under each questionnaire indicators of the importance of subjects to comparison are received. Let q_{ij} - ranks i subject to comparison of j by the expert ($i = \overline{1, n}, j = \overline{1, k}$). Results of expert poll can be entered in the following table.

Table 2: Results of expert poll

Subjects to comparison	Experts					Sum of ranks	Average rank
	1	2	3	...	k		
X ₁	q ₁₁	q ₁₂	q ₁₃	...	q _{1k}	$\sum_{j=1}^k q_{1j}$	$\overline{q_1}$
X ₂	q ₂₁	q ₂₂	q ₂₃	...	q _{2k}	$\sum_{j=1}^k q_{2j}$	$\overline{q_2}$
X ₃	q ₃₁	q ₃₂	q ₃₃	...	q _{3k}	$\sum_{j=1}^k q_{3j}$	$\overline{q_3}$
...		
X _n	q _{n1}	q _{n2}	q _{n3}	...	q _{nk}	$\sum_{j=1}^k q_{nj}$	$\overline{q_n}$

The average rank is calculated by a formula

$$\bar{q}_i = \frac{1}{k} \sum_{j=1}^k q_{ij} \quad (i = \overline{1, n}).$$

If there are coherent ranks, then reliability of examination can be expressed through concordat coefficient:

$$W = \frac{S}{\frac{1}{12} \kappa^2 (n^3 - n) - k \sum_{j=1}^k T_j},$$

where S - the sum of squares of assessment deviations in results of each efficiency indicator expressed on the following formula:

$$S = \sum_{i=1}^n \left[\sum_{j=1}^k q_{ij} - \frac{1}{n} \sum_{i=1}^n \sum_{j=1}^k q_{ij} \right]^2,$$

T_j - an indicator of coherent ranks in estimates of j of the expert

$$T_j = \frac{1}{12} \sum_l^{L_j} (t_l^3 - t_l) \quad (2)$$

In a formula (2) L_j - number of sheaves (types of the repeating elements) in estimates of j of the expert ($j = \overline{1, n}$), t_l - quantity of the repeating elements in l to a sheaf for the expert's j .

If the connected ranks are absent, then $T_j = 0$ ($j = \overline{1, n}$) and coefficient of a concordat is calculated by a formula:

$$W = \frac{S}{\frac{1}{12} \kappa^2 (n^3 - n)}. \quad (3)$$

The concordat coefficient equals 1 if all rankings of experts are identical, and equals 0 if all of them are various. This coefficient represents a random variable [9]. For definition of assessing the importance of concordat coefficient we will calculate criterion of Pearson's coordination:

$$\chi^2 = \frac{S}{\frac{1}{12} kn(n+1) + \frac{1}{n-1} \sum_{j=1}^k T_j}. \quad (4)$$

If $\chi^2 > \chi^2_{table}$ where χ^2_{table} - the tabular value depending on

number of freedom degrees and the accepted significance value, a hypothesis of expert opinions coherence in ranking is accepted. Otherwise, when $\chi^2 < \chi^2_{table}$, it is considered that expert opinions are not coordinated and significantly differ. The recommended significance value when checking a hypothesis of expert opinions coherence 0,05 [10].

The SAW method (method of simple additive weighing) is applied to

definition of assessing the ensuring food security in this work [11].
 SAW method algorithm.

for this purpose a scale for determination of level for criterion of ensuring food security in regions (tab. 3).

1. Let's consider n of regions which will be estimated by m criteria. Let's use

Table 3: Scale for determination of level of criterion of ensuring food security

Importance	Definition
1	The highest category of quality
3	High category of quality
5	Satisfactory category of quality
7	Low category of quality
9	Unprofitable category of quality
2,4,6,8	Intermediate values between the next values of a scale

According to the obtained data we make a decision-making matrix

$$B = \begin{pmatrix} b_{11} & b_{12} & \dots & b_{1n} \\ b_{21} & b_{22} & \dots & b_{2n} \\ \dots & \dots & \dots & \dots \\ b_{m1} & b_{m2} & \dots & b_{mn} \end{pmatrix},$$

where b_{ij} – value of i indicator for j region ($i = \overline{1, m}; j = \overline{1, n}$).

2. We find the best values of each indicator. If indicators of efficiency are minimized, then the best value of each indicator is calculated by a formula

$$b_i^* = \min_{1 \leq j \leq n} b_{ij}, \quad (i = \overline{1, m});$$

if are maximized, then by a formula

$$b_i^{**} = \max_{1 \leq j \leq n} b_{ij}, \quad (i = \overline{1, m})$$

3. We calculate the normalized matrix \bar{B} . Its elements are on formulas:

$$\bar{b}_{ij} = \frac{b_i^*}{b_{ij}}, \text{ if indicators of efficiency are minimized;}$$

$$\bar{b}_{ij} = \frac{b_{ij}}{b_i^{**}}, \text{ if indicators of efficiency are maximized.}$$

4. We calculate a matrix of the weighed efficiency indicators \tilde{B} . Elements of every line of the normalized matrix \bar{B} are multiplied by

corresponding sizes of the importance of efficiency indicators g_1, g_2, \dots, g_m .

5. Using a matrix of the weighed efficiency indicators \tilde{B} , the criterion of efficiency of each region is defined:

$$K_j = \frac{1}{m} \sum_{i=1}^n \tilde{b}_{ij}, \quad (j = \overline{1, n}).$$

The optimal variant of the made decision and ranks (preference of alternatives) of possible decisions are established in value K_j . In case indicators of efficiency are minimized, then the rank "1" is appropriated to the region which has the greatest criterion of efficiency; a rank "2" - to the region which has the second-large criterion of efficiency; etc. A rank of "n" - to the region which has the smallest. If indicators of efficiency are maximized, then the rank "1" is appropriated to the region which has the smallest efficiency criterion, and a rank of "n" - to the region which has the greatest, i.e. in ascending order of efficiency criteria to the region.

Results

In this research the following criteria of ensuring food security were considered [1]:

1. daily energy value of a diet of the person (X1);
2. providing diet of the person with main types of products (X2);
3. sufficiency of grain reserves in the state resources (X3);
4. economic availability of products (X4);
5. differentiation of food cost on social groups (X5);
6. capacity of domestic market for separate products (X6);
7. food independence on separate products (X7);
8. physical availability of foodstuff (X8);
9. stability of the food market (X9);
10. safety and quality of foodstuff (X10);
11. level of developing the agrarian sector (X11);
12. natural and resource potential and efficiency of its use (X12);
13. food independence of separate types of food (X13);
14. self-reliance level main types of food (X14);
15. volume of the state stocks of food (X15);
16. balance of foreign trade in food products (X16).

For finding the numerical values of the importance of the considered criteria in ensuring food security we interviewed 17 experts. After processing the questionnaires in which it was offered to compare in pairs criteria of ensuring food security, determined a matrix of pair comparisons for objects

(criteria of ensuring food security) with estimates by T. Saati's scale according to the scheme considered above and carried out mathematical calculations. Using a formula (1), the following numerical g_i values are received ($i = \overline{1,16}$):

Table 4: The normalized assessment of a priority vector (g)

Criteria of ensuring food security	Normalized a vector
X1	0,050959
X2	0,079615
X3	0,055445
X4	0,088309
X5	0,090942
X6	0,053635
X7	0,041874
X8	0,074332
X9	0,055333
X10	0,09567
X11	0,024916
X12	0,03757
X13	0,055207
X14	0,051049
X15	0,060234
X16	0,084907
Σ	1

Numerical values of the criteria values of ensuring food security g_i ($i = \overline{1,16}$) are presented in Figure.

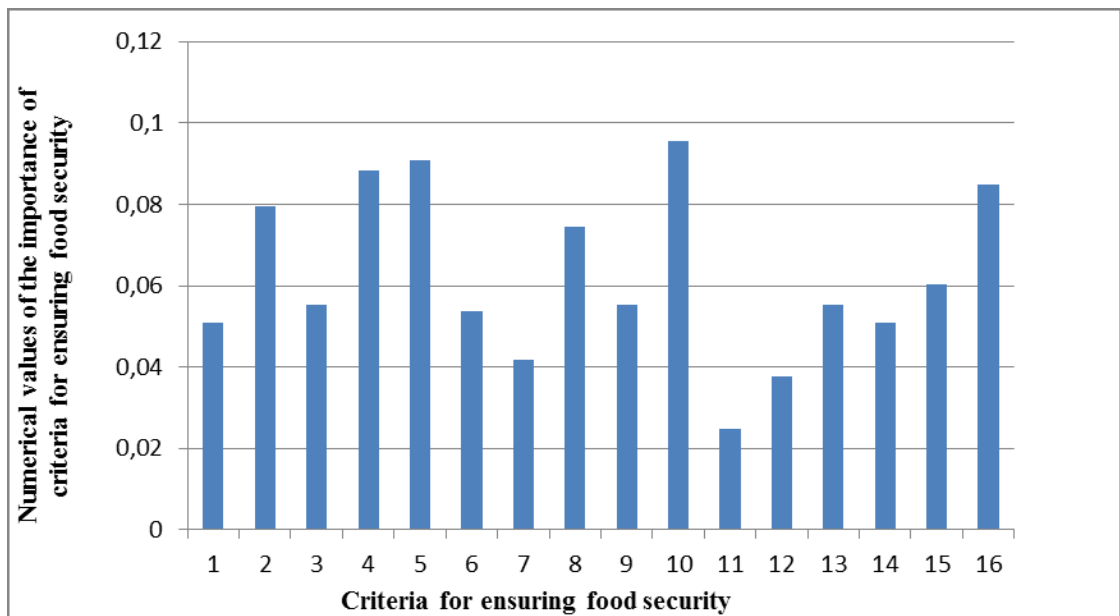


Fig. 1. Numerical values of the importance for ensuring food security criteria

When checking coherence of opinions of the 17 experts the concordat coefficient (3) for finding the numerical values of the criteria values of ensuring food security made 0,8658 that means rather high coherence of this expert group.

Calculated according to (4) value $\chi^2 = 202,692$ there is more tabular value at significance value $\alpha=0,05$ and to number of freedom

degrees $v=n-1=15$ $\chi^2_{\text{табл}} = 25$. The hypothesis of expert opinions coherence means is accepted.

On the basis of the SAW method we calculated criteria of optimality and defined ranks for regions of Volga Federal District. This method allows estimating the level of ensuring food security of these regions.

As a result of poll of the same 17 experts mentioned above for assessing the level of ensuring food

security criterion the decision-making matrix was drawn. In this case when checking coherence of opinions of 17 experts the concordat coefficient made 0,9171 that means rather high coherence of this expert group.

Calculated according to (4) value $\chi^2 = 202,6791$ there is more tabular value at significance value of a scale of Saati (tab. 4) the efficiency criteria were calculated and ranks of each region (tab. 5) are defined.

$\alpha=0,05$ and to number of degrees of freedom $v=n-1=14-1=13$

$\chi^2_{\text{табл}} = 22,4$. The hypothesis of expert opinions coherence means proved itself.

Using numerical values of the priority importance of the criteria for ensuring food security found by means of a pair comparison methods with use

Table 5: Level assessment of criterion for ensuring food security in the regions of Volga Federal District

	1	2	3	4	5	6	7	8	9	10	11	12	13	14
	Republic of	Republic Mary-Al	Chuvash Republic	Perm Krai	Kirov region	Nizhny Novgorod	Orenbursky region	Area Penzenskya	Samara region	Saratov region	Ulyanovsk region	Republic of Mordovia	Republic of Tatarstan	Udmurt Republic
K	0,0535	0,0188	0,0135	0,0198	0,0101	0,0234	0,0266	0,0164	0,0297	0,0254	0,0103	0,0141	0,0510	0,0185
Ran k	1	8	12	7	14	6	4	10	3	5	13	11	2	9

So, assessing the level of criteria for ensuring food security in the

regions of Volga Federal District is presented in the Figure.

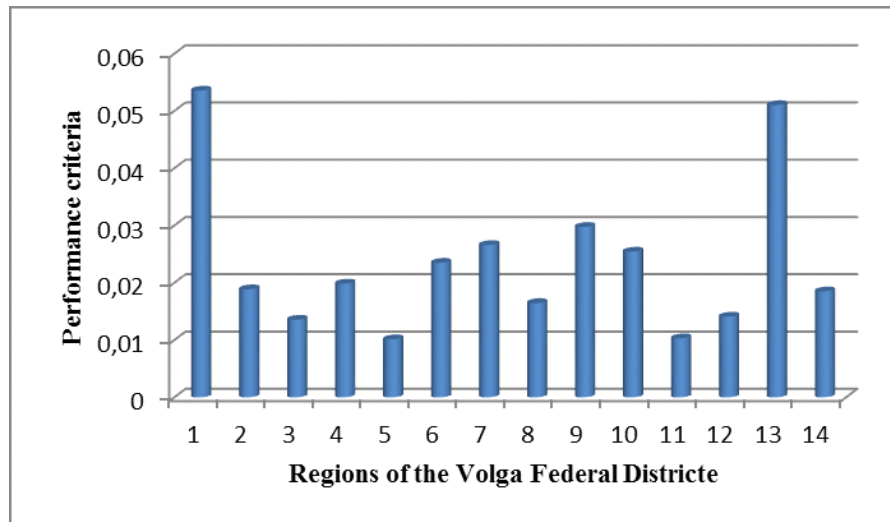


Fig. 2. Level of ensuring food security in the regions of Volga Federal District

The submitted chart demonstrates levels of ensuring food security in the regions of Volga Federal District.

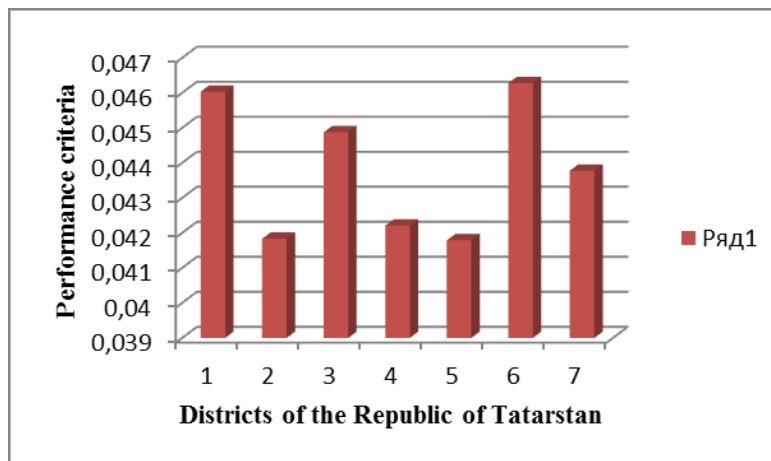
By means of the economic-mathematical model constructed on the basis of the SAW method we also carried

out the analysis of assessing the level of ensuring food security in the largest regions of the Republic of Tatarstan. Level assessment of ensuring food security in the largest regions of the Republic of Tatarstan is presented in table 6.

Table 6: Assessing the level of criterion for ensuring food security the largest regions of RT

	1	2	3	4	5	6	7
	Almetyevsk district	Bugulma district	Yelabuga district	Zelenodolsk district	Leninogorsk district	Nizhnekamsk district	Chistopolsky district
K	0,04603	0,04183	0,04487	0,04220	0,04178	0,04627	0,04377
Rank	2	6	3	5	7	1	4

Assessing the level of criterion for ensuring food security of the largest regions of RT is given in the Figure.



(row)

Fig. 3. Assessing the level of criterion for ensuring food security of the largest regions of RT

In this case we interviewed 15 experts. Professors and associate professors of the Kazan higher educational institutions acted as experts. When checking coherence of opinions of these experts the concordat coefficient made 0,8891 that means rather high coherence of this expert group.

Calculated according to (4) value $\chi^2 = 80,019$ there is more tabular value at significance value $\alpha=0,05$ and to number of freedom

degrees $v=n-1=7-1=6$ $\chi^2_{табл} = 12,6$.

The hypothesis of expert opinions coherence means is accepted.

Discussion

The results on Volga Federal District presented in fig. 2 demonstrate that the level of ensuring food security in the Republic of Bashkortostan and the Republic of Tatarstan is at a rather high level. The lowest levels of ensuring food

security are in the Kirov and Ulyanovsk regions.

The results received by us on RT demonstrate that the level of food security has the highest assessment in the following regions of RT: Almetyevsk, Nizhnekamsk. This results from the fact that these areas are in big dependence on the petrochemical, oil processing and power generating industry of Tatarstan from which they receive the majority of the budgetary receipts.

Conclusions

Component organization of ensuring food security is important in assessing the ensuring food security of the region.

The model of assessing the ensuring food security offered above allows to define in management process of regional economic system regions with the low level of food security and to take measures in improvement of this question. It increases effective process management of ensuring food security. Such approach in estimation of ensuring food security in regions allows to reveal shortcomings and to eliminate them.

On the basis of elements of the economic-mathematical modeling the

method of estimating ensuring food security on the example of the Volga Federal District and the Republic of Tatarstan which helps to reveal regions with the low level of food security and by that to take measures for improvement of a situation in these regions is developed.

Summary

Thus, application of methods of economic-mathematical modeling allowed to present objective assessing the level of sustainable development by the food sphere of economic security on the example of the regions of Volga Federal District and municipalities which are a part of the Republic of Tatarstan that allowed proving the maintenance of measures for the operating influence.

Acknowledgements.

This work was performed in accordance with the Russian Government Program of Competitive Growth of Kazan Federal University

References

Doctrine of food security of the Russian Federation. [Electronic resource]:

Decree of the Russian President of
30.01.2010 No. 120.
[URL:http://www.kremlin.ru/news/6752](http://www.kremlin.ru/news/6752)

Antamoshkina E. N. Economic indicators of food security in the south of Russia//Economy and management of innovative technologies. 2014. No. 3 [An electronic resource]. URL: <http://ekonomika.snauka.ru/2014/03/3852>

Naydanova E. B, Tushkayev L. V. Economic indicators of food security in Siberian Federal District//Basic researches. - 2015. - No. 6 (part 3) - Page 597-601

Saaty T. A Scaling Method for Priorities in Hierarchical Structures, *Journal of Mathematical Psychology*, Vol. 15, No. 3, 1977, pr. 234-281.

Zavadskas E., Kaklauskas A. A new method of complex evaluation of projects based on multiple criteria analysis and the principle of proportionality. In: *Integrating Technology & Human Decisions: Global Bridges into the 21st Century*, vol. II: Proceedings of 5th International

Conference, Athens, Greece/D.K.Despotis, C.Zopounidis (Eds.). 1999, pp. 2051-2053.

Larichev O., Kochin D., Kortnev A. Decision Support System for Classification of a Finite Set of Multicriteria Alternatives, *Journal of Decision Support Systems*, 33, 2002, pp. 13-21.

Larichev O., Kochin D., Ustinovichius L. Multicriteria Method of Choosing the Best Alternative for Investments, *International Journal of Strategic Property Management*, Vol. 7, No. 1, 2003, pp. 33-43

Evlanov L. G. Theory and practice of decision-making. - Moscow: Economy, 1984. - 176 pages.

Kendall M. Rank Correlation Methods. London: Griffin, 1970

Evlanov L. G., Kutuzov V. A. Expert estimates in adoption of planned decisions. - M.: Economy, 1978 - 113 pages.

Hwang C. L., Yoon K. Multiple
Attribute Decision Making Methods and
Applications. A State of the Art Survey.
New York: Springer Verlag, Berlin,
Heidelberg, 1981

**THE MICROSTRUCTURE OF MULTILANGUAGE
DICTIONARIES: INFORMATIVENESS OF COMPONENTS**Gulnaz I. Mardanova¹Rezeda N. Karimullina²Guzel N. Karimullina³Tatyana E. Karpenko⁴

Abstract: There is a need to systematize the information represented by dictionaries in modern bilingual linguography. The microstructure of bilingual (Russian-Tatar, Tatar-Russian) dictionaries is analyzed in the article. The object of the study was more than 200 language reference books (1951-2015) published in Russia. The following system of concepts is considered as a dictionary microstructure: a dictionary entry, a header unit, a phonetic characteristic, a grammatical characteristic, a head unit semantization (interpretation, translation equivalent), compatibility, etymological information, lexicographic illustration and lexicographical litter. Traditional forms of a head unit are described in the course of the analysis, the cases of an initial

form unequal submission are revealed, etc. Besides, phonetic characteristics, etymological data presentation methods are analyzed in modern bilingual language reference books. During the analysis of the Tatar dictionary microstructure, it was found that not all vocabularies contain all of the listed zones, an initial form of a header unit is not fed in the same way, several words can be used as a head unit, most of the dictionaries (56% of the total number) has no examples of use, dictionary marks (grammatical, terminological, etc.) within the same dictionary; they are presented inconsistently.

A comprehensive study of dictionary microstructure demonstrates the existence of various kinds of discrepancies and inaccuracies, which

¹ Kazan Federal University, Institute of Philology and Intercultural Communication.

² Kazan Federal University, Institute of Philology and Intercultural Communication, re_ka@mail.ru, 89053770541.

³ Kazan Federal University, Institute of Philology and Intercultural Communication.

⁴ Ablai khan University of international relations and world languages, Kazakhstan, Almaty city.

are associated mainly with the violation of one of the leading principles of linguography - the principle of uniformity.

Keywords: microstructure, multilingual dictionary, dictionary entry, linguography, Russian language, Tatar language.

Introduction

The rapid development of linguography (lexicography), including bilingual one, involves not only the creation of new dictionaries of various types, but also the systematization, the generalization of information provided by reference books, which is noted in many modern studies [1, 2, 3, 4], etc.

Within the framework of this study, the microstructure of bilingual language reference books of the second half of the 20th and the beginning of the 21st century is analyzed. A dictionary microstructure considers the following system of concepts: a dictionary entry, a heading unit, a phonetic characteristic, a grammatical characteristic, the semantization of a head unit (interpretation, translation equivalent), compatibility, etymological reference, lexicographic illustration,

lexicographical litter [5, 6]. The results of the research show, that a significant part of the shortcomings is related to the violation of one of the leading principles of linguography - "the same should be presented and described in a dictionary in the same way".

Methods

The methods of linguistic description and comparative method are used in the work.

Results

The basic unit of a dictionary entry is a heading unit. A heading unit is a language unit (a word, a morpheme, a phraseological unit, etc.), which leads a dictionary article and acts as an object of a dictionary description. A head unit is usually given in an original form (nouns and adjectives - in the form of singular, nominative case, male gender, verbs - in the form of an infinitive, etc.).

During the analysis of bilingual (Russian-Tatar) dictionaries, the cases of bringing the Tatar equivalent to the head units were revealed. As a rule, it is given for words, the Russian and Tatar spelling of which differs: *айран - айрэн, джиен - жыен, каляпуш - кэлэпуш, мектеб -*

мәктәп, etc. «Tatar encyclopaedic dictionary» (1999). However, a number of words has no such an equivalent: *джаннат* (жәннәт), *джумга* (жомга), *катук сыбызгы* (кәтүк сыбызгы), etc.

In our opinion, it is advisable to produce the Tatar variant of the word informatively for all units, except for the cases when Russian and Tatar spellings do not differ.

It is doubtful to include deployed structures as deployed units, for example, in "Russian-Tatar Music Dictionary" (2007) for any language guide: on all strings, i.e. not to press the left pedal when playing the piano; smooth motion (considering that the article entry for the movement is given); Putting one hand under the other when playing the piano, etc.

Phonetic characteristic - indication of a word pronunciation is given by the means of transcription, the letters of Cyrillic or Latin alphabets, etc.

According to some researchers, in particular, V.P. Berkov, a dictionary reflecting the materials of languages whose spelling differs, should include additional information, which is especially important for educational dictionaries [7].

Thus, within the bilingual dictionaries for learners, Russian language should include the transcription for the units with the features in pronunciation, for example, the combinations of -чн- [шн] – *подсвечник, скворечник* etc., -чт- [-шт-] – *что, чтобы* (ср. *почта*) etc. The analyzed handbooks, the input language of which is English, have no transcription, which significantly reduces their informative level; see, for example, "The English-Russian-Tatar Dictionary of Physical Terms" (1996), "The English-Tatar Dictionary" (2007), etc.

In the course of the analysis, it was found that only 33% of dictionaries where the input language is Russian, have an accent on all units of the input language, there is no such information in the remaining Russian-Tatar dictionaries.

The area of grammatical information includes the information about the basic morphological and syntactic properties of a heading unit. Morphological properties help to determine the part of speech of a dictionary unit, the verbs have a specific pair, and so on. Syntactic information in

most dictionaries is of an episodic nature. Mainly it includes the provision of case management issues, etc.

The analyzed linguographic sources include:

A) simple grammatical characteristics in the form of litters, denoting the belonging of a unit to one or another part of speech; for example, и. – исем (noun), ф. – ФИГЫЛЬ (verb), сф. – сыйфат (adjective), etc.

B) complex grammatical forms in the form of litters that assign a lexicographic unit to a particular subclass and thus to a certain class; for example, the nouns of Russian language have the indication of a genus, a verb has a form, transitivity / intransitivity.

Complete grammatical information about a word is given rarely, as a rule, only in educational dictionaries. For example, in the "School Russian-Tatar Dictionary" (1989) the entire paradigm for words with suppletive bases is placed: я, меня, мне, мной, обо мне; in the "Russian-Tatar dictionary of word combinations" (1998) some nouns contain all endings of the case forms (singular and plural): автомобиль, -я, -ю, -ь, -ем, -е; -и, -ей, -ям, -и, -ями, -ях; verbs have the forms

of conjugation: адресовать (адресу | ю, -ешь, -ет; -ем, -ете, -ют; прош. адресовал, -а, -о, -и; повел. адресуй, -те).

One of the important issues in Russian-Tatar linguography is the registration of Russian verb type pairs. Traditionally, a perfect form is taken for the initial (dictionary) form of a verb. This is the way in which the verbs are expressed in many Russian-Tatar dictionaries. Unfortunately, there are the cases when the uniformity in the provision of type pairs is not observed within a single dictionary; for example, in a biskapal (bi-directional) dictionary the verbs благодарить (perf. поблагодарить), вымыться (perf. мыться), дарить (perf. подарить), извиняться (perf. извиниться), etc. demonstrate the pair of type in parentheses; the verbs мириться, плакать, etc. have no such a pair of type in parentheses.

The syntactic characteristics include the information on the compatibility of a head unit with the grammatical forms of other words or with auxiliary words, which is transmitted using case-based questions; for example, **любоваться** <...>

someone <...>, **соствязание** <...> ~**тъся** (*with someone*) <...>. In Tatar-Russian dictionaries the syntactic characteristic is extremely rare, more often on the right part; see, for example, *бизу* <...> 2. To become bored of someone, etc.

One of the most important areas of the dictionary is the **zone of semantization** of the head unit. Semantization includes the elimination of the uncertainty regarding the meaning of the word", as well as the result of this elimination [5, 8].

One of the most important zones of the dictionary is the zone of a head unit semantization. Semantization involves the elimination of uncertainty about the meaning of a word", as well as the result of this elimination [5, 8].

Semantisation in a bilingual and multilingual dictionary is most often carried out using foreign-language equivalents (translations): *воздух* 'нава'; *дыня* 'кавын'; *звезда* 'йолдыз'; *море* 'диңгез'; *аннотирование* 'аннотацияләү'; *издатель* 'нашир'; *фондохранилище* 'фондосаклагыч', etc.

Often the headers of the dictionaries under study (usually internationalisms, terms, etc.) are

translated equally, for example, *акселерат* <...> 'акселерат'; *актёр* <...> 'актёр' in "Russian-Tatar Dictionary" (2009); *бормашина* <...> 'бормашина' and *вокализм* <...> 'вокализм' in "Tatar-Russian dictionary" (2007), etc. Some units are given an interpretation (an explanation) in parentheses, for example: *кондуктор* <...> '1. кондуктор (*работник железнодорожного, также городского транспорта*) <...>'; *кондор* <...> 'кондор (*хищная птица*)' etc.

Unfortunately, a number of dictionaries does not provide an explanation for similar units, which, in its turn, reduces the information content of the reference book. For example, the "Educational Tatar-Russian Dictionary" (1993), intended for Tatar-speaking students, has no interpretation for the following words: *гангрена*, *диверсант*, *интервенция*, *мобилизация*, *фетр* etc. At that, an explanation is given for some units; for example, *дизель* (тип двигателя внутреннего сгорания), *лекало* (фигурная линейка), *фирма* (предприятие) etc.

One of the problems of translation linguography is the division

of a described unit into values. Each word, as is known, has its own semantic structure in each specific language. In bilingual linguography, there are two points of view on the significance of a linguographic unit. First, the division of a word into the meaning of an output language does not depend on an input language, i.e. a unit in a bilingual dictionary should be divided into values in accordance with its semantic structure. Secondly, the delimitation of unit values of an input language is determined by the number of translating equivalents [7]. It should be noted that there are no objective methods for a word meaning delineating. As a rule, compilers take the division into values in an explanatory dictionary as their basis, sometimes combining values or breaking up some values into two and several ones.

As a rule, different values of a head unit are marked by a) Arabic numerals:

ледяной <...> 1. боз; <...> 2. бозлы; <...> 3. боздай, боз кебек; <...> 4. <...> салкын, жан өшеткеч <...> "School Russian-Tatar dictionary" (1989) or b) separated by a semicolon:

авыр <...> ‘тяжелый; трудный <...>’; **хисап** <...> ‘счет; расчет; учет; отчет <...>’ «Tatar-Russian, Russian-Tatar dictionary» (2001).

The difficulty concerning the isolation values often leads to the differences in the semantic characteristic of lexical units: in some sources a word is given as unambiguous, in others it is as multi-valued one.

Compare:

The Tatar-Russian Dictionary of Education (1993)	The Tatar-Russian Study Dictionary (2008)	The Tatar-Russian Dictionary: in 2 volumes (2007)
абага <...> ‘папоротник папоротниковый <...>’	абага <...> ‘папоротник, кочедыжник, орляк // папоротниковый’	абага <...> ‘ 1. папоротник, щитовник <...>; кочедыжник <...>; орляк <...> 2. <...> см. абagalык 3.

		<...> папоротники'<...>
кайтаваз <...> '1) эхо <...> 2) <i>перен.</i> отклик'	кайтаваз <...> 'эхо, отклик'	кайтаваз <...> 'эхо, отклик; отзвук <...>'
башваткыч <...> 1. ГОЛОВОЛОМКА, шарада <...> 2. <...> ГОЛОВОЛОМНЫЙ <...>	башваткыч <...> ГОЛОВОЛОМКА, шарада // ГОЛОВОЛОМНЫЙ	башваткыч <...> ГОЛОВОЛОМКА; ребус, шарада и т.п. <...> <...> ГОЛОВОЛОМНЫЙ; СЛОЖНЫЙ, ТРУДНЫЙ <...>

An important role in the disclosure of the lexical semantics of a unit is played by illustrations (pictures, drawings, photographs, etc.). The application of an illustration is practiced in bilingual linguography both in picture dictionaries and in branch (terminological) dictionaries.

In some analyzed illustrated dictionaries images are not presented to all units, and the reasons for their absence are often not clear.

In the zone intended to describe the compatibility of a unit, typical word-combinations are given; for example, **сущность** <...> *сущность жизни* <...>; **упаковать** <...> *упаковать книги* etc. "Russian-Tatar Dictionary" (2009).

During the analysis of Russian-Tatar dictionaries, it was revealed that in a number of cases the way of giving a phrase in the same dictionary was not defined: by a separate dictionary entry or in the article of a reference word; see, for example, the "Brief Russian-Tatar Dictionary of Business Vocabulary" (2001):

ВОДИТЕЛЬСКОЕ

удостоверение '<...>'

удостоверение '<...>'

... личности '<...>'

регистрационное ... '<...>'

служебное ... '<...>'

The word-formation zone of a dictionary entry may contain:

1) a list of derivatives from the head units of words that form a

dictionary socket; for example, in "Russian-Tatar Dictionary" (1997):

морд | **ва** ‘<...>’; **~вин,**
~овец ‘<...>’; **~винка,** **~овка** ‘<...>’;
~овский ‘<...>’ etc.

Some dictionaries contain diminutive forms, as well as the forms of the feminine gender for the names of professions, nationalities, etc.; see, for example, "School Russian-Tatar Dictionary" (1989): **воротник** <...> (*уменьш. воротничок*) ‘<...>’.

The analysis shows, that the indication of a heading unit word-building capabilities greatly expands the information potential of a dictionary.

As a rule, the area of the etymological reference contains the information about a word origin and the information about a source language.

Within the same dictionary, you can find several options to describe the etymology of a borrowed word. So, for example, the "Tatar encyclopedic dictionary" (1999):

a) specifies only the source language: **гисьянизм** (Arab - rebellion, disobedience), **унбаши** (from the Turkic - the commander of ten warriors), **саяхатнаме** (Arabic-Pers., lit. - a book about a journey, etc.

b) a prototype word is given: **кадимизм** (from the Arabic **кадим** - the old one), **мектеб** (Arabic - **maktab**, lit. - a place where they write), **йозбаши** (Turkic **йөзбашы** - a centurion), **минбаши** (from Turk. **меңбашы** - the commander of thousand of soldiers, a captain), etc. At that, there are the cases when the same word-prototype in different articles is served by different ways; for example, **азан** (from the Arabian **азина** - to inform, to declare), **муэдзин** (from the Arabian **азана** - to inform, to declare, Turkic **азанчы**).

The zone of illustrative examples allows to specify and supplement the value of a header unit. The necessity of dictionary illustrations has been repeatedly shown and proved by many linguographers (see [9, 10], etc.).

Illustrative examples are given in many of the analyzed references. For some types of dictionaries, the absence of use examples is often a drawback. Thus, in the "Tatar-Russian, Russian-Tatar school dictionary: (for Russian-speaking students)" (2008), intended "for an active assimilation of the lexical minimum, <...> whose knowledge makes it possible to master Tatar

language fluently", the lack of visual material makes it difficult to achieve a set goal by the authors.

A significant role in the description of a heading unit is made by dictionary marks. Unfortunately, it is not uncommon when litters to be placed inconsistently: *зелпе бот*. 'жимолость' и *зирек 'ольха'*; *юнкер ист*. 'юнкер' и *большевик 'большевик'* "Tatar-Russian Educational Dictionary" (1993); *ноутбук информ*. 'ноутбук' и *компьютер 'компьютер'*, at that the litter *hist.* is given erroneously for the word *ржа* "Russian-Tatar Dictionary" (2009), etc.

A number of dictionaries with regard to stylistic litter allows for some inaccuracies: in Russian-Tatar dictionaries, the mark *colloq.* is often understood rather broadly than in monolingual Russian dictionaries; for example, the word *безмозглый 'мисез'* in "Russian-Tatar Dictionary" (1997) is accompanied by the litter *colloq.*, whereas in the "Large Explanatory Dictionary of Russian Language" (1998) this unit is equipped with the litter *derogat.*

Sometimes the authors provide the units, completely used in a neutral

style by the litter "colloq" or "bookish": *вздуться (разг.)*, *располагать (книж.)* "Russian-Tatar Dictionary" (1997).

Unfortunately, in some educational bilingual dictionaries, the litters such as *obsolete*, *histor.* are missing in a number of words, see, for example, the "Tatar-Russian Dictionary of Learning" (1993): *большевик*, *хан* (in "Tatar-Russian Dictionary" (2004), these units are given with the litter *hist.*).

Discussion

For a systematic and a complete presentation of the various types of information contained in a dictionary entry, you can bring a parametric analysis, the results of which allow you to identify language references that contain a particular parameter.

Conclusion

During the analysis of the Tatar dictionary microstructure, the following shortcomings were identified: a) an initial form of a heading unit represented in the dictionary differs from that described in the foreword to the dictionary, or served in a non-uniform manner; b) several words are indicated as a heading unit; at that the second word is

not included with the reference in its alphabetical place, c) there is no accent in dictionaries, the input language of which is Russian (33% of the total amount); d) most of the dictionaries (56% of the total number) have no examples of use; e) an inconsistent use of dictionary litters (grammatical, terminological, chronological, etc.) within the same vocabulary e) all of the listed zones are not contained in each dictionary. For example, many types of analyzed dictionaries have no zones of phonetic information or etymological information, etc. The syntactic characteristic of a heading unit in Tatar dictionaries is extremely rare, more often on the right side of the Tatar-Russian dictionary.

Thus, the conducted analysis of bilingual dictionary microstructure contributes to a greater systematicity in the linguistic description, and also reveals a number of shortcomings: the incompleteness of information or the absence of dictionary entry areas, etc., the elimination of which will increase the information level of language references.

Acknowledgements

The work is performed according to the Russian Government Program of Competitive Growth of Kazan Federal University.

References

Ashrapova, A.H., Yusupova, A.S. Language and national identity in linguistic dictionaries (on material of bilingual dictionary of the Tatar language of the 19th century and the turn of the 20th century) // Journal of Language and Literature, Volume 6, Issue 1, 2015, pp. 318-321.

Dubichinsky V.V. Microstructure of the invariant dictionary. Dubichinsky V.V. // Bulletin of the Novosibirsk State Pedagogical University. - No. 4 (20). - 2014.

<https://cyberleninka.ru/article/v/mikrostruktura-invariantnogo-slovary>

Gafiyatova E.V., M.I. Solnishkina Multi-word lexical entries in lsp dictionaries: Theoretical considerations // Journal of Language and Literature, Volume 6, Issue 2, 2015, Pages 71-75.

Nurmukhametova R.S., Zamaletdinov R.R., Sattarova M.R. The vocabulary of

Tatar literary language (the first half of the XX century) // Life Science Journal, 2014, Volume 11, Issue 10, pp. 670-673.

Morkovkin V.V. About the basic lexicographic knowledge / V.V. Morkovkin // Textbooks and dictionaries in the system of Russian language as a foreign language teaching aids. - M.: Rus. lang. 1986a, pp. 102-117.

Dubichinsky V.V. Lexicography of Russian language: Textbook. / V.V. Dubichinsky. - Moscow: Flint: Science, 2009. - 432 p.

Berkov V.P. Bilingual lexicography: textbook / V.P. Berkov. - 2nd ed., revised and added. - M.: AST: Astrel, 2004. - 236 p.

Parina I. Cross-Linguistic Equivalence of Idioms: Corpus vs Dictionary // Phraseology in Multilingual Society, pp. 363–376. Cambridge Scholars Publishing, Newcastle upon Tyne (2014)

Ayupova R.A. Illustrative Material in the Structure of Phraseographic Entries//Asian Social Science; Vol. 11, No. 7; 2015. pp. 284-289.

Yuldashev A.A. The principles of Turkic-Russian dictionaries compilation / A.A. Yuldashev. - Moscow: Nauka, 1972. - 416 p

**TO THE QUESTION OF THE PECULIARITIES OF LEGAL
REGULATION AND DISCIPLINARY RESPONSIBILITY UNDER
THE CONDITIONS OF NEW ECONOMIC POLICY**Indira A. Shakirova¹Robert R. Safin²Irina N. Fardeeva³Iskandar G. Mukhametgaliyev⁴

Abstract: The given article is devoted to the features of developing separate kinds of disciplinary liability in the period of new economic policy. Some features of legislative registration of a disciplinary responsibility in days of new economic policy and also during the specified period are analyzed. There was a formation of separate types of this responsibility: disciplinary responsibility on internal regulations, disciplinary responsibility on subordination and disciplinary responsibility of employees, according to the statutes on discipline and special provisions as a special type of disciplinary responsibility on subordination. The features of legal regulation of disciplinary responsibility,

considered in article, were of great importance in further development of institute of a disciplinary liability and the legislation on a disciplinary liability. The **purpose** of the given article is to comprehend the process of disciplinary liability institute's development on the basis of new achievements of legal science. **Method or methodology of the work:** modern methods of learning, special historical, comparative and legal methods were used. **Results:** scientific analysis of theoretical, historical and legal sources, determining the peculiarity and the content of disciplinary liability institute. **Application of results:** conclusions achieved as a result of scientific research can find practical application in law-

¹ Indira Abdulkhakovna Shakirova (main author), associate professor of the chair of constitutional, administrative and international law of the Naberezhnye Chelny Institute (branch) of Kazan Federal University, e-mail: indiraksu@mail.ru

² Kazan Federal University

³ Kazan Federal University

⁴ Kazan Federal University

making activities of governmental institutions.

Keywords: disciplinary liability, legal regulation, new economic policy.

Introduction

In the theoretical aspect, the relevance of this problem is determined by the processes that took place in the Soviet state in the specified period of time and influenced on the content of the institution of disciplinary responsibility: the formation of the Soviet state and legal system, the content of socialist and Soviet ideology, and the implementation of a new economic policy.

These processes were accompanied by a critical revision of the state-legal phenomena that existed before the 1917 revolution. These factors determined the essence of the considered legal category and made it possible to distinguish its characteristics that are different from the corresponding qualities of disciplinary responsibility in other historical periods of the evolution of the Russian state [1].

Lawyers of the 20-ies in solving the problems of disciplinary responsibility were under the influence

of the Soviet ideology. As a result, the legal phenomenon under study was turned into an attribute of the policy of the Soviet party, as a means of combating persons who do not share the rules of the Soviet community[2].

The authors, taking into account the historical conditions of the development of the Soviet state, created an entirely new institution of disciplinary responsibility in form and content, as well as law in general.

In a practical view, the need for this study is due to the confirmation of the concept of determining the right by legislation at specific historical stages of the evolution of the Russian state of various contents of the institution of disciplinary responsibility in different historical epochs. Therefore, the correct understanding of the institution of disciplinary responsibility of the NEP period allows one to perceive the essence of this legal phenomenon objectively and at the present time.

Materials and Methods

The system of labor relations, which developed in the pre-revolutionary Russian industry, underwent quite serious changes during

the years of "war communism" and the NEP. At the same time, the problem of the struggle for improving labor discipline aroused serious concern of entrepreneurs and representatives of the factory administration in the late nineteenth and early twentieth centuries. It did not become less urgent after the proclamation of the "dictatorship of the proletariat".

The institute of disciplinary responsibility has passed a long way of its establishment and development. In the early Soviet period, prior to the adoption of the RSFSR Labor Code of 1918, disciplinary responsibility was regulated exclusively at the local level. It means that in individual enterprises by factory and plant committees or at general meetings of workers and employees, trade union bodies adopted the discipline statutes ("self-discipline"), the penal statutes for infringement labor discipline, provisions on labor discipline, the rules of labor discipline, instructions on the rules of internal regulations, etc., differing from each other not only by the title and status of the bodies that received them, but also the content.

At the same time, they all had a clear "anti-labor" direction and in the best of cases were taken with the opinion of the employer, excluded fines and more often dismissals from disciplinary penalties. It should be noted, that in 1918 the rules of the internal order were enacted on the initiative of the factory and factory committees, containing the specific set of disciplinary offenses and sanctions for their commition, [3, p. 34].

This experience can not be considered successful, since the specifics of production and the diversity of the manifestations of labor discipline, like its violations, made such formalization practically impossible. Later such attempts were adopted by the legislature and were justified by the scholars, but unfortunately this was not the result of success.

It was underlined in the statements and reports of economic, party and trade union bodies of the late 1920-1930's that the relatively low labor productivity and the failure to meet the target figures were largely the result of a low level of labor discipline and a large number of violations of the Internal Regulations. The heads of enterprises in various regions and industries were also

concerned with finding funds that would reduce the number of disciplinary violations in the workplace.

The great influence on the formation of the Soviet labor legislation was rendered by V.I. Lenin, who allowed "sharp forms of dictatorship" to impose labor discipline and he also demanded "the unconditional subordination to the single will for success in the process of work, organized as a large machine industry". He directly pointed out: "As for the punitive measures for non-observance of labor discipline, they must be strict. We need a punishment up to imprisonment".

Dismissal from the factory can also be applied, but the nature of it is highly variable. Dismissal was a violation of the civil procedure during the capitalist system. However, in case of violation of labor discipline, especially concerning the labor service, the criminal "offense" had already been decided, and for that action a definite punishment must have been imposed.

For the purpose of improvement of labor discipline and labor productivity, comrades courts were organized in this period in accordance with the decree of November 14, 1919,

Decree "On workers of disciplinary comrades' courts". They dealt with the cases of violations committed by workers and employees of enterprises and establishments of labor discipline [4].

Comrades' courts were entitled to apply various penalties in respect of violating the labor discipline: reprimand with announcing on the enterprise; temporary deprivation of the right to participate in elections and the right to be elected to union organizations for a period not exceeding more than six months; temporary "shifting to the lowest post with payment at the lowest tariff rate" for a period of more than one month; sending on heavy "publicly-necessary" works with payment at the rate of executable work. In a case of repeated violation of labor discipline and in case of persistent non-compliance submit, dismissal took place with transferring to the terminal camp [5].

If the court discovered signs of a criminal or civil offense, the case would refer to the appropriate courts. It is noteworthy that the initiator of bringing to court could be not only the administration, but also trade unions, created to protect the interests of employees. In changing and

supplementing the above-mentioned facts special Decree was introduced into the action "Regulations on disciplinary comrades' courts" of April 5, 1921, according to which the jurisdiction of disciplinary courts was extended. Thus, they received additional information on disciplinary offenses committed by the administrative and technical personnel and the top officials. The Art. 8 determined the number of concrete offenses considered by the Disciplinary Comrades' Court: delay in work; absence at work without reason; actions, distracting other employees from work; fulfilling of extraneous activity in the working time and some other. After the implementation of the Labor Code of the RSFSR of 1922 a similar category of special courts was liquidated."

The first question of elaborating the draft of a general provision on labor discipline was raised at the meeting of the Higher Council of the National Economy of the RSFSR on March 27, 1918, and on April, 1 of the same year the Presidium of the Supreme Economic Council considered the resolution on labor discipline submitted to the AUCCTU.

Unfortunately, the only provisions on labor discipline have not been worked out. Therefore, it was not accidentally that the Labor Code of the RSFSR of 1918 contained only a few laws to this account: firstly, the labor obligations of the employee were determined by clear and precise rules of the internal order, which should be worked out for enterprises and farms by trade unions and be approved by the labor department and contain, as far as possible, full instruction of the rules and the order of responsibility for the non-fulfillment of their duties (Article 124 of the Labor Code of the RSFSR); secondly, the dismissal of the employee was allowed in the event that the unreasonable norms of production were the result of his inferiority or gross negligence, which was carried out without warning (Article 119 of the RSFSR Labor Code).

It must be kept in mind that with a publicly-legal duty to work, in conditions of universal labor service, disciplinary dismissal, in a significant degree, was losing its punitive function. The Labor Code of the RSFSR of 1922 fixed a narrowing of state coercion spheres within the framework of the

institute of disciplinary responsibility, proceeding from the legal equality of the parties to the contract of employment.

The rules of the internal regulations for individual enterprises were developed by agreement between their administration and the local department of trade unions. They were also approved by inspections of labor and contained an indication of the limits and the order of responsibility for their violation. The publication of the "Primary Rules of the Internal Order of the NCP of the RSFSR" was agreed upon with the AUCCTU and VSNH.

Uniformity of the types of disciplinary penalties and the grounds for their imposition of legislation did not exist. It should be noted here, that the history of the Soviet legislation on labor discipline and disciplinary responsibility attracted much attention from national research, but in various periods, the acts were placed differently, depending on the "line of the party" and the political conjuncture [6].

For the first time preliminary rules of the internal regulations of institutions, enterprises and farms were approved by the CNT of the USSR on 25 February 1924. A few basic violations of

labor discipline had already been indicated in them. The concreteness of the elements of disciplinary offenses, the number of which reached 50, and the sanctions for their implementation were enumerated in the penalty cards attached to the Primary Rules. The first table of executions was annexed to the Rules of the Internal Order for the enterprises of electricity and metalwork industry, approved by the NKT of the USSR on May 13, 1925.

The unfolded table of penalties was attached to the Primary rules of the internal order for industrial enterprises, it was the approved decision of the CNT of the USSR of July 19, 1927.

In the table of penalties, the disciplinary offenses were of exemplary nature and could be applied as analogy with other violations of labor discipline or be amended and supplemented by the administration in cooperation with trade union bodies.

Until 1930, in the Primary Rules and in the table of offenses, two types of penalties were usually imposed: reprimand with announcement by the department and notification of the FZMK and dismissal [7].

It was allowed to be involved, in agreement with the trade union organization, to the amenability in front of the court of production. In that period, the social assignment of labor law has so far been reflected at the level of both legislation and legal ideology.

As Y.A. Kantorovich states, the "general" principles of the compulsory law, calculated on the commodity-property turnover, can not be applied to an employment contract without some changes and departures, since we have had something to do with property, but with the personality of a man who stands outside civil law, so he must be protected in his inalienable rights [88, p. 184].

Results and Discussion

Taking into consideration the party and government decisions of the NEP period aimed at strengthening labor discipline, the authors differ in assessing their effectiveness.

Some pay attention to the excessive rigidity of the imposed measures of levy and their inconsistency with the severity of the violations committed by workers. Others give positive assessments of these initiatives "from above" and emphasize their

effectiveness in combating with people's absence at the working place in the context of the mobilization of economy [9]. However, the latter draw in their conclusions, the tasks and slogans, relayed by the highest party leadership, and do not take into account the actual situation in which workers administrative and technical personnel of enterprises were compelled to comply with the decisions of the authorities [10].

In addition, the authors, as a rule, ignore the problems that arose in solving production problems that were the result of the implementation of these government initiatives.

Conclusions

Disciplinary responsibility during the NEP is an independent legal way of influencing workers and employees who committed a violation of labor discipline.

Disciplinary responsibility is the responsibility of workers and employees for the disciplinary offenses committed by them, exercised through the application of disciplinary sanctions by the head of the enterprise (institution), as well as by other officials whose list was established by the People's

Commissariats (administrations) or higher departments in order of subordination by bodies or persons. It was implemented by applying disciplinary sanctions to violators of labor discipline in accordance with the procedure established by law. Measures of social influence could also be applied to violators of labor discipline.

It is interesting to note here that under the violation of labor discipline, it was understood not all non-fulfillment by the workers and employees of their duties, but only illegal actions and, moreover, guilty ones. The illegal and guilty non-fulfillment of labor duties by the workers and employees is constituted as a disciplinary offense. Consequently, disciplinary responsibility was established for a disciplinary offense, that is for such an unlawful guilty violation of labor discipline, which, in terms of the degree of public danger did not entail criminal liability.

Disciplinary responsibility was necessarily presupposed by the subordination of the person who committed the offense to the person or authority imposing the penalty.

Disciplinary responsibility was implemented either in the manner

prescribed by the rules of internal labor regulations, or in the order of subordination. In certain branches of the national economy, the procedure for imposing disciplinary punishments was determined by special charters on discipline and on the basis of "special provisions".

In addition, the Soviet legislation was aware of disciplinary liability for special regulatory acts, for example, the responsibility of judges, the responsibility for violating the rules of fire protection and storage of official documents.

Thus, the transition from the policy of war communism to a new economic policy with all distinctness put on the agenda the question of the unification of state coercion within the institution of disciplinary responsibility.

Acknowledgement

The work is performed according to the Russian Government Program of Competitive Growth of Kazan Federal University.

References

McDaniel T. Autocracy, Modernization, and Revolution in Russia and Iran. Princeton (NJ.), 1991.

Shapiro L. The Origin of the Communist Autocracy. Cambridge, Mass., 1977. Part 3. P. 319, 320.

Shakirova I.A. Disciplinary responsibility for Soviet legislation during the New Economic Policy. Monograph. Krasnoyarsk, 2016. – 230p.

Gorsheunin, KP "Legal" regulation of labor of workers and employees in the first year of the Soviet power. - Moscow: Yurizdat, 1939. – 104 p.

Mikhayleenko N. T. Legal problems of labor discipline in the USSR. - Frunze: "Metektep", 1972. – 510 p.

The Modernization of Japan and Russia. A comparative study. N.Y.- L., 1975.

Shakirova I.A. Discipline of labor and disciplinary responsibility (historical and legal aspect) // Science of Krasnoyarsk, 2016, No. 2. P. 62-70.

Kantorovich Y. A. Collective agreement. - L.: The publishing house of the Gubsoviet. of Leiningrad., 1924. – 190 p.

Eisenstadt S.N. Modernization: Protest and Change. Englewood Cliffs, 1966. Ch. 6-7.

Eisenstadt S.N. Tradition, Change and Modernity. N.Y.- L., 1973

INNOVATION RISKS IN THE PROCESS OF THE REGION'S COMPETITIVENESS MANAGEMENT

Kabir R. Saubanov¹

Mikhail V. Nikolaev²

Aleksandr M. Beliakin³

Abstract: This paper is devoted to the analysis of content, systematization and consideration of possible innovative risks arising in the management of the region competitiveness. Methods of abstract-logical approach, comparative analysis, M. Porter's micro-economic approach to competitiveness at the macrolevel, and the method of structural-block simulation were used. Two groups of reasons – internal and external, contributing to the emergence of innovation risks – were identified. It is shown that the former are connected with the contradictory essence of the innovations themselves, which simultaneously contain both positive and negative potential, and the inability to predict in advance which of the two corresponding potential possibilities – creative or destructive – is put into

practice. The second group includes some external factors and specific economic conditions in the region, for example, shortcomings in the organization and functioning of the regional innovation system. The group of risks that have the greatest impact on the process of formation of new innovative competitive advantages in the region is considered. The conducted study of risks allowed to formulate a model of regional competitiveness management on an innovative basis, taking into account the possibility of risks at each stage of competitiveness development. The model can be used in practice after introducing innovations of various types into the economic activity of the region and forming a system of sustainable competitive advantages of the region.

¹ Kazan Federal University, Kremlevskaya str. 18, Kazan, 420008, Russia.

² Kazan Cooperative Institute, Nikolaya Ershova str. 58, Kazan, 420045, Russia.

³ A.N. Tupolev Kazan National Research Technical University, K. Marksa str. 10, Kazan, 420111, Russia.

Keywords: Innovation Risk, Innovation, Anti-Innovation, Regional Competitiveness, Competitiveness Management.

Introduction

A significant role in the management of the competitiveness of the regional economy belongs to the implementation of policies aimed, firstly, at enhancing the innovation activity of all its economic entities, and secondly, at implementing large, region-wide innovative projects that could ensure the sustainability of the region's economic development as a whole [1]. However, the activation of innovation activity is always carried out under varying degree of uncertainty and risk associated with the possibility of obtaining a negative result.

Therefore, the problem of studying innovation risks that arise in the process of the region competitiveness management is topical. Objective of this paper, respectively, is to study the content of possible innovation risks and develop an appropriate management model.

The mentioned problem is most significant for those regions where

innovations are an integral part of their economic development. The Republic of Tatarstan (RT) fully belongs to them, and is used as an example for this study. The republic has one of the most significant ratings of competitiveness among the entities of the Russian Federation (RF). It exports its products to almost all Russian regions and to 120 countries, including the United States and the European Union.

There are currently several priority areas of investment in the Republic of Tatarstan. Among them, firstly, is the extraction and processing of oil, which is an important basis for the development of a number of other industries. At the same time, in connection with the natural depletion of oil deposits, innovative technologies are widely used in the area to significantly increase their return. But the main strategic direction of ensuring the region's competitiveness in the future is due to the development of deposits of natural bitumen (super viscous oils), which deposits in the country are the largest in the Russian Federation (up to 7 billion tons). The development of these deposits alone is important innovation, and in terms of value is comparable to the basic innovations identified by H.

Mensch in his days [2]. At the same time, in the process of this development, numerous new risks, for example, technological and ecological, arise or the previously existing risks get stronger.

The second most important sphere is the production of chemicals and petrochemicals (synthetic resins, plastics, polyethylene, synthetic rubbers, automobile tires, etc.). However, it poses very high, tending to increase risks of dependence of the country and the region on import, especially after Russia's accession to the WTO [3].

The third sphere is the machine building development (world-famous KAMAZ heavy trucks, MI-8/17 helicopters, etc.). Here, in particular, are very significant risks of violation of deadlines and poor performance of planned tasks, which require their minimization [4].

A corresponding innovative infrastructure is being formed and developing at a rapid pace in the republic, including, in particular, the largest Kama Innovative Cluster in the Russian Federation; nine technoparks and eight business incubators; the country's first nanotechnology center; special economic zones "Alabuga" and "Innopolis", where tens of thousands of

IT specialists are employed and the first federal IT-university in Russia has been established.

1. Methods

The method of abstract-logical approach was used to study the nature of innovation risks, the causes and conditions of their emergence in the process of managing the region's competitiveness, since no direct experiment is possible to be conducted here; therefore, it was replaced by the process of abstraction.

The method of comparative analysis, which includes analogy, analysis and synthesis, segmentation, etc., as basic methods of research, was used to compare both different types of innovation risks and the same types but at different times and in different regions and countries. For example, the technological and economic risks associated with the extraction and processing of bitumen oils in the Republic of Tatarstan and the Canadian province – Alberta – were compared.

M. Porter's microeconomic approach to competitiveness at the macro level, based on his assertion that the market competitors are not the countries but companies was used as a

methodological basis for research of not only region-wide innovative risks, but also risks of certain significant companies and enterprises of the region.

In accordance with the method of structural-block simulation, the whole process of managing the region's competitiveness was divided into 12 separate independent interrelated functional units, including blocks of innovative risks, anti- and pseudo-innovations, and leveling of innovation risks, each of which has its own input and output, and ultimately all converge to a single resulting goal.

2. Results

Today, in accordance with M. Porter's methodology, it is customary in the development of competitiveness to single out four independent but interrelated stages: factors of production; investments; innovation; and wealth. But a special role, from the point of view of the topic of this work, belongs to the third stage, when competitive advantages are actively formed by the economic entities themselves. For this period, it is typical to use investment strategies in all spheres of economy and management [6], innovations, creation of incentives for the use of new

technology.

In parallel with these processes, the probability of occurrence and implementation of new risks increases. It is usually associated either with the action of external factors or with anti-innovation. However, this paper expresses another point of view, according to which uncertainties and risks in the process of innovation are determined by the internally contradictory essence of any innovations that always combine traditions and innovations, old and new, progressive and reactionary. In this case, any innovation, contrary to expectations, can be destructive, and can turn into its complete opposite, an anti-innovation or pseudo-innovation, which incurs losses instead of success [7; 8]. At the same time, external factors and specific economic conditions in the region exert a considerable influence on the possibility of creating innovative risks and obtaining negative results from innovations, along with the inherent contradictory nature of innovations, among which it is particularly worthwhile to distinguish several of the following:

- significant activation and intensification of investment and

innovation activities, which expansion with all other things being equal inevitably leads to an increase in the likelihood of these risks;

- a rather common instability of the regional financial market that causes the risks of falling asset values, and, in combination with macroeconomic instability in the country in general - the risks of long-term investments;

- shortcomings in the organization and functioning of the regional innovation system, generating the risks of mistakes in assessing the possible effectiveness of innovative projects, in the duration of the development of innovations.

The variety of reasons for the emergence of innovative risks in managing the competitiveness of the region determines, in turn, a significant variety of their types. The scientific literature provides a large number of their classifications according to various criteria. For example, based on the degree of completeness of innovative projects, there are very high, high, average, relatively low, and low risks [9].

Classifying risks by types of innovation - technical, technological, organizational, economic, managerial -

is possible and even sometimes necessary [10; 11], because different types of these innovations have different impacts on the efficiency and competitiveness of economic entities.

Interesting in terms of the objective of this study is the classification of risks by the stages of the innovation creation and promotion. Risks arise already at the initial stage - when conducting exploratory studies in the region, meaning, for example, the probability of obtaining a negative result. But the maximum number falls on the stage of performing research and development work, where, in particular, risks of a possible refusal to certify the results are added [9].

Risks may also arise at the last stage - product marketing, where it can be either partially or completely rejected, for example, due to design errors or the availability of analogs.

However, risks that directly influence the formation of new competitive (innovative) advantages in the region are of the greatest importance in the competitiveness management. Among them are:

- the risk of improper choice of an innovative project or failure to use its results. The main reason here is a

reassessment of the degree of significance of the project or the capacity of the regional research potential, as well as an inadequate assessment of the role of long-term and short-term economic interests of the region. This risk often reduces the possible value of the emerging competitive advantages;

- the risk of failure to provide an innovative project with resources. In this case, the causes of risk may be either marketing miscalculations, or unaccounted technical or organizational features of the project;

- the risk of failure to achieve the project results, which may be associated with a poor market segmentation or errors in the calculation of money demand in the regional market. This risk may necessitate the introduction of serious adjustments to innovation development plans aimed at increasing competitiveness;

- the risk of failure to determine the implementation strategy of a commercialized innovation, for example, due to insufficient organization of the system of its promotion to consumers;

- the risks of breach and non-fulfillment of contracts, for example, the risk of the partner refusing from his

obligations under previously reached agreements. As an example, an unexpected and unreasonable refusal in 2010 of Shell, a company with the most extensive experience in heavy oil production, from cooperation with OJSC Tatneft in the development of bitumen deposits in the Republic of Tatarstan, despite the fact that both sides signed a preliminary agreement and announced the coordination of all issues related to the creation of a joint venture between OJSC Tatneft and Shell. The production of bitumen oil within the framework of this agreement was to reach 1.5 million tons per year by 2017, but these plans had to be substantially adjusted to a level of only 200,000 tons [12];

- the risk of failure to fulfill mutual contractual obligations in a timely manner, which could lead to serious losses due to disruption in the delivery schedule, slowdown in progress, etc.;

- the risk of damage to third parties caused by a violation of the environment, which can compromise the innovative project in the eyes of others and reduce interest to it, as it happened in the 1980s with a highly innovative project for the construction of nuclear power plants near Kamskaya Polyana in

the Republic of Tatarstan;

- the risk of costs not foreseen by the innovative project and a corresponding reduction in revenues;

- the risk of unforeseen increase in competition during the implementation of an important innovative project in the region, such as the leakage of confidential information or industrial espionage. The reasons can also be due to the use of methods of unfair competition, as well as the appearance of new sellers in the market;

- the risk of insufficient provision of an innovative project with highly qualified personnel;

- the risk of possible protests of patents protecting fundamental technical, technological or other decisions necessary for the implementation of a regional innovation project.

3. Discussion

Considering all the foregoing, it is possible to propose the following structural model of regional competitiveness management (Fig. 1).

As mentioned above, it consists of 12 function blocks. The first three of them correspond to a set of necessary preparatory works for the processes of introducing innovation in the region and the formation of innovative competitive advantages, while blocks 4, 5 and 6 are the processes themselves. The model provides for the possibility of the emergence of innovation risks, caused both by the contradictory nature of the innovations themselves (block 8) and by external causes (block 8a), as well as the possibility of their leveling (block 7). The model, in addition, contains feedback (block 9), which allows minimizing risks and ensures the growth of the region's competitiveness (blocks 9, 10, 11, 12).

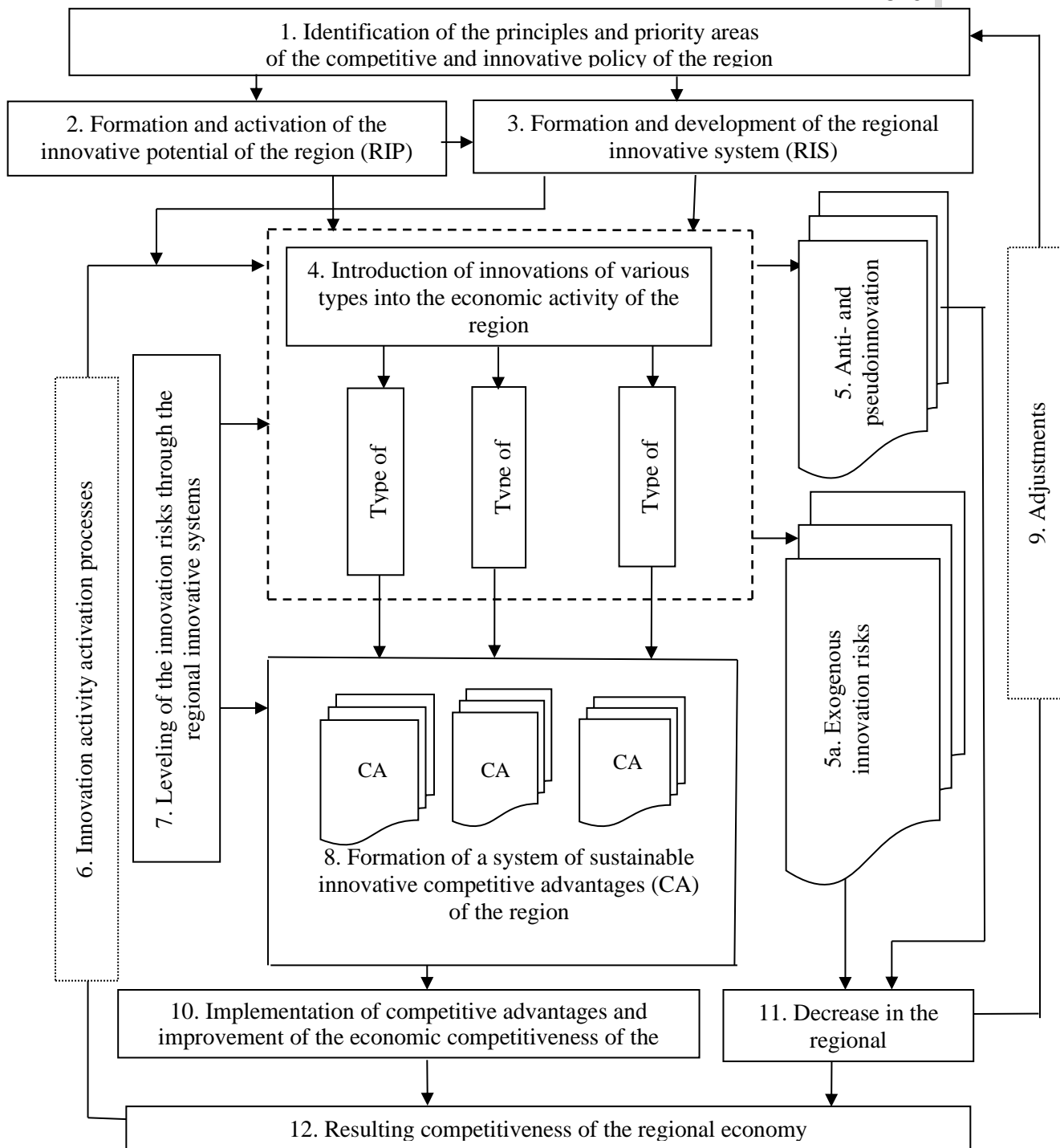


Fig. 1. An innovation-based model of regional competitiveness management

4. Conclusion

The conducted study allows us

to make the following conclusion:

1. Activation of innovative activity in the region is always

accompanied by an increase in the degree of uncertainty and risk, which is associated with an increased likelihood of obtaining a negative result from this activity. The latter is determined not only by the general state and conditions of functioning of the economic complex of the region, but also by the contradictory essence of the innovations themselves, which simultaneously contain the potential of both positive and negative changes. This presents special, yet insufficiently considered requirements for the structure and quality of the functioning of regional innovation systems, consisting in the ability to foresee and assess the likelihood of negative aspects of innovation and to resist their possible implementation.

2. The impact of innovation on the regional competitiveness occurs mainly through the formation of new innovative competitive advantages limited in their potential impact only by a parallel increase in the number and variety of innovative risks, so their identification and systematization is an important mandatory step in improving the management of the region's economic system and ensuring its sustainable development.

3. Implementation of high-tech

innovative projects in the region that are particularly important for ensuring its long-term competitiveness, but at the same time are high-risk, requires large investments and, as a rule, is unprofitable, at least at the initial stages of implementation. Therefore, such implementation is impossible only through the efforts of private investors and requires serious state support.

4. The difference in the content of innovation risks at the level of enterprises and at the regional level, consisting in the fact that for the former it means the possibility of direct losses instead of income from invested funds, and for the second - failure to achieve the planned growth rates and the level of the gross regional product, requires taking this circumstance into account and eliminating disagreements within the framework of a special innovative and strategic approach to managing the competitiveness of the region.

5. Acknowledgements

The work is performed according to the Russian Government Program of Competitive Growth of Kazan Federal University.

References

Postalyuk, M. & Akhmetshina, A. (2014). Innovation structures a sustainable development of economic systems. *Investment Management and Financial Innovations*, vol. 11, Issue 4, pp. 127–133.

Mensh, G. (1979). Stalemate in Technology: Innovation Overcome the Depression. *N. Y.: Ballinger*.

Advantages of Russian petrochemical industry. - URL: <http://kazan.bezformata.ru/listnews/prei-mushestva-rossijskoj-neftehimii/20596742>

Russian Helicopters started servicing the Mi-8 AMTSh of the Ministry of Defense of RF. - URL: <https://rg.ru/2017/05/18/reg-sibfo/vertolety-rossii-nachali-obsluzhivanie-mi-8amtsh-minoborony-rf.html>

Porter, M. E. (2008). On Competition. Updated and Expanded Ed. *Boston: Harvard Business School Publishing*.

[6] Kim, K. (2015). Some Stylized Facts

for Investment Strategies. *Procedia Economics and Finance*, vol. 29, pp.200–216.

Khalabuda, Y. & Nikolaev, M. (2013). Managing competitiveness of the region through innovation. *Saarbrücken, Deutschland: Lap Lambert Academic Publishing*.

Postaliuk, M. & Vagizova, V. & Postaliuk, T. (2013). Implementation forms of institutional support for traditional and innovative development of national economic systems. *Journal «Investment Management and Financial Innovations»*, vol. 4, pp. 88–94.

Shvedov, V.P. (2012). Risk management project Finance innovation. *Economic science*, vol. 9, p. 115.

Oslo Manual. (2005). OSLO MANUAL Organization for Economic Cooperation and Development. Available: <http://www.oecd.org/science/inno/2367580.pdf>

Khalabuda, Y. & Nikolaev, M. (2014). Increase of efficiency of industrial enterprises activity on the basis of innovations of various types. *Procedia*

Economics and Finance, vol. 16, pp.299
–302.

Khalabuda, Y. & Nikolaev, M. (2014).
Hydrocarbon resources replacement on
the basis of innovations as factor of
economic growth and competitive ability
of the region. *Procedia Economics and
Finance*, vol. 16, pp. 303–307

INFLUENCE OF ORGANIZATIONAL FORMS OF PRODUCTION AND BUSINESS ON THE INNOVATIVE ECONOMIC DEVELOPMENT

Kabir R. Saubanov¹

Mikhail V. Nikolaev²

Abstract: The article is devoted to the analysis of the influence of new organizational forms of production and business arising in the course of economic evolution on the development of innovative processes. We used the methods of abstract-logical approach, comparative and historical-economic analysis. The study was conducted on the example of the Russian economy in comparison with other countries. We considered various organizational forms: technoparks; business incubators; network and shell companies, etc. It is shown that there is no uniform, universal and effective form for all cases. They all require additional forms in relation to themselves, which expand the possibilities for the development of innovations. We analyzed the trend to "idealize" the organizational systems, meaning their desire to reduce the number of employed personnel to a

minimum and to reduce the amount of intra-organizational costs. The conducted research allows asserting that the development of economic systems and forms of production and business organization leads to a change in their economic and institutional structure and causes a tendency to expanding the organizational diversity. At the same time, the determining principle of the development of modern forms of production and business organization is their complementarity with respect to each other. The obtained results can be used in practice of economic activity and management, including when choosing the organizational forms most effective in terms of opportunities and prospects for the innovative development.

Keywords: organizational systems; organizational forms; innovation; integration.

¹ Kazan (Volga) Federal University, 18, Kremlevskaya Str., Kazan, Russia, 420008.

² Kazan Cooperative Institute, 58, NikolayaErshova Str., Kazan, Russia, 420045.

Introduction

There are continuous changes and the emergence of new organizational systems of production and management, which are integral and interconnected systems of cultural, economic, technological and spatial components, giving a specific structural order to the intra-organizational, intra-corporate or in-firm events in the process of economic evolution, including the development of technical and economic systems and technologies. This process leads to the economy saturation with numerous organizational forms of production and business from the individual entrepreneurs and small enterprises to the large industrial and commercial agglomerations and transnational corporations. At the same time, each of them influences the development of innovative processes in its own way, and because of the high level of the external environment dynamics, it cannot function under any conditions with the same efficiency. For example, the advantage of large enterprises is the ability to organize mass production and achieve savings by scale, but at the same time they have difficulty in ensuring an effective innovation process. It is

sometimes preferable for economic entities to even transfer some of their functions to state structures, for example, in the sphere of basic research and development and in the social sphere, in order to gain additional benefits from reducing the overall duration of the innovation cycle.

A new role in the activation of innovative processes, in comparison with the previous stages, is currently inherent in small and medium-sized businesses of developed countries with a market economy, where it has actually assumed the functions of a conductor of organizational and technological changes. This is due primarily to the total spread of microelectronics, equalizing the technological capabilities of small and large-scale production and business [1].

Strictly speaking, there is no single effective and sustainable form of production and business organization. In all cases, as a rule, the additional organizational forms are required in relation to the initial ones, which expand the opportunities for using new technologies, which create new innovative competitive advantages through the innovations of various types [2].

This pattern is clearly seen in the functioning of market systems in Western countries, when new principles of interaction between the small and large-scale production in the United States and some European countries began to take shape based not on competition but on mutually beneficial cooperation in the last decades of the XX century.

Such an additional relationship of organizational forms with respect to each other is also developed in the modern Russian economy, manifesting itself in new forms of public-private partnership that allow providing a systemic effect in increasing the innovation activity of the economy.

Thus, based on the above, the problem of influence of the organizational forms of production and business on the innovative development of the economy is urgent and requires new additional research.

The purpose of this article is to identify the main elements of the mechanism of influence of new organizational forms of production and business on the development of innovation process that promote its activation and improvement.

1. Methods

The methods of abstract-logical approach, which includes scientific abstraction and theoretical conclusions, was used to study the content of organizational forms of production and business and their interrelations with the processes of innovation development.

The method of comparative analysis was used to divide common and distinctive features of the processes of forming the organizational forms and their impact on the innovative development of the economy in the economic systems - Russia, the United States, and European countries.

The method of historical and economic analysis was used to study the patterns of the emergence, development and change of organizational forms of production and business in the context of their impact on the activation of innovation activities.

2. Results

The studies have shown that the main direction of interaction of production organizational forms with the activation of innovative processes in today's post-industrial economies is the integration of large and small economic structures. At the same time, the

integration is not the same in Western countries and in Russia as the mechanisms of this process in market systems have evolved in the course of natural economic evolution, and they are more borrowed, transferred in a ready-made form in Russia.

By itself, such borrowing is a normal and inevitable phenomenon, allowing minimizing the time required for their formation. At one time, various economic and political forms, structures and institutions were also exported from the USSR to various states.

At the same time, this interaction is not simple and contradictory. And sometimes it causes the results opposite to the supposed ones. This is evidenced, for example, by the experience of uncritical borrowing of "Western" management forms by Russian joint-stock companies, which has led, due to insufficiently effective and incompletely formed antimonopoly legislation, to ignoring the interests of numerous small investors by large shareholders-insiders.

Moreover, the non-critical import of organizational forms often leads to an overly broad and contradictory interpretation of their content, thereby complicating the

possibility of their immediate positive use.

An example would be an understanding of such an organizational form, popular in many countries, directly related to the activation of innovation activities, such as a technopark in Russia. The first technopark, as is known, was created in the 1940s in the USA on the basis of Stanford University. All the future features of this organizational form have already been seen in its structure, which has become a key element of national innovation systems. Several dozen square kilometers of land plots belonging to the university, began to be leased only to high-tech and, most often, small companies for the creation of production facilities and offices [3]. In particular, Eastman Kodak, General Electric, Hewlett-Packard opened their representative offices among the first ones. As a result, it appeared the university's cooperation with a network of enterprises, united by a single goal of commercialization of scientific and technical innovation ideas and developments. In Russia, the technoparks began to be created since 1990. The dynamics of this process is very high, as can be seen from the following graph:

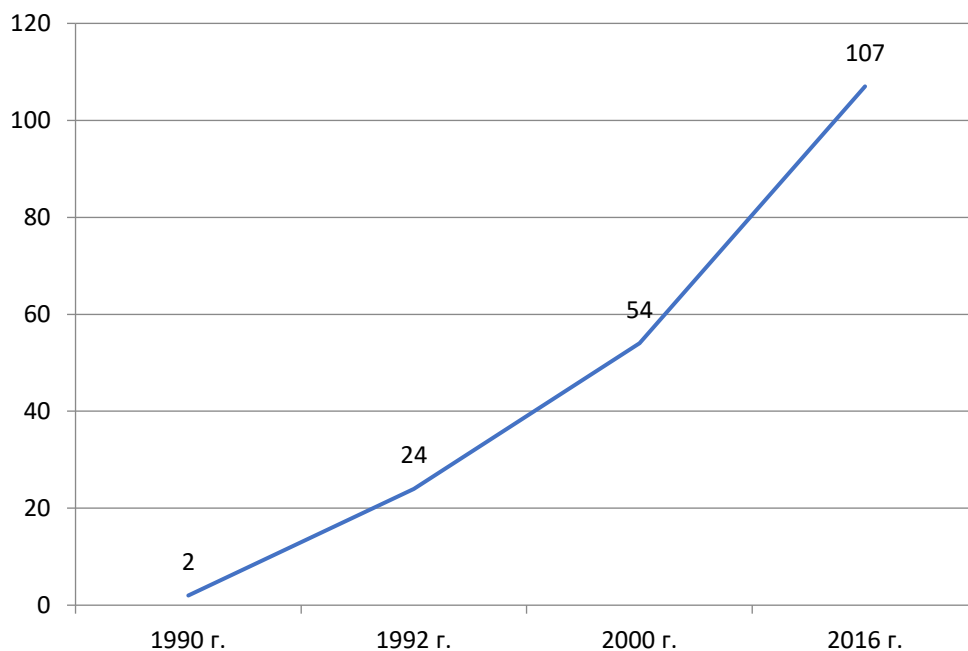


Fig. 1. The dynamics of technopark development in the Russian Federation for the period of 1990-2016. Note: Compiled by the author

The number of technoparks in Russia has increased from 2 in 1990 to 107 in 2016. It should be noted that, strictly speaking, the task of supporting small businesses as such has never been specifically set in the framework of a classical technopark. The task was different - to ensure the competitiveness of innovative ideas, rather than small businesses. The same assistance that was given to small businesses through the creation of a single infrastructure, again not for the sake of these enterprises, but for the same commercialization of results based on high-tech innovative solutions.

However, under the conditions of the Russian economy, the concept of a technopark often began to be invested with a different meaning, reminding of the forms of territorial integration of production and business. According to N.V. Rodionova, for example, the technopark is a scientific and industrial territorial complex, which is formed in order to create an enabling environment for the development of small and medium-sized science-intensive innovation firms [4]. She believes that the technopark produces not only the market-demanded new technologies, but also some small innovative enterprises.

A similar point of view was expressed by other authors, for example, A.V. Surin and O.P. Molchanova [5]. Thus, the goal of such technoparks, unlike the classical western ones, is different and, perhaps, more inherent not in the technoparks, but in the business incubators.

In general, the allocation of technoparks and business incubators with the same functions and purposes is not uncommon in the Russian economic practice. There are also some statements that the technopark is the result of the development of business incubator idea, although such an assertion contradicts the facts, since the prototype of the first business incubator appeared only in 1959 in the USA in the works of J. Mankuso, i.e. 19 years after the first technopark [6].

The specific meaning is invested in Russia in such notion and form of business and production integration as a technopolis, which is often seen as a result of the development of technopark idea [5], which also

contradicts the facts, as the technopolises - science cities, scientific towns (Dubna, Pushchino, Obninsk and others)- have been also developed in the Soviet Union without any technoparks.

In the middle of 2000, the term "techno-park structures", which was extended to all new organizational forms, was started to be used, possibly to mitigate these contradictions, which also seemed not entirely legitimate, since each of them had its own content.

The next important development of organizational forms of production and business is the shift in emphasis in this area from the federal level to the regional one. In particular, this is evidenced by the fact that the first rating group consisting of 10 leading technoparks of the Russian Federation with activity indicators exceeding the Russian average by 10% to this date, as follows from the table below, along with the technoparks in Moscow, includes the technoparks of the republics and regions of the country:

Table 1: Technoparks of the highest rating group of the Russian Federation, 2016.

Ser. No.	Name of technopark	Geographical location of the technopark
	Nanotechnological Center "Technospark"	Moscow
	MSU Science Park	Moscow
	Scientific and technological park of Novosibirsk Science Campus "Academpark"	Novosibirsk Region
	Technopolis "Moskva"	Moscow
	Technopark "Strogino"	Moscow
	Innovation and production technopark "Ideya"	Republic of Tatarstan
	Autonomous Institution "TechnoparkMordovia"	Republic of Mordovia
	Ulyanovsk Nanotechnology Center	Ulyanovsk Region
	State Autonomous Institution of the Tyumen Region "West-Siberian Innovation Center"	Tyumen Region
	Technopark in the sphere of high technologies "IT Park"	Republic of Tatarstan

Source: Industry news: Russia. – URL: <http://www.ruscable.ru/news/russia/>

Table 1 shows that 1 technopark in the Novosibirsk Region, 2 - in the Republic of Tatarstan, 1 - in the Republic of Mordovia, Ulyanovsk and Tyumen Regions are in the 1st rating group, apart from 4 technoparks in Moscow.

The process of shifting the emphasis towards the regions began about 10 years ago. According to M.I. Dli and T.V. Kakatunova [7], this is due to the need to take into account the

regional specifics in the allocation of priority areas of investment policy. At the same time, the effectiveness of implementing the relevant programs and projects is related to the possibilities of creating innovative regional infrastructures as separate subsystems of the entire national innovation system as a whole [8].

The same shift in emphasis is indicated by the structure of ownership

of Russian technoparks, in which, as we see in Fig. 2, the regional administrations dominate. They account for 39% of the

total gross amount of funds allocated to support the technology parks.

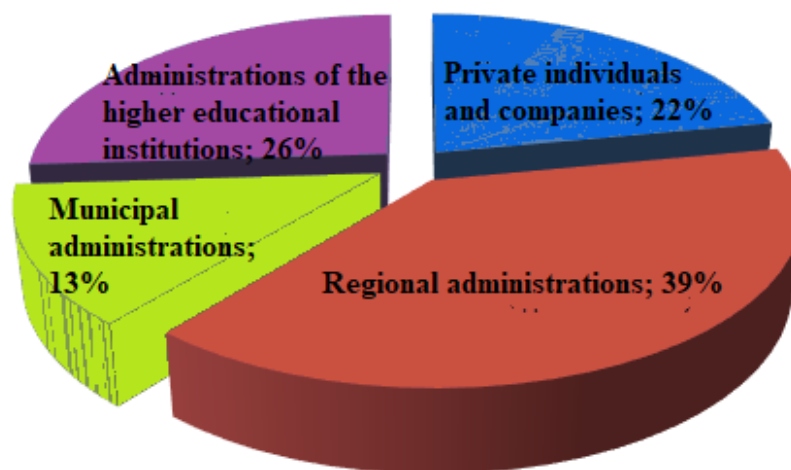


Fig. 2. Owners of Russian technoparks

Source: Khaykina E. M, Sizova Yu. S. Development of Technoparks in the Russian Federation // *Young Scientist*. - 2016. - No. 14. - P. 409-412.

As the third direction of the influence of organizational forms of production and business on innovative development, one can consider the "idealization" of organizational systems, consisting in their striving for comprehensiveness, minimizing the number of personnel involved in them and reducing the amount of internal organizational costs.

Thus, at the level of a firm or enterprise, some of the functions

inherent in the organizational system can be transferred to other neighboring supersystems or subsystems. The examples of such processes are the formation of network and shell firms. In the first ones, the entire technological process is dismembered between small business structures, and the administrative apparatus is usually represented only by the entrepreneur-owner, which is an industrial-management innovation. And in the shell

firm, on the contrary, the management apparatus is preserved, but the production link, whose role is transferred to subcontractors, is eliminated, which opens up new opportunities for technological and economic innovations [9].

A similar process of moving away from the self-sufficient multifunctional economic systems is also observed at the macro level. Here it manifests itself in a narrow country specialization, for example, on the peripheral states - in the export of agro-industrial products or raw materials, and in the developed Western countries - in the production and export of high technology.

3. Discussion

All of the above indicates that the development of organizational forms is intertwined with the processes of institutionalization of a number of economic functions related to the scientific research, education, health care, etc. This leads to a qualitative complication of organizational systems and the strengthening of the importance of human factor in the activation of innovative processes.

The improvement of organizational systems and their impact on the innovative development of the economy is a multifactor process and it is expedient to use the models that have been formed to date, for example, the transactional [10; 11] and institutional ones [12], to discuss it.

The first of them is based on the ideas of R. Coase and allows arguing that the firms as specific institutions are called upon to minimize the uncertainty of external environment, which in itself is an incentive for the integration of production and business and the formation of new organizational structures.

The second one helps to answer the question, for what reasons different organizations take strictly defined forms, explaining this fact with the idea of "institutional isomorphism". Any organizational and economic structure, according to this model, is in the organizational field of other organizations surrounding it, which gradually makes them more and more similar.

4. Summary

The research conducted makes it possible to draw a number of conclusions.

1. The ways and mechanisms of the influence of different organizational forms of production and business on innovative processes are not the same. Large economic structures tend to seek benefits for themselves through a general reduction in the innovation cycle duration. While it is more typical for small ones to specialize in the development of individual stages of this cycle that are most appropriate for their production and financial conditions, secondly, their behavior is largely determined by the general state of the surrounding organizational environment of the economic system and trends in the development and improvement of its technological basis, directly determining the capabilities of these structures and their role in the innovation process.

2. The main direction of activating the innovative processes in the economy is currently connected, on the one hand, with the continuing trend towards the growing development of organizational diversity, and on the other hand, with the consistent implementation of the principle of complementarity of various organizational forms relative to

each other, which is an integral feature of modern production and business in a rational combination of mutually exclusive classes of formed organizational forms.

3. The principle of complementarity determines the effectiveness of functioning of the organizational systems and their innovative activity primarily in the conditions of today's highly competitive environment, which is characterized by a greater degree of uncertainty and risk. It operates at all levels of the economic system. It facilitates the formation of large vertically integrated corporations at the micro level. It determines the emergence of special laboratories and venture firms at the meso level, through the intra-industry affiliation of corporations. At the macro level, it gives rise to the institutionalization of a number of functions of economic entities.

4. The trend toward the development of organizational diversity is limited by the phenomenon of institutional isomorphism. Therefore, a specific complex and sometimes contradictory picture of the state of organizational forms of production and business and their impact on innovative

development at each stage is determined by the resultant of two named processes.

5. Acknowledgement

The work is performed according to the Russian Government Program of Competitive Growth of Kazan Federal University.

References

M.V. Nikolaev, K.R. Saubanov, «On the role of small business in the Development of economic systems», *Journal of Economics and Economic Education Research*, vol. 17, No. 4, pp. 105 – 111, 2016.

M. Postalyuk, A. Akhmetshina, «Innovation structures a sustainable development of economic systems». *Investment Management and Financial Innovations*, vol. 11, Issue 4, pp. 127–133, 2014.

Technoparks of the World and Russia. – URL: <https://geektimes.ru/post/291331/>
[4] RodionovaN.V. External Effects due to the Technopark Activity // *Innovations*. 2008. – No. 3 (113). – P. 62-65.

SurinL.V., MolchanovaO.P. *Innovative Management*. – M.: INFRA-M, 2008. – 368 p.

How did the First Business Incubator Emerge? – URL: [http:// biznespraktik.ru](http://biznespraktik.ru)

DliM.I., KakatunovaG.V. On the Prospects of Creating Technopark Structures of a Network Type // *Innovations*. – 2008. – No. 2 (112). – P. 118-120.

Y. Khalabuda, M. Nikolaev. «Managing competitiveness of the region through innovation». *Saarbrücken, Deutschland: Lap Lambert Academic Publishing*, 2013.

Y. Khalabuda, M. Nikolaev, «Increase of efficiency of industrial enterprises activity on the basis of innovations of various types», *Procedia Economics and Finance*, vol 16, pp. 299 – 302, 2014.

R.H. Coase, «The Nature of the Firm». *Economica*, New Series, Vol. 4, Issue 16, pp. 368-405, 1937.

O.E. Williamson, «The Economic Institutions of Capitalism». New York: Free Press. 1985.

DiMaggio P., Powell W., «The Iron Cage Revisited: Institutional Isomorphism and Collective Rationality Organizational Fields». American Sociological Review, Vol. 48, N 2, – pp.147–160, 1983

**ANGLO-AMERICAN LINGUISTIC BORROWINGS IN THE
POLITICAL MEDIA DISCOURSE (A CASE STUDY OF MODERN
FRENCH PRESS)**Natalia S. Andrianova¹Olga F. Ostroumova²Milyausha N. Zakamulina³Elena A. Vanchikova⁴

Abstract: One of the brightest manifestations of the globalization era within the framework of increasing intercultural contacts is the active processes of interpenetration of languages with the domination of Anglo-Americanisms in many languages of the world. It is the English language that occupies a special position today and fulfills the role of the universally recognized language of international communication, both in everyday and in professional life. The relevance of the research topic is substantiated by the significant growth of Anglo-American linguistic borrowings in the French language, namely in media discourse followed by the "import" of American culture, the Americanization of the way

of life despite the linguistic policy of France aimed at combating the penetration and dominance of borrowings from the English language. In this paper, within the framework of an integrated approach, English-language lexical borrowings and the specifics of their use in articles of a political orientation are considered. In the course of the study, it was established that those English language borrowings are most actively used, the semantics of which reflects the specifics of the realities of political life and political culture in the modern world. As a result of the analysis of the corpus of Anglo-American borrowings (150 units), it was found that the borrowed lexicon used is laconic, is morphologically included in the host

¹ Kazan Federal University, Lev Tolstoy Institute of Philology and Intercultural Communication, e-mail: natalia_an83@mail.ru

² Kazan Federal University, Lev Tolstoy Institute of Philology and Intercultural Communication

³ Kazan state power-engineering university

⁴ N.A. Dobrolyubov Nizhny Novgorod State Linguistics University

language system, but there is a tendency to preserve the graphic form of borrowing.

Keywords: language of the media, linguistic borrowing, Anglo-Americanisms, political media discourse, French press.

Introduction

Today, English is the language of international communication due to the global leading positions of English-speaking countries in the political, economic, scientific, technical and cultural fields. As a consequence there is a tendency of penetration an increasing number of English-Americanisms into the body of European languages. Some researchers in this context even talk about the process of "mass" colonization "affecting both the sphere of everyday speech and the sphere of professional communication [1].

It should be noted that in France this process is going on, despite the fact that since the XVI century "a series of laws and authoritative government organizations were created specifically to unify, define, and preserve French values through common language use" [2]. For example, in 1994 the law of

Tubon was adopted in the country, which made a significant contribution to the protection of the French language from foreign influence and preservation of its identity [3]. Despite the existing law, one of the peculiarities of the dictionary composition of modern media is the presence of a significant number of Anglo-American borrowings, among the main reasons for using which can be called: the absence of words in the target language that can convey the meaning of the corresponding concept and reflect the specific realities of the Anglo-American society; the desire for language economy; fashion for a prestigious donor language; giving the text an emotional-expressive coloration.

It is obvious that "interaction of kindred languages, as well as the languages having different structures, contributes to the development and enrichment of the language system" [4, p. 697], and the study of lexical borrowings "allows tracking complexity of language processes, an entwinement of the internal and external phenomena in a language", [5, p.52].

Materials and methods

For the analysis of Anglo-Americanisms, the method of studying

borrowed lexical units (LU) was used, based on the principles of semantic-cognitive, discursive, and linguistic and cultural analysis.

The material of the study was the Anglo-American lexical borrowings used in the media political discourse of the modern French press.

To achieve the objectivity of the study, we analyzed 150 lexical units from the articles of electronic versions of the most authoritative French periodicals *Le Nouvel Observateur*, *Libération*, *Le Monde*, and *Le Figaro*.

Results

The object of our study was Anglo-Americanisms in the political discourse of the media, which is understood as "a complex communicative phenomenon with the aim of fighting for power through the formation of public opinion, including text as a verbalized result of speech, and situational, sociocultural and pragmatic context, and also special linguistic means corresponding to the goals and objectives of discourse" [6].

In this study we are talking about publications of a political orientation in the press, in which Anglo-Americanisms are actively used as

"special language tools" that meet the goals and objectives of articles devoted to political events. Also interesting in this context are studies of government blogs, which texts are stylistically close to the newspaper language [7].

One of the characteristic features of the modern French press language is the inclusion of a lexical unit having an Anglo-American origin in the text or the heading of an article.

Note that there are words among the borrowings, that are used quite often and for a long time in the texts and are understandable to modern readers without additional explanations. For example : *leader*, *lobby*, *briefing*, *meeting*, *top*, *boycott*, etc. These linguistic borrowings are consolidated in dictionaries and have equivalents in French.

Vividly reacting to socio-political events, media use more and more borrowings to reflect new realities. The French media showed great interest in the last election campaign in the United States, which was reflected in numerous publications.

Swing State (ou battleground state ou purple state)

"Il s'agit des Etats qui ne sont pas traditionnellement acquis à un camp. <...> On les appelle aussi parfois "purple state" ou "battleground state" [8].

Much attention during the last presidential election campaign in America was focused on what was happening in the so-called "swing" states which usually determine the outcome of the presidential race. In these examples, there are used Americanisms such as "*swing states*" (*swing - those who waiving*), "*purple states*", "*battleground states*" (*from the English "battleground" - the battlefield, the battle site*). Traditionally, the states in America are divided into three categories: democratic, republican and swinging (states in which neither of the two largest parties in the US have the support of a stable majority of voters) and are marked on the election map with blue, red and purple colors, respectively. The use of these Americanisms is associated with the desire of journalists to reflect the political and cultural characteristics of the United States, and the brevity of these terms explains the appropriateness of their use in this context, otherwise a detailed description of this phenomenon would be required. It should be noted that the lack of extralinguistic

knowledge in most readers is, in some cases, replenished by the authors of the articles by translating (calque) of those Americanisms into French. Basically these terms are translated into French as "États-pivots", "États indécis".

Continuing the theme of the use of Americanisms reflecting the realities of US political life, the following French dictum can be cited: "Il y a même un dicton qu'on entend beaucoup aujourd'hui: "Where Ohio goes, so does the nation "(Où va l'Ohio, la nation va aussi)" [9]. The authors cite this sentence in quotes in English, but give the French translation in brackets, thus creating the conditions for a better understanding of the meaning. Using in this context an utterance in the original language emphasizes that this is a native American saying and that it is very often encountered in the press during the election campaign in the United States. The candidate who won a preliminary victory in Ohio, as a rule, wins the presidential election in the US and the use of a whole phrase in English accentuates the attention of French readers to this trend.

The abundance of Anglo-Americanisms in media political discourse sometimes even creates the

impression that it is written in two languages. For example, the coverage of the victory of Donald Trump in the *Libération* newspaper was as follows: "Après avoir passé le début de soirée à regarder les résultats de sa Trump tower, Donald Trump a donné son discours de victoire au Hilton Midtown Hotel, à New York. A 8h48, le nouveau président élu est arrivé sur scène sous les cris "USA! USA!" de ses supporters et sur le thème musical du film *Air Force One* (avec Harrison Ford), composé par Jerry Goldsmith" [10].

To attract the attention of readers, some Anglo-Americanisms are indicated by quotes or italics in the text. The above fragment is replete with American realities and vocabulary: *Trump tower* - the skyscraper in which Donald Trump's headquarters was located during the pre-election campaign; *supporter* - a word that has the equivalent in French - partisan or adept, as well as the name of the movie in English, *Air Force One*, the music from which accompanied Donald Trump's appearance on the stage. The symbolism of using the title of the film in the original language is that the hero of the picture, which acts as the president of the United States, personifies courage,

steadfastness, and fighting character. All those qualities are necessary for a head of state in order to protect the country and make it even stronger. In addition, the use of the American version of the title of the movie is aimed at making the text more expressive.

It should be noted that there is a high frequency of use of linguistic borrowings reflecting national color in articles devoted to political events in the United States: *GOP* or *Grand Old Party*, *Air Force One*, *The Hill*. Thus, the aspiration of the authors of the articles was "to render an atmosphere and spirit of internationally relevant events contributes to the extent to which English elements are incorporated into texts" [11].

Quite often Anglo-Americanisms are used in the French media and in articles devoted to the events of the social and political life of France. So, for example, in 2013 the law on same-sex marriage was adopted in France. In the French periodicals there were articles in which the word combinations with the gay component have been used to denote new realities. These linguistic borrowings have found their niche in the language of media and have been used successfully for many

years not only in the rubric "Politics": *gay friendly, marriage gay, gays femelles, Gay Pride*. It should be noted that the legalization of same-sex marriages was one of the pre-election promises of former President François Hollande, which turned against him in four years of his presidency, as evidenced, for example, by the content of the article in *Le Monde*, entitled "Le mariage gay, promesse de la gauche qui s'est retournée contre Hollande" [12].

Being a neologism of English origin, the word *bashing* (from the English verb *bash* - hit hard) recently found widespread use in the political discourse of the French media in the sense of "criticism of a person". Often modern texts on the policy of the former president of France use the phrase *Hollande bashing*, which means literally "severe criticism of F. Hollande".

Today, social networks for many politicians are the opportunity to convey their official position to the world community. It is this area of Internet slang that is characterized by the penetration of new English-language terms, primarily because it is the most poorly developed semantic domain of the language. *Tweeter, tweet, blog, hashtag, web* - such English-language

linguistic borrowings often found in articles in the rubric "Politics".

In recent times, the phrase "fake news" differs by its very large prevalence and sustainable use in political media discourse. The so-called fake news has become a real phenomenon of the modern political media space. It is about the dissemination of inauthentic, fictitious information aimed at introducing a reader into confusion or discrediting a political opponent. This phenomenon has not bypassed the French presidential elections, which is clearly shown by the article published in the newspaper *Figaro* "Les cinq" fake news" qui ont pollué la campagne présidentielle" [13].

Discussion

Despite the fact that the problem of the use of Anglo-Americanisms in the political discourse of the French print media is poorly understood, most researchers agree that a growing number of linguistic borrowings contribute to the process of Anglicization and Americanization of the French language. This is clearly evidenced by articles of periodicals analyzed in this work [8; 10; 13].

As a result of the research we have identified a fairly large stratum of Anglo-Americanisms (mostly nouns and adjectives) used by journalists in electronic publications, among which there are linguistic borrowings that are firmly established in the language of the political media discourse in the modern French press (*leader, gay*) and occasional linguistic borrowings that have not received the status of equal lexical units in the French language and reflects the phenomena of foreign reality (*GOP, Brexit*).

Other common Anglicisms behave in the same manner in the target language, such as *lobby, gay* or *boycott*. While retaining only their graphic form, they are fully included in the system of the French language, developing its semantic structure. However, even they are subject to morphological and graphic variability. For example, the noun *lobby* has two forms in the plural: *lobbys* and *lobbies*, of which the second indicates a donor language. The lexical item *gay* has another graphic form - *gai*, which indicates the desire to fully liken the linguistic borrowing to the spelling norms of the target language. The change in the morphological structure of the word *boycott* (the addition of the French

affix *-age*) also clearly demonstrates this trend - *boycottage* [14].

It should be emphasized that occasional Anglo-Americanisms also indirectly receive the grammatical category of the genus (absent in English) and number, being used in texts with articles and possessive adjectives: for example, *sa Trump tower, les "swing states"*. When forming the semantics of borrowing data in the host language system, as a rule, the value of an original lexical item is preserved, i.e. it is about the coincidence of values in the donor language and the receptor language [15].

Conclusion

An analysis of the empirical material allows us to conclude that articles from the French press reflecting political events both in France and abroad use a considerable number of Anglo-American linguistic borrowings that are introduced into the text in order to reflect the specifics of the political life of English-speaking countries, give the expressiveness of the text, and attract the attention of a reader. The main advantages of the English terminological vocabulary used are brevity and accuracy of transfer for realities of the

political life of countries where English is the state language.

At the same time, there is a tendency towards an unjustified use of Anglo-Americanisms, especially in articles devoted to the political life of France, which in most cases have equivalents in French. The abuse of English-speaking inclusions often leads to the creation of a linguistic "soup" and makes it difficult to understand the meaning.

An analysis of Anglo-American lexical borrowings showed that many Anglicisms are lexically, morphologically and semantically assimilated by the French language, although some of them have a number of graphic and morphological variants. Occasional borrowings also begin to enter the system of the receiving language, acquiring the genus and number categories due to functional words and possessive pronouns in the text, but on the whole, however, preserving the semantics of the prototype lexeme.

Acknowledgements

The work is carried out according to the Russian Government

Program of Competitive Growth of Kazan Federal University.

References

Vlasenko S.V. Mass "colonization" by Anglicisms of Russian-speaking people as a problem of cognitive filtration // Questions of psycholinguistics. - 2007. - No. 6. - P. 81-90.

Caruso Gina. French Language Legislation in the Digital Age: The Use of Borrowed English Telecommunication Terms and Their Official French Replacements on Twitter and in the American Foreign Language Classroom. Theses, Dissertations, and Other. – Capstone Projects. Paper 120. – 2012. – 71 p. URL: <http://cornerstone.lib.mnsu.edu/etds/120> / (дата обращения: 15.04.2017).

Loi n° 94-665 du 4 août 1994 relative à l'emploi de la langue française. URL: <https://www.legifrance.gouv.fr/affichTexte.do?cidTexte=LEGITEXT000005616341> (access date: 10.02.2017).

Galiullina G.R., Yusupova A.S. European linguistic borrowings in the Tatar sprachraum (by written sources of

the XIX-XX centuries) // Life Science Journal. – 2014. – 11(10) – P. 697-700.

Ashrapova A., Alendeeva S. Recognition of English and German Borrowings in the Russian Language (Based on Lexical Borrowings in the Field of Economics) // English Language Teaching. – 2014. – 7(12). – P. 47-53.

Nikitina K.V. Political discourse of the media and its features that create the prerequisites for manipulating the public consciousness // Management of social and economic systems. - 2006. - №2. URL: <http://umc.gu-unpk.ru/umc/arhiv/2006/2/Nikitina.pdf> (access date: 02/03/2017).

Salieva R.N., Konopleva N.V., Mirgalimova L.M. Phraseological units in American and Russian governmental blogs // XLinguae Journal. – Vol. 9. – Issue 4. – October 2016. – P. 58-67.

[Bonal](#) C., [Hullot-Guiot](#) K. Primaire, caucus, swing state ... les mots des élections américaines. URL: [http://www.liberation.fr/planete/2016/01/31/primaire-caucus-swing-state-les-](http://www.liberation.fr/planete/2016/01/31/primaire-caucus-swing-state-les-mots-des-elections-)

[americaines_1427697](#) (access date: 04/03/2017).

Lavielle M. Présidentielle américaine: les "swing states" prêts à faire gagner Hillary Clinton. URL: <http://tempsreel.nouvelobs.com/monde/elections-americales/20160830.OBS7125/presidentielle-americaaine-les-swing-states-prets-a-faire-gagner-hillary-clinton.html> (access date: 01/15/2017).

[Massiot](#) A., [Pattée](#) E. Donald Trump remporte l'élection présidentielle. URL: http://www.liberation.fr/planete/2016/11/09/donald-trump-remporte-l-election-presidentielle_1527174 (access date: 10.02.2017).

Dražen Varga, Lidija Orešković Dvorski, Saša Bjelobaba. English Loanwords in French and Italian Daily Newspapers // Studia Romanica et Anglica Zagrabienisa. – Vol.56. – 2011. – P.71-84. URL: <http://hrcak.srce.hr/101802?lang=en> (access date: 12/01/2017).

[Dupont](#) G. Le mariage gay, promesse de la gauche qui s'est retournée contre Hollande. URL:

http://www.lemonde.fr/famille-vie-privée/article/2016/12/02/le-mariage-gay-promesse-de-la-gauche-qui-s-est-retournée-contre-hollande_5042208_1654468.html
(access date: January 25, 2017).

Feertchak A. Les cinq "fake news» qui ont pollué la campagne présidentielle.
URL:
<http://www.lefigaro.fr/elections/presidentielles/2017/04/22/35003-20170422ARTFIG00048-les-cinq-fake-news-qui-ont-pollue-la-campagne-presidentielle.php> (access date: 29/04/2017).

Le Petit Larousse illustré. - Paris: Larousse. - 2009. - 1818 p.

Ageeva A.V., Abdullina L.R., Latypov N.R. Semasiological relations between the lexical parallels in the French and Russian languages (a case study of the French borrowed vocabulary) // Journal of Sustainable Development. – 2015. – 8(4). – P. 53-60

THE COMPREHENSIVE APPROACH IN TRAINING PROFESSIONAL FOREIGN LANGUAGE FOR STUDENTS OF INTERNATIONAL RELATIONS

Alexandra Yu. Yusupova¹Diana V. Tyabina²Svetlana G. Kolpakova³

Abstract: The initial professional language training of future specialists in the sphere of International Relations includes enriching the vocabulary through learning the terms of physical and political geography. The study of specific terminology is the task of a foreign language integrated learning course, within the framework of which students can obtain knowledge of both the naming (foreign language) and the substantive (subjective) aspects of the profile conceptual apparatus. To implement the integrated language course, the present study used a comprehensive approach and a method of a three-step lesson. These methods allowed the use of an individualized approach to deal with significant

volumes of vocabulary, its semantic and grammatical features.

Keywords: political linguistics, foreign language lesson, higher education, individualized learning, comprehensive approach, working with vocabulary

1 Introduction

Professional language training for students who study the speciality of "International Relations" is connected with the field of political linguistics. In its applied methodological aspect, political linguistics reveals a problem field for foreign language learning from the standpoint of the professional interests of future international relations specialists. At the same time, the feature

¹ Kazan Federal University. e-mail: alex.yusupova@mail.ru. Tel.: +79173968355.

² Kazan Federal University. e-mail: alex.yusupova@mail.ru. Tel.: +79173968355.

³ Kazan Federal University. e-mail: alex.yusupova@mail.ru. Tel.: +79173968355.

of this professional training involves the regular integration of general language and profile language courses. The need for early integration of such courses increases in the conditions of foreign language teaching in the Baccalaureate. This is due to the fact that most of our students start to learn a foreign language (in the present case it is the German language) with A1 level and in four-year period they are to reach the level of B2-C1 general language training, as well as to master the language skills of professional communication. In this regard, the integrated language courses suggest learning foreign language vocabulary in the profile area in the first year of training. A teacher can take geography as one of the first profile themes. This refers to the terminological apparatus of both physical and political geography within the learned foreign language. Depending on the students' specialization this vocabulary may include both general geographic terminology and terminology that is specific to the particular region being studied. It should be noted that in our practice we regularly encounter situations that require not only the study of foreign names of geographical objects, but also the mastering of

geographic topics, since the content side of a number of geographical concepts seems to be unfamiliar to students in some cases. Such a nuance requires, on the one hand, additional self-training of the teacher in the discipline of "Geography". On the other hand, it urges to create and use special didactic materials that combine both teaching material on a geographical topic and exercises in the field of foreign language learning. This comprehensive approach helps realize the idea of multitasking [1], which is described in our work. In addition, in the view of significantly different levels of students' knowledge of geography in general, it will be helpful to propose the use of an individualized approach.

Thus, such individualization will allow each student to get acquainted with the topic under study at his own pace and volume, which fully fits the trend of actual person-oriented training [2]. In our practice we traditionally rely on the principle of individualized learning and the corresponding approaches in perspective of the Montessori Method of education [3]. This article mainly focuses on some examples showing individualized training on a number of foreign (the

German language) language teaching materials from the field of physical and political geography, which is especially in demand while training students of International Relations and Foreign Area Studies.

1. Methodology

The methodological basis of our work involves the approaches of the Montessori Method of education. The application of Montessori's ideas to a foreign language lesson [4] is a poorly developed field, but the promising one. The Montessori system advocates the principle of freedom of development, selfsufficiency and independence of students, reliance on inner motivation, the search for individual growth points, and the principle of individualized learning within the framework of original didactic approaches [5].

Any pedagogical activity that refers to M. Montessori's ideas is a priori determined by the principle of freedom. Being a creative force that is inherent in the human personality, freedom contributes to the all-round development of the individual, as it launches nature-friendly processes [6]. Applying to the lesson of a foreign language, the principle of freedom is expressed in

freedom of choice of place and type of educational activity, freedom to choose partners for cooperation, freedom of repetition of exercises, etc. "Freedom is an activity" [7: 73], and its consequence is active discipline built on inner motivation.

The formation of a motivated search is impossible outside a specially designed didactic environment. In higher education the rules for creating such a comprehensive environment require certain modification. Instead of constant availability of materials for each topic covered, we offer students a range of exercises on a separate thematic block or section. One of the most important principles is the possibility of self-control inherent in didactic material. The student's ability to independently find and correct his mistakes attests to the highest degree of his self-sufficiency [8].

The role of the teacher in this case follows a special conceptual formula: his main status is an observer and researcher. Among the basic functions that the teacher should have are self-training, the preparation of didactic materials, teaching in the view of the principle of non-interference in students' work, interpretation of the observed

results at all stages of the training process [9, 12].

2. Results and discussion

The results given below are obtained during the lessons of the German language as a foreign language, but they can undoubtedly be used in teaching other foreign languages after appropriate elaboration [10]. There is one of the examples illustrating an individualized approach to work on vocabulary in the direction of “Physical Geography. Earth’s relief” for international relations students. The concepts denoting the types of the Earth’s surface are found in the names of a number of geographic objects studied during foreign language lessons, for example, die Straße von Gibraltar, die Landenge von Panama, der Bodensee, Malaysischer Archipel, Mecklenburger Seenplatte and others. Besides the acquaintance with proper names, dealing with such vocabulary implies the ability to generalize and classify geographical objects, such as lakes, islands, archipelagos, etc. Such a classification requires students to understand the essence of the geographical term, for example, the Maldives is an archipelago,

and Gibraltar is a strait. Orientation at the level of concepts helps to solve grammatical questions of the gender and the choice of the preposition. However, there appears a frequent problem at this stage: not all students have a clear idea of what an archipelago and isthmus are, what the difference between a fjord and a bay is. Obviously, the introduction of such a nomenclature by an uninterrupted method requires the use of a comprehensive approach that is designed to ensure the assimilation of both linguistic and profile information, as well as the creation of special didactic material. In our practice, we use cards with a schematic depiction of a number of terrestrial relief objects [3; 11]. These are five identical pairs of geographic objects, opposed to each other only in color, but having absolutely identical contours: lake and island; fjord and peninsula; bay and cape; group of lakes and archipelago; strait and isthmus (Fig. 1).

Each image is provided with a card with the name of the geographical concept in German: der See; die Insel; der Fjord; die Halbinsel; die Bucht; das Kap; die Seeplatte; die Inselgruppe; die Meerenge; die Landenge.

The leading method in working with individual lexical units is the so-

called three-step lesson, repeatedly described in the literature [3; 6].

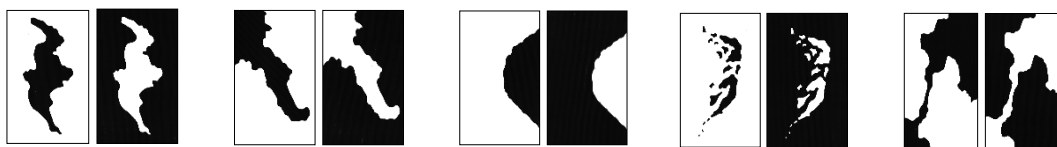


Fig. 1. Pairs of cards to the theme "Relief of the Earth's surface. Water and Land."

Its main steps (the introduction of concepts, consolidation and control) are based on another important principle of the described system - the delineation principle of degrees of complexity.

In accordance with the requirements of the three-step lesson, the

initial acquaintance is conducted with a limited number of new concepts. The main task of the first stage is the introduction of concepts. At this stage, pair images and related vocabulary cards are displayed (Fig. 2).

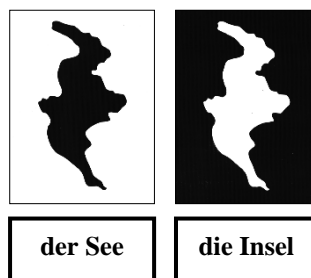


Fig. 2. A pair of cards "Lake" / "Island" and word cards.

The second stage is oriented towards the consolidation of concepts. This step involves working with exercises, the number of which depends on how quickly the student learns new words. The choice of exercises is individual, but always meets the requirement of structuring from simple to complex. Standard exercises are

known, built on the following types of questions: "Wo ist der See?"

Another exercise includes two cards with paired images (for example, "Lake" and "Island"), two cards with the corresponding captions, and two control cards for self-examination. The task is to select a concept suitable for the image and its naming in response to the

teacher's request: "Zeigen Sie den See!" (Fig. 3).

The next type of exercise is represented by cards with generalized concepts "Lake", "Island", etc. and cards with names of famous islands and lakes in a foreign language. The task is to classify certain geographical names by conceptual groups. For example, the

teacher can use such names of islands and lakes as Kreta, Grönland, Oster-Insel, Genfer See, Baikal, Kaspisches Meer. It is clear, the set of concepts contains the names of both known and complex for the classification geographical objects. This exercise is also provided with a card for self-monitoring:



Fig. 3. Selection of names for cards and control cards.

der See	die Insel
Genfer See	Oster-Insel
Kaspisches Meer	Kreta
Baikal	Grönland

The following an exercise for work with one definition is focused on the vocabulary expansion on the topic under study and indirectly on the repetition of constructing complex sentences. The exercise includes two copies of cards with the definition of the concept being studied: one working copy and one for the control. The first copy is

a definition in a form of mosaic cut into several parts. From the scattered words and expressions it is necessary to collect the whole definition. In our practice, we divide the definition into four parts:

/ Der See / ist / ein Gewässer, /
 das vollständig von einer Landfläche
 umgeben ist. /

The definition on second uncut card gives the possibility to check the answer. A similar exercise involves working with several definitions. Just like in the previous example, the exercise involves preparing two sets of cards (cut mosaic cards and the whole ones) with definitions of several concepts. We introduce the definition of the term “die Insel” along with the already given definition of the term “der See”.

/ Die Insel ist eine Landmasse,
die vollständig von Wasser umgeben ist.

/

This type of work includes finding the appropriate pairs of concepts and definitions and is focused on distinguishing lexical information. As in the previous exercise, cards with a whole definition act as a source of self-control. The described task can be proposed in a simpler or more complex version. It should be emphasized that the second stage of training with new lexical units is the longest one. As additional exercises, you can suggest coloring the contour maps and sign an appropriate image or select photos of various reliefs of the Earth's surface in order to distribute them among the concepts studied. Of particular interest is also the familiarity with the synonyms of the concepts

studied (die Landenge und der Isthmus; die Meerenge und die Meeresstraße) and the difference in the nuances of their meanings (der Fjord und die Förde).

At this stage, the status of a teacher-observer who offers an exercise to the student is fully manifested. Further students work on fixing the vocabulary independently. The teacher observes, answers their questions, analyzes the current situation, recommends a sequence of exercises, and decides on the transition to the third stage. The main requirement of such a transition: the teacher should be completely sure that the student has learned new concepts.

The third stage is monitoring and evaluation, which should not be an end in itself of the described work. This is the shortest step, and it is conducted by the teacher. Showing the student a card with an image, the teacher asks one question: “Was ist das?” If the answers are wrong, uncertain or not at all, then this indicates that the control is too early. In this case, you should return to the second stage and continue the exercises.

In the light of the professional language training of international relations students at the entry level, a separate area of work with vocabulary is the study of terms from the field of

political geography, i.e. the names of countries in a foreign language. It is known that a special difficulty in connection with the German language learning is concerned with the indicating a gender of a number of exceptional names of countries. These “toponyms-exceptions” refer to both the feminine and masculine genders. They are also plural and always used with the article subjected to declension.

As in the above example of working with vocabulary from the field of physical geography, we use the three-step lesson method in cases where it is necessary to introduce new vocabulary. Within the topic under study, the names of each gender are studied both separately and as a group of plural names.

At the first stage, the corresponding names of countries and cities are traditionally displayed. To do this, you can use special cards containing the noun-name of the country with the article. Usually the number of cards does not exceed 5-7 titles. Working with the concept of grammatical gender, we also use the color-coding method to help establish additional sensory (visual) associations. Thus, masculine cards have a blue frame, a feminine gender - red,

plural - violet. The color of the neuter gender is yellow. After the introduction of new “concepts-exceptions”, for example, the masculine gender *der Iran*, *der Irak*, *der Libanon*, *der Sudan*, *der Vatikan*, *der Niger*, we turn to the exercises.

The first block of exercises is performed on contour maps. Supplementary materials to them are sets of cards of the first stage with “names-exceptions” classified by gender. Here students do certain tasks such as searching and color marking of the corresponding state on the map, signing its name, designating its capital. If we are talking about masculine words, then we paint the corresponding states in blue. Later, this contour map will be supplemented with data on the “names-exceptions” of the feminine gender and plural ones.

One more block of exercises comprises the tasks for comparing the corresponding names of countries and their capitals. The set includes two types of cards with names of states and capitals. For example, the above described set of masculine gender names is decomposed into the following pairs of cards: «*der Iran*» – «*Teheran*»; «*der Irak*» – «*Bagdad*»; «*der Libanon*» –

«Beirut»; «der Sudan» – «Khartum»; «der Kosovo» – «Pristina»; «der Vatikan»; «die Niederlande» - «Den Haag»; «der Niger» – «Niamey». The cards are provided with the appropriate gender color coding. To check the errors there is a table with already referenced names.

The further algorithm of work assumes a return to the first stage with the purpose of introduction and further training of the “names-exceptions” of the feminine gender and the plural forms. After isolated work with each group of words, you can suggest a mixed exercise on the distribution of cards with the names of states to groups according to the generic membership.

At the end of this long stage of the exercises, we come to the final third stage - control. This control can be carried out as an uninterrupted method by selecting an article of the appropriate kind for a given word or a transfer method (for example, in the form of a traditional lexical dictation).

3. Summary

The use of the comprehensive approach at the initial stage of the professional language training of students in the sphere of “International

Relations” makes it possible to solve the problem of studying certain aspects of political and physical geography during foreign language lessons. The comprehensive approach, implemented with the help of special didactic material, integrates the linguistic and profile tasks of studying special political and geographical terminology. The implementation of such integrated work in foreign language lessons is possible with reliance on the principle of individualized learning. In this regard, the Montessori pedagogy approaches, based on the principle of freedom of choice, have proved themselves confidently. The rule of isolation of the degree of complexity, the special didactic material and the three-step lesson method proposed by Montessori for work on enriching the vocabulary provide the tool base for the proposed comprehensive approach.

4. Conclusions

The introduction of new forms of work in the field of professional language training creates a favorable learning atmosphere, supports interest in the discipline and brings satisfaction of the work. Reliance on visibility and the use of manual activity facilitates the

process of assimilation, since it includes the work of visual and motor memory. In a broad sense, referring to the ideas of such alternative systems as Montessori's pedagogy opens a wide sphere for enriching foreign language learning process and creating new methods.

Acknowledgements

The work is performed according to the Russian Government Program of Competitive Growth of Kazan Federal University.

References

K. Buzarov, "The System Approach as a methodological principle of creation of the educational school system (theoretical aspect)", *Vestnik Adygeyskogo universiteta*, vol. 2, pp. 32-36, 2012.

A. Kraus, "Individualisiertes Lernen mit Lehr-/Lernkreislauf", *Individualisiertes Lernen* / Hrsg. Von A. Kraus und A. Nieweler, Heft 128, pp. 28-33, 2014.

A. Yusupova, "M. Montessori's pedagogical ideas at foreign language lessons", *Inostrannye yazyki v shkole*, vol. 6, pp. 10-14, 2010.

M. Materniak, "Die Aufgaben der Erzieher in der Montessori-Pädagogik und ihre Bedeutung für Fremdsprachenunterricht", *Prace Naukowe Wyższej Szkoły Pedagogicznej w Szestochowie. Studia Neofolologiczne*, vol. 2, pp. 93-98, 2000.

B. Thayer-Bacon, "Maria Montessori, John Dewey, and William H. Kilpatrick", *Education and Culture*, Vol. 28: N. 1, pp.3-20, 2012.

M. Montessori, *Das kreative Kind. Der absorbierende Geist* / Hrsg. von P. Oswald und G. Schulz-Benesch. Freiburg, Basel, Wien: Herder, 1975.

M. Montessori, *Dom rebenka. Metod nauchnoy pedagogiki*, Moscow: Zadruga, 1913.

J. Liang, "Toward a three-step pedagogy for fostering self-assessment in a second language writing classroom", *Te CATESOL Journal*, vol 26(1), pp.100-119, 2014.

A. Lillard, *Montessori: The Science Behind the Genius*, New York: Oxford University Press, 2017.

S. Thornbury, *How to Teach Vocabulary*. London and New York: Longman, 2002.

M. Montessori, *Kosmische Erziehung* / Hrsg. von P. Oswald u.a. Freiburg: Herder, 2004.

I.G. Kondrateva, *Formation of communicative and educational competence of future teachers in the course of training a foreign language at non- language faculties/ the thesis for a degree of the candidate of pedagogical sciences / Tatar state humanitarian and pedagogical university, Kazan, 2008, pp. 86-106*

**NAME OF THE NEWSPAPER: COMMUNICATIVE-FUNCTIONAL
APPROACH**Liliya R. Muhametzyanova¹Leyla A. Mardieva²Elena S. Kara-Murza³

Abstract: The article is devoted to the linguistic status of hemeronyms – the names of media publications – on the material of newspaper titles. They represent a variety of proper names and are qualified as a word / wordform, sentence or primitive text, being the subject of research of various disciplines – onomastics, syntax and text linguistics. In addition, the names of publications are in the focus of attention of specialists in the field of media design and marketing communication (more specifically – naming). The functional approach to the object under study allows us to emphasize a specific goal setting of the identification / individualization of the media market object and to focus on three variants of the indicated names: a) as a structural element (subtext) of the integral complex sign, which is the aggregate text of the publication – the

collective and periodic intellectual product functioning in a market economy; the name represents the core element of the header / title complex – as a rule, it has a polycode character, which is manifested also metagraphemically (through the headset, font size, font color), and illustratively (with the help of drawings, emblems, awards); b) as an independent element (primitive text) of marketing discourse (on city and office signboards and indexes) and c) as a nominative unit in works of various styles and genres on the functioning of print media (in subscription catalogs, in consumer dialogues at newspaper kiosks, in the news, analytics, etc.). The proposed communicative-functional approach to the study of the names of periodicals helps to apply the integrative models to its description, which in turn makes possible the most complete

¹ Kazan Federal University.

² Kazan Federal University.

³ Moscow State University. aklilya@bk.ru.

representation of the various semiotic methods of reflecting the pragmatic attitudes of publishers in it.

Keywords: newspaper, title, hemeronym, title / headline text, market model of mass communication

Introduction

The problem of language nomination is central to linguistics. Studies in this area are inherently inexhaustible, because they reflect the evolution of the world and man in this world, the constant development of cognitive and creative abilities of the human consciousness and the activity of dynamic processes in language [1]. A particular turning point in the sphere of nomination is the problem of the object; in this connection, the common names and proper names are contrasted.

Naturally, along with the dynamics of the language, the dynamics of scientific research in the field of "linguistic documentation" [2] of reality – onomastics – is also observed. Within this field, ergonomics, a direction studying an artificial nomination in the field of the names of the most diverse products of industry and intellectual

creativity functioning in market economy, becomes really actual.

The object of our scientific interest is the names of periodicals. Any study begins with the problem of terminology and the establishment of the scientific status of the object under study, the theoretical and methodological grounds for its description.

Materials and Methods

To denote periodicals, many terms correlated with different scientific directions are used. The lack of unity in the designation of this group of names indicates the complex and multifaceted nature of the research facility and the need to study it using various methods.

In the media industry the most common is the term "title" (which means "names of periodicals", "names of newspaper publication / newspaper", etc.) along with the terms "title" / "headline", "header / heading".

The term "heading" reflects the generality of the basic functional and communicative properties of the newspaper title with the names of works of any styles and genres. However, with regard to the designation of the name of the newspaper, it does not seem suitable

due to the connection of this term with the name of a separate newspaper/magazine publication and the uncertainty of the semantics of this word in the Russian language.

The terms "title", "title complex" emphasize that the title of the periodicals is a part of the headline complex of the newspaper and is designed in accordance with the genre and thematic specifics of the publication, the target audience, etc.

The term "newspaper logo" actualizes the fact that the name of the media edition is a special product of advertising creativity, a special component of marketing communication is the most important means of individualizing the publication on the media market. The complex of information of an identifiable and identifying character is indicated by the terms "title section", "title complex".

Linguistically, the designation of periodicals of any type (including newspapers) is conducted by means of proper names. The homonymical status of the names of this group is approved by A.V.Superanskaya [3] and is reinforced by the fact that the term "hemeronym" appears in linguistics [4].

Even a cursory glance at the library catalog of periodicals shows the diversity of the linguistic nature of these denominations. They are not only a) prepositional-case forms of nouns as incomplete implementations of proposals ("*On the raid*", "*For the Motherland*") and b) other lexical-grammatical classes of words ("*Tomorrow*"), wider than nouns; but also c) key word combinations ("*The New Kazan word*", "*My newspaper*"); d) series of word forms related to the construction without conjunctions ("*Business, banks, stock exchange*") and cohesive links ("*Time and money*"); d) the subordinate parts of compound sentences ("*Where is the money?*") and д) самостоятельные предложения «*Доживем до понедельника*», «*Я – молодой*»); e) independent proposals "*We will live till Monday*", "*I am young*"; e) complex names with an explanatory part ("*The New Kazan Veчерka: Nezavisimaya Gazeta*"). The functional approach allows us to agree with the position of A.K.Matveev: "... If necessary, you can "create" your own names from any language material. Names, being a sign of singling out a subject from a number of similar ones, can be a word, a word combination, and

a sentence, because they go beyond the scope of vocabulary. ... A word is only one hypostasis of a name" [5].

Any onym is an "identifying sign": it serves as a means of identifying and individualizing of an object. The degree of individualization of the proper name is different, along with the names denoting one unique object, there are names that serve as the designation of a group of objects – "group proper names" [3]. As for the hemeronyms, this class of names has its own special type of individualization – the right to "mark the whole set of regularly published texts, united by the information concept and the policy of the relevant media" [6].

The question of the relevance of the hemeronyms as a variety of onyms to the category of utterances / texts remains controversial.

The main functions of nominal names are nominative and significative, whereas communicative and pragmatic are secondary and optional. A characteristic feature of proper names is their pronounced communicative character: "they acquire communicative significance in the process of interaction and are characterized by the ascertaining intonation inherent in nominative sentences" [7]. In speech, proper names

can function in the nominative function of parts of sentences, and in the communicative aspect – in a calling or index function. In the latter case, structurally, this is a special type of single-component nominative sentences.

Modern science works out the concept of primitive text – "unusual from the point of view of classical linguistics, small text structures with a complete lack of special means of connectivity", whereas "the orientation of traditional linguistics primarily to the standardized coherent text as a source material of linguistic research gave the concept of words as "bricks" from which the sentences are composed [8]. The primitive texts "are oriented first of all at transferring the quintessence of the structure of wholeness in its purest form and therefore are quite sufficient for the solution of relatively simple communicative tasks", respectively, from the standpoint of "communicative reality" they are self-sufficient [8]. Among them, L.V.Sakharny mentions the titles of books, plays, movies, etc.

A study of hemeronyms in the concept proposed by L.V.Sakharny allows us to present the names of periodicals in all their linguistic

manifestations, and, most importantly, in the dynamics of communication.

Functional approach to the research object implies differentiation of medianames as primitive texts in the communicative space: 1) in the "Rospechat" catalogs "Newspapers and magazines" or library catalogs; 2) directly in the process of textual interaction, when in the field of view of the reader is not the deputy of this newspaper with its name, but the periodical itself as a collection of journalistic texts; 3) in texts of different styles and genres in cases where it is necessary to indicate a particular periodical. In the first case, the name of the publication from a linguistic point of view can be treated as a word = sentence, as a primitive text, as an independent speech communicative unit. In the second and third cases, the name of a periodical is usually considered as a non-independent unit, as a structural element of the whole text (newspaper text or the reader's dialogue as a buyer with the seller of a newsstand).

The newspaper text in this case is legitimately understood as a complex intellectual and communicative product – a set of texts intended "for a particular publication, for publication in a certain

place at a certain time" connected with a "concrete practical life situation", oriented to its type of audience [9]. The intent of publishers and owners embodied in the title of the publication unites a lot of texts into a single unit. This large-scale product can be characterized using terms such as "compound text" [10], a complex aggregate text [6].

Discussion

Among different news, journalistic and entertaining works that form a coherent text of the newspaper, the title of the publication, together with the elements adjoining it and cooperating with it, forms a special kind of identifying text – the title header text. This statement is proved by the following psychological, structural, compositional and semiotic facts:

1. With respect to the totality of the texts that make up the newspaper's number, the title occupies a separate and supra-textual position and is visually highlighted due to its location in the upper part of the first page of the newspaper and special graphic means.

2. The name of the newspaper can not be perceived and accordingly interpreted in isolation from its closest

textual environment, since the name of the newspaper does not function in isolation, it is the core component of a set of interrelated elements that together with the proper name form a special semiotically complicated text of the identifying property, which is called "logotype", "title / title part", "title complex" of the publication in journalism and media design works. The verbal components of such a text in a newspaper are usually: the title of the publication, the "supra-headline" and / or "subtitle", the slogan, the shortened version of the newspaper's name, usually in the form of abbreviation (the last three elements are optional); type of publication and information about the founder; date, month and year of publication of the newspaper; the serial number of the newspaper, the frequency of publication; in some publications – information about the price and circulation. Non-verbal figurative components of the text-title are: drawing and / or photograph, images of government awards, if any. Nonverbal graphic elements (rulers, frames, substrates) allow you to combine all the above components into a single textual whole.

The study of the media text is unlikely to be productive without taking into account its communicative status, which is understood as "a general functional purpose, meaningful either in terms of its finding in the field of knowledge (as a source of information, an artifact of the era) or with regard to its inclusion in general practical activity" [9]. Behind each name there is a name of the newspaper – "there is a group of people united by a commonness of ideas and views" [3] and it is the name together with other constituent parts of the given visual field that can express in extremely condensed form the publisher's leading intent of the publication, its purpose, the readership for which it is intended. Thus, it allows the target audience to identify the periodical, acting as a kind of regulator of relations between the publisher and potential readers. The title of the publication, together with the other components of the title header text, is thus a self-contained speech message.

Results

From the indicated positions we regarded the title headline of the newspaper published in the Republic of Tatarstan. The verbal components of this text: the actual name of the newspaper is

"The Star of the Volga Region" and its English version, the overhead title-definition is *Nezavisimaya Gazeta*, the slogan "For Truth and Homeland!", the serial number, number and date of publication of the newspaper. Due to the actual graphic (use of capital letters) and meta-graphic (bold font, and its size), the key word of "hemeronym" "star" is updated.

The key words of the slogan and the headline of the *homeland, truth, independence* specify the intentional direction of the publication and are supported by the non-verbal component of the text – the representation of the precedent for Tatarstan image of the Tatar poet, Hero of the Soviet Union M. Jalil, leader of the underground anti-fascist Muslim organization sentenced to death by the fascist court. The precedent visual image [11] repeats the verbal message, emphasizes the nature of the printed publication – the opposition one, the purpose – serving the people. Thus, with the help of verbal and non-verbal components of the title heading (multimodal [12], [13], [14]), the publisher positions its newspaper, attracts its target audience and briefly reports on the content of the materials published in it [15].

In the conditions of commercialization of almost all spheres of life of Russian society, it is impossible not to take into account the commercial purpose of the object we are researching, its focus on promoting the newspaper as a media product in the market and receiving profit from publication. This is due to the fact that the name of the media along with other elements of the title header text forms a brand name and a trade mark of the publication, its logo, performing an advertising function. This function of the hemeronym makes it an object of study in advertising / advertology and the object of creativity in a special direction of creativity – naming [16], [17].

Conclusions

Thus, the title of a periodical is one of ambiguous linguistic phenomena: it has the form of a word, phrases or sentences and the status of a text. The most productive for its study is the integrative approach, demanded by modern science, to the object under study, combining the achievements of linguistics, including onomastics, semiotics, marketing, including naming, and media design. In this case, the hemeronym appears in the process of

communication in various manifestations, being considered both as a component of the whole text of the newspaper, and as a sign of company identification.

The hemeronym deserves further research. In advance, it can be assumed that the synthesis of the achievements of different scientific disciplines will allow: 1) to establish the patterns of the names of periodicals and their functioning in certain communicative situations and given space-time coordinates; 2) according to the constructive principle of the language of the newspaper, according to V.G.Kostomarov, to define a set of expressive and standard components of the title header complex, forms and methods of transferring explicit and implicit information; 3) to conduct a comprehensive analysis of the ways to create a competitive image of the periodical and mechanisms for forming a stable attachment to this media audience.

Acknowledgements

The work is performed according to the Russian Government Program of Competitive Growth of Kazan Federal University.

References

- Guzel A. Golikova, Radif R.Zamaletdinov, Alsu H. Vafina & Rezeda F. Mukhametshina The "New" Strategy in Teaching Literature in a Multiethnic Environment (as exemplified by the Republic of Tatarstan). *International Journal of Environmental and Science Education*. April 2016 Special Issue. pp. 1237-1246 .
- Hintikka Y. *Logic, language-games and information. Kantian themes in the philosophy of logic*. Oxford, 1973, X, 291 p.
- Supernanskaya A.V. *The general theory of the proper name*. Moscow: Nauka, 1973. 368 c.
- Podolskaya N.V. *Dictionary of Russian onomastic terminology / otv. ed. A.V.Supernanskaya*. Ed. 2 nd, revised. and additional. Moscow: Nauka, 1988. 192 pp.
- Matveev, A.K. *The Apology of the Name / Questions of Onomastics*. 2004. № 1. P. 7-13.
- Golomidova M.V., Myasnikova V.A. *The image of the addressee in the titles*

of periodicals // *Onomastics*. 2014. No. 2 (17). Pp. 112-119.

Ufimtseva A.A. Lexical nomination (primary neutral) // *Language nomination (types of titles)* / Otv. Ed. B. A. Serebrennikov, A. A. Ufimtseva. M.: Nauka, 1977. Pp. 5-85.

Sakharny L.V. Texts-primitives and patterns of their generation // *Human factor in language: language and the generation of speech*. Moscow: Nauka, 1991. P. 221-237.

9. Konkov V.I. Actual media: the principles of study // *Uchenye zapiski Novgorodskogo gosudarstvennogo universiteta im. Yaroslava Mudrogo*. 2015. №2. S.1-5.

Lazareva, E. *Headline Text Complex - A Means of Organizing and Optimizing Perception*, *Izvestiya Ural State University*. 2006. № 40. P. 158-166.

Mardieva L. Pre-existing visual images and phenomena: a linguistic approach // *3rd International Multidisciplinary Scientific Conference on Social Sciences and Arts SGEM 2016*, 24-31 August, 2016, Book 1 Vol. 3, 765-772 pp.

Berger, A.A. (2015). *Ads, Fads & Consumer Culture*. New-York. Rowman & Littlefield, Lanham. 31 p.
Multimodal analysis (2009). *The Handbook of Business Discourse*, pp. 155-165.

Noah A. Smith and Jason Eisner. 2005. Guiding unsupervised grammar induction using contrastive estimation. In *International Joint Conference on Artificial Intelligence (IJCAI) Workshop on Grammatical Inference Applications*, Edinburgh, July.

D.Elliott and F.Keller. Image description using visual dependency representations. In *Proceedings of the Conference on Empirical Methods in Natural Language Processing*, pages 1292--1302, Seattle, WA, 2013.

Merriam's guide to naming. A practical guide to business naming. By Lisa Downey Merriam. - 2-nd edition. - Red Toad Press, 2013. 35 p.

David A. Smith, Jason Eisner, Parser adaptation and projection with quasi-synchronous grammar features, *Proceedings of the 2009 Conference on*

Empirical Methods in Natural Language

Processing: Volume 2, August 06-07,
2009, Singapore

**REENGINEERING OF BUSINESS PROCESSES AND IMPROVE
THE SALES SYSTEM BY 1C IN PHARMACIES**Gulnara A. Gareeva¹Diana R. Grigoreva²

Abstract: sales activities is one of the main elements of the production and commercial activities. It affects all stages of production by ensuring the flow of financial resources, their circulation. The quality of the Sales Department's work depends largely on the effectiveness of the entire enterprise. Effective sales activities has a positive social and economic impact on individual employees, Enterprise and society as a whole. This work describes a project subsystem "sales management, sales task is implemented, evaluated the effectiveness of the implementation of the specified task. The practical value of the study is that the draft can be used for all-round automation of enterprise management. To redesign processes in sales management subsystem uses the reengineering of business processes. For selected key business processes, there is a set of indicators on the economic

activities of the pharmacy network. Results can be described as effective as integral indicators of the economic efficiency of the project equal: the total cost of the development tasks-40080.66 rub; savings: 5305.18 rub. per month, 63662.16 rubles. in the year, the net present value of-8709.12 rub; payback period-simple 9.4 months, discounted payback period (at a discount rate of 8%)-10.8 months, internal rate of return-46.05%.Introduction of Sales Accounting tasks "gives the management effect and synergistic effect that is associated with the use of the results of this task on other tasks.

Keywords: marketing, reengineering, pharmacy chain, information system, a business process.

Introduction

¹ Kazan Federal University, Naberezhnye Chelny. e-mail: gagareeva1977@mail.ru tel. 89061233060.

² Kazan Federal University, Naberezhnye Chelny. e-mail: gagareeva1977@mail.ru tel. 89061233060.

Currently, under conditions of high competition, the company requires a set of activities in the field of marketing. And this is possible only if carried out targeted sales management. Such management should consist of several stages:

- planning the establishment of the programme of action;
- Organization of labour together link subjects of labour and means of labour in conditions of functioning of the enterprise;
- demand generation and sales promotion-implementation of a range of activities aimed at the sale of products.

The aim of the study is to improve the business sales process, in particular the development of information system of the enterprise, allowing you to improve sales. Process improvement is considered "classical" concept of improving operating efficiency business. This approach involves a detailed and systematic review of existing process with a view to finding possible ways of improving it, or, if necessary, a radical redesign.

Materials and Methods

Researchers distinguish five main methods to achieve the goals of

improving business processes in organizations: a quick decision analysis technique (FAST); benchmarking process; Re-engineering process; engineering process; Reengineering process [1]. Business process reengineering is the most radical of the above techniques to improve business processes, with the exception of engineering, because in the literal sense is not an improvement, but rather a method of process control. Object is re-engineering business processes that define the work of the organization. Reengineering can be done repeatedly until the majority of the company's processes will not be completely transformed [2],[3]. Thus, the work is divided into phases, each of which has a clear goal is to significantly improve the work of the organization. Appointment information system is being designed to improve the use of computer technology in the production activity of pharmacies, through a better distribution of the input and output of information between the various units pharmacy network [4]. Also the appointment of an information system is the automation of pharmacy network management process while maintaining full harmonization and integration of information across

pharmacy network. Selection of subsystems according to the process-task approach should be based on business processes and information system-tasks allocation for these business processes tasks that would improve the cost-effectiveness of the system. The purpose of creation of management information system of pharmacy network is to improve the efficiency and effectiveness of production, reaching break-even, sustainable profits [5]. Business process management organization involves continuous improvement and optimization, so essential instruments process management approaches and methods to improve business processes [6]. For a description of the

organizational and logical entity subsystems used model IDEF3 [4],[5]. For further analysis of sales management subsystem is considered. Sales management subsystem includes task:

- Calculate your needs in product marketing;
- Formation of requests for provision of goods;
- Recognition of orders;
- Taking into account the actual cost of sales;
- Calculation of indicators of effectiveness of sales activity.

Figure 1 presents the logical model of the organizational subsystem «sales management».

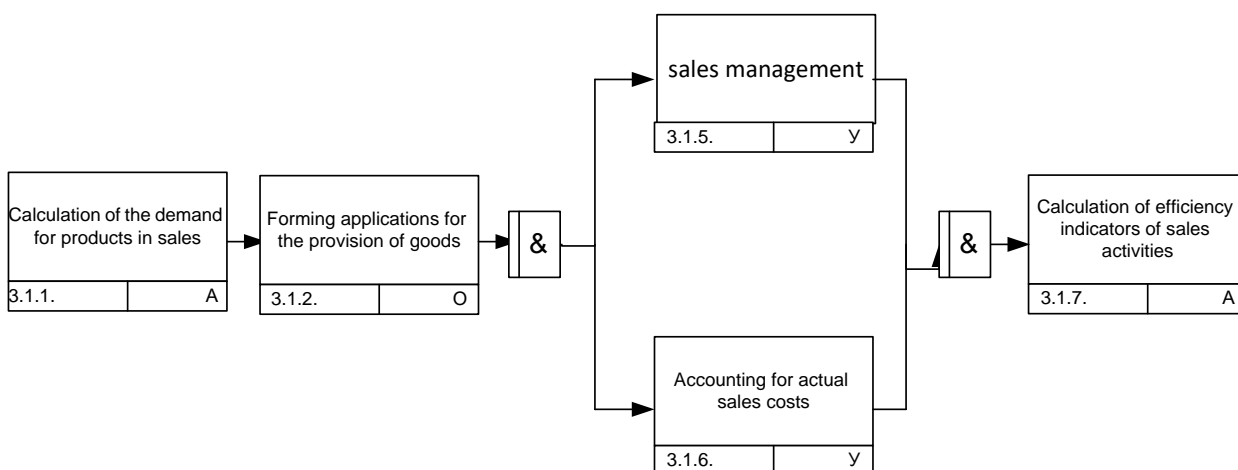


Figure 1. -Organizational and management subsystem logic model «Sales management».

The aim of developing a sales task is the analysis of all the indicators of

subsystem "sales management. The input information is data to log tasks and used

for its decision; output information to be presented in the form of documents and reports in the database. Input and output information arrays tasks are presented in the table. The result of the development

tasks are the results of the solution of the problem. Organizational and logical entity meet the challenge of "sales" is presented in Figure 2.

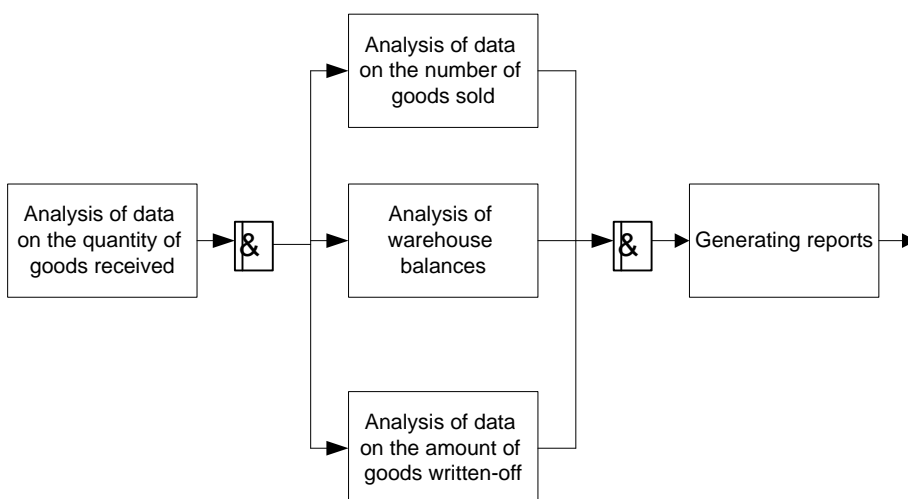


Figure 2. -Organizational and logical entity solutions « sales»

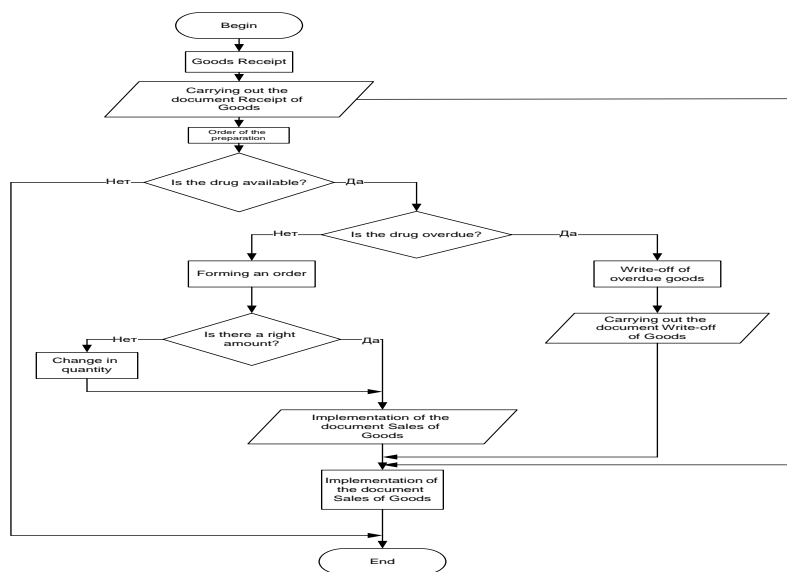


Figure 3. -Algorithm for solving the problem of "sales"

Platform «1C: Enterprise 8.2.» is selected as a software development. Application development is conducted on the built-in programming language (object-oriented language).

The cost of solving business problems without the use of an information system is equal to 9948.72 rubles, the cost of solving business problems using information system a month is equal to 4643.53 rubles. The structure cost changes using the software reflects the table 1 and Figure 4.

Results and Discussion

Table 1. Structure of cost changes using the software

	Cost budget without software	Cost budget with software	Structure of changes in costs from the use of software, rubles.	Structure of the change in costs from the use of software, %
Depreciation of fixed assets	6666,67	3083,33	3583,33	116,22
Business Products	180,00	180,00	0,00	0,00
Material costs	1162,05	410,20	751,85	183,29
Other costs	20,00	10,00	10,00	100,00
Labor costs	1920,00	960,00	960,00	100,00
The overall result	9948,72	4643,53	5305,18	114,25

Structure of changes in costs from the use of software, rubles.

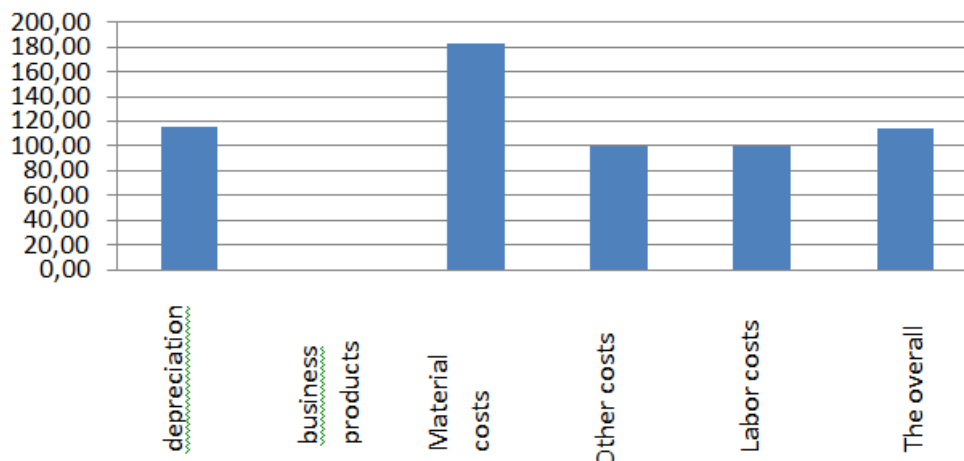


Figure 4. -The structure of cost changes using the software

Results can be described as effective as integral indicators of the economic efficiency of the project when the horizon of calculation 1 year (12 months) is equal to: The total cost of the development tasks-40080.66 rub; savings: 5305,18 rub. per month, 63662,16 rubles. in the year. Net present value-8709,12 rub; Payback period-simple 9,4 months and discounted payback period (at a discount rate of 8%)-10,8 months. IRR-46,05%.

Introduction of "Sales" gives the management effect and synergistic effect that is associated with the use of the results of this task on other tasks.

During the analysis of the pharmacy network highlights indicators (financial indicators consumed material, labor, energy, etc.), describing the economic activities of the enterprise. An issue has been identified that are specific to a given enterprise, which is relevant in the near future with a view to enhancing efficiency and improving financial performance [7]. The study was the analysis and reengineering of business processes, in line with the concepts of process-task management technology. As a result, the main business processes and disclosed their tasks in detail indicators of efficiency of business "sales management" process [8].

Summary

To deal effectively with all organizational, analytical and accounting tasks proposed enterprise information system by applying process-task technology [9]. The project information system includes subsystems corresponding to enterprise business processes and fully reflects the real tasks of the enterprise. The draft revealed links between subsystems and its tasks [10]. In the proposed draft "sales management subsystem provides organizational and logical entity decision of its tasks, internal and external communication. Developed the "sales", "sales management subsystem" and economic rationale for the development and implementation of tasks. The considered task is performed manually on the enterprise that is quite time consuming process. Therefore, for the effective work of manpower automation of this task, in connection with which the developed program product is recommended for use in pharmacies in the city of Naberezhnye Chelny.

Conclusions

Introduction of Sales Accounting tasks "gives the management effect and synergistic effect that is associated with the use of the

results of this task on other tasks. Calculation of economic efficiency of software development solutions to business challenges based on the method of payments flows ("Cash Flow") using the differential approach. Considered from an economic point of view the project is effective and appropriate for implementation.

Acknowledgements

The work is performed according to the Russian Government Program of Competitive Growth of Kazan Federal University.

References

- Baldin, K.V. Informacionnye sistemy v ehkonomike: Uchebnik / K.V. Baldin, V.B. Utkin. - M.: Dashkov i K, -2013. - 395 P.
- Bodrov, O.A. Predmetno-orientirovannye ehkonomicheskie informacionnye sistemy: Uchebnik dlya vuzov / O.A. Bodrov. - M.: Gor. liniya-Telekom, -2013. - 244 P.
- Kocyuba I.YU., CHunaev A.V., SHikov A.N. Osnovy proektirovaniya informacionnyh sistem: Uchebnoe

posobie. – SPb: Universitet ITMO, 2015.
– 206 P.

Gareeva, G.A. Forecasting techniques in the research rail market / Gareeva, G.A., Grigoreva, D.R., Iysanov, D.M. // International Journal of Applied Engineering Research (IJAER). - 2016. - pp.10472-10474.

Pierigè, F., Bigini, N., Rossi, L., Magnani, M. Reengineering red blood cells for cellular therapeutics and diagnostics // Wiley Interdisciplinary Reviews: Nanomedicine and Nanobiotechnology.-2017.-v. 9(5).-pp. 110-118.

Koeckert, M.S., Ursomanno, P.A., Williams, M.R., Grossi, E.A., Galloway, A.C. Reengineering valve patients' postdischarge management for adapting to bundled payment models / Journal of Thoracic and Cardiovascular Surgery, 154(1), 2017, pp. 190-198.

Gareeva, G.A. Comprehensive Assessment of the reliability of the bank with the application of statistical methods / Gareeva, G.A., Grigoreva, D.R. // Academy of Strategic

Management Journal.- 2016.- vol.15.- pp.29-33.

Grigoreva, D.R., Faizullina, A.G. The degree of participation indicator of sales of livestock products in the main social factors / Grigoreva, D.R., Faizullina, A.G. // Journal of Organizational Culture, Communications and Conflict.- 2016.- v.20.- pp.68-79.

Balan, S. Using simulation for process reengineering in refractory ceramics manufacturing—a case study // International Journal of Advanced Manufacturing Technology.- 2017.- V. 3, Issue 5-8. pp. 1761-1770.

Nekrasov, R.Y., Tempel, Y.A., [Tempel, O.A.](#) Innovative model of business process reengineering at machine building enterprises // IOP Conference Series: Earth and Environmental Science.- 2017.-v. 87(8).-pp. 19-28

EVALUATION OF THE INFLUENCE OF FACTORS OF THE REGIONAL ECONOMIC DEVELOPMENT ON THE GROSS REGIONAL PRODUCT

Rezeda M. Kundakchyan¹Tina M. Vakhitova²Landysh A. Gadelshina³Liliya F. Garifova⁴Liliya F. Zulfakarova⁵

Abstract: The problem of economic growth has always been central to the discussions not only of professional economists, but also of politicians and public figures. This issue is of particular urgency for Russia in the period of geopolitical turbulence, which is strengthened by the tendencies of protectionism in international trade. In addition, there is a different dynamics of economic growth, its quality, both in the sectoral and regional sections. In this regard, the analysis of the influence of the main factors contributing to economic growth, qualitative change in

the structure of gross domestic product (GDP), gross regional product (GRP), has a significant applied value. Priorities of innovative quality of growth that require large-scale investments are stated in Strategy-2020 and in “Strategy of Social and Economic Development of the Republic of Tatarstan until 2030”. Without assessing the role of the investment resource, it is impossible to determine the strategies for the country's social and economic development, to develop and implement general state, sectoral and regional programs. One approach that makes it possible to

¹ Kazan Federal University, Institute of Management, Economics and Finance. *e-mail:* rezstat@yandex.ru. Tel. 89179004455.

² Kazan Federal University, Institute of Management, Economics and Finance. *e-mail:* rezstat@yandex.ru. Tel. 89179004455.

³ Kazan Federal University, Institute of Management, Economics and Finance. *e-mail:* rezstat@yandex.ru. Tel. 89179004455.

⁴ Kazan Federal University, Institute of Management, Economics and Finance. *e-mail:* rezstat@yandex.ru. Tel. 89179004455.

⁵ Kazan Federal University, Institute of Management, Economics and Finance. *e-mail:* rezstat@yandex.ru. Tel. 89179004455.

quantify the degree of influence of such key factors of economic growth as investments and incomes of the population, including the average monthly wage, is based on the use of econometric models and economic interpretation of the coefficients of the models obtained.

Keywords: investments, gross domestic product (GDP), gross regional product (GRP), innovations, structural analysis, economic structure, econometric model.

Introduction

To develop strategic decisions in determining the future prospects for economic growth in the country in general, and in its individual regions, it is necessary to clearly substantiate the role and influence of the factors of economic dynamics on the gross domestic product and the gross regional product. The restructuring after a large-scale privatization process in Central and Eastern Europe with a transition economy has been driven by political and institutional changes, not just by market forces [3].

Economic and mathematical methods make it possible to give not only a qualitative but also a quantitative assessment of the degree of influence of

various factors on the indicators of macro- and microeconomic dynamics that can underlie the adoption of managerial decisions for stimulation and development of individual regions, including, more effectively, building of interbudgetary transfers. The transition of the Russian economy to the market put the regions of Russia in a difficult socio-economic situation [1]. The crisis that affected the entire economy in the Republic of Tatarstan was manifested in the reduced volume of savings, their share in the gross domestic product, and the volume of capital investment for the renewal of fixed assets [14]. Stimulation of the development of the non-oil sector is both a theoretical and a practical task, and therefore requires the development of new approaches to the creation of an investment model. State ownership suppresses firms' motivation and abilities to escape from the resource dependency on the home state [2]. Thus, the investment process should aim not only at stimulating technological modernization, but also at maintaining a high share of domestic investment demand, using primarily domestic resources that ensure the unity of the country's investment space and national investment security.

As the main working hypothesis, it is suggested that the economic and mathematical analysis of the dynamics of the gross regional product makes it possible to determine the significance of certain factors of the regional economic growth. To achieve this goal, in accordance with the hypothesis put forward, a model was developed to determine the influence of factors on the dynamics of GRP with a view to studying trends in the development of the territorial economy. The development of the region's innovative potential requires complex, stable, theoretically justified management of the impact of various factors [15]. However, it should be borne in mind that the presence of foreign direct investments limits the creditworthiness of domestic companies and their further investment of capital [18].

Economics has studied the questions of the influence of investments on the reproduction process in a market economy in various aspects of this problem, by all the major economic schools: classical, Marxism, Keynesianism, neoclassical, and their modern trends. The model of the multiplier by J.M. Keynes and the

accelerator model by J.B. Clark is the theoretical basis of dynamic models of economic growth, depending on investment. Developments in this direction have also been carried out in Russia. In connection with these, we can mention the works by Granberg A.G. [4,5,6 Granberg], Ivanter V.V. [9,10 Ivanter], Klotsvog F.N., Kotliar E.A., K.A. Khubiev [8, Khubiev], B.T. Kuznetsov, B.K. Sabancheva [12,13, Kuznetsov, 18, Sabanchieva].

Materials and Methods

Economic and mathematical methods, in particular, methods of correlation and regression analysis allow us to see the dependence of economic growth indicators, determine the degree of elasticity, the sensitivity of changes in the dynamics of economic development, depending on the change in various factors. The information base of this study was the following official statistics published by Rosstat:

1. GRP dynamics, amount of investments, average monthly salary in the Republic of Tatarstan for the period from 2000 to 2015;
2. Average per capita GRP and investment in fixed assets for 2000-2015 for the Republic of Tatarstan, the

population of the region, the average monthly wage, per capita income of the population, total investment, per capita total investment, foreign direct investment in the region.

Statistical analysis and estimation of model parameters were carried out in Eviews econometric analysis package.

Results

For forecasting GDP, GRP growth and other macroeconomic indicators and making possible managerial decisions, it is necessary to identify factors that affect their volume and structure. As is known, the volume of GDP and GRP depends on many factors, such as, for example, the level of development of industrial production, the magnitude of the main socio-economic indicators, sectoral diversification of the region, etc. As one of the possible methodological approaches for identifying the main

factors influencing the resulting indicator, a correlation regression analysis method can be used.

As a resultant indicator, the GRP per capita values of the regions of the Volga Federal District of the Russian Federation for 2015 were used (GRP_D_N01). Based on the theoretical and methodological analysis of the factors affecting the dependent (resulting) indicator are the population of the region (POPUL), the average monthly wage (INC_D_N01), per capita income of the population (SAL_D_N01), total investment (TOT_INVES), per capita total investment (T_INVES_D_N01), and foreign direct investment (FOR_DIR_IN).

We shall investigate the degree of the correlation dependence between the variables. To do this, we construct the matrix of linear correlation coefficients⁶ (Fig. 1).

⁶ All calculations were made in a specialized ESPP Eviews 3.1 software package.

	GRP_D_N01	POPUL	INC_D_N01	SAL_D_N01	TOT_INVES	T_INVES_D	FOR_DIR_IN
GRP_D_N01	1.000000	0.432091	0.846579	0.891942	0.439681	0.840886	0.323055
POPUL	0.432091	1.000000	0.343057	0.722600	0.999201	0.260716	0.937367
INC_D_N01	0.846579	0.343057	1.000000	0.867092	0.344240	0.693659	0.259417
SAL_D_N01	0.891942	0.722600	0.867092	1.000000	0.727236	0.702460	0.639532
TOT_INVES	0.439681	0.999201	0.344240	0.727236	1.000000	0.276396	0.946776
T_INVES_D	0.840886	0.260716	0.693659	0.702460	0.276396	1.000000	0.187917
FOR_DIR_IN	0.323055	0.937367	0.259417	0.639532	0.946776	0.187917	1.000000

Figure 1. The matrix of linear coefficients of correlation between factors

It follows from the correlation matrix that the factors most impacting the research object - per capita GRP (GRP_D_N01) are the average monthly salary (SAL_D_N01) and per capita total investment (T_INVES_D). The remaining factors have a weak connection with the variable GRP_D_N01, since the correlation coefficients between these variables are of little importance. Therefore, we can exclude them from further analysis.

In the course of our research, we constructed two econometric models: a linear model of multiple regression and a logarithmic (power) model. Having compared both models, we came to the conclusion that the logarithmic (power-law) model best describes the initial dependence by the total of the qualitative characteristics (coefficient of determination, standard error of the model, fulfillment of the preconditions of the method of least squares) (Table 1).

Table 1. Results of the logarithmic regression equation assessment

Variable LN GRP				
Method: Least Squares				
Sample: 1 16				
Included observations: 16				
Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	-4.104554	2.352662	-1.744642	0.1046
SALARY	1.294874	0.320976	4.034178	0.0014
INVEST	0.323838	0.125025	2.590181	0.0224
R-squared	0.879956	Mean dependent var		12.62303
Adjusted R-squared	0.861488	S.D. dependent var		0.272614

S.E. of regression	0.101459	Akaike info criterion	-1.570956
Sum squared resid	0.133822	Schwarz criterion	-1.426096
Log likelihood	15.56765	F-statistic	47.64693
Durbin-Watson stat	2.339984	Prob(F-statistic)	0.000001

As follows from Table 1, obtained with Eviews using the method of least squares, the multifactorial model will have the following form:

$$LN GRP = -4.10 + 1.29 * LN SALARY + 0.32 * LN INVEST + \epsilon$$

(1)

(2.35) (0.32)
 (0.13)

Or reducing it to the original form:

$$GRP = 0.02 * SALARY^{1.29} * INVEST^{0.32} * \epsilon$$

(2)

Equation (1) expresses the per capita gross regional product (GRP) as a function of the average monthly salary (SALARY), the per capita total investment (INVEST). The coefficients of the equation show the quantitative impact of each factor on the score, while the others are unchanged. In our case, with an increase in the average monthly salary and per capita total investment, the per capita GRP increases, and vice versa. In addition, the larger the value of

the regression coefficient is, the greater the influence of the explanatory variable on the dependent variable is. Consequently, per capita GRP is more affected by the average monthly salary. Further, continuing the analysis of equation (1), we can say that with an increase in the average monthly salary by 1%, the per capita GRP increases by an average of 1.29%, subject to other equal conditions. At the same time, with an increase in total investment per capita by 1%, the per capita GRP increases by an average of 0.32%, subject to other equal conditions. The standard error for the coefficients for the SALARY variable is 0.32, for the INVEST variable - 0.13, for the free term - 2.35.

Checking the statistical significance of the coefficients, we can safely note that in both cases Prob<0.05. Consequently, the coefficients are significant at the accepted level of reliability and the average monthly salary and total investments affect the GRP volume.

Estimating the calculated data of the table, we conclude that the coefficient of determination $R=0.88$. In other words, in 88% of cases the changes in factors X lead to a change in Y, and the share of residual, unaccounted factors in the model under consideration is 12%. Consequently, the relationship between the factors is quite strong and this model demonstrates high quality. This is evidenced by the Fisher Prob (F-statistic), which shows a value of 0.000001, illustrating the high reliability of this model. In addition, the analysis of the correlation matrix of both factors confirms the absence of multicollinearity (the value of the coefficient of pair correlation of the productive and factor characteristics is less than 0.70). The value of the Durbin-Watson statistic,

close to 2, indicates the lack of autocorrelation of the elements of the time series. This means that the constructed linear model of multiple regression probably reflects the real dependence. Most likely, there were no unaccounted for significant factors affecting per capita GRP. In addition, the sufficiently high quality of the model is indicated by the acceptance of the hypothesis put forward on the homoscedasticity of the residues, i.e. on the consistency of the variance of the residues, as evidenced by the White test, where the Prob F-statistics are 0.97 and Prob $R^2 = 0.952$, which indicates the validity of the null hypothesis on the homoscedasticity of the residues (Table 2).

Table 2. White heteroskedasticity test results

White Heteroskedasticity Test:			
F-statistic	0.124465	Probability	0.970599
Obs*R-squared	0.692802	Probability	0.952214
Test Equation:			
Dependent Variable: RESID^2			
Method: Least Squares			
Date: 06/17/17 Time: 04:13			

Sample: 1 16				
Included observations: 16				
Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	-3.632815	23.16501	-0.156823	0.8782
SALARY	0.331222	4.717969	0.070204	0.9453
SALARY^2	-0.015654	0.230957	-0.067779	0.9472
INVEST	0.339469	0.609083	0.557344	0.5885
INVEST^2	-0.015210	0.026814	-0.567242	0.5819
R-squared	0.043300	Mean dependent var		0.008364
Adjusted R-squared	-0.304591	S.D. dependent var		0.013141
S.E. of regression	0.015009	Akaike info criterion		-5.309980
Sum squared resid	0.002478	Schwarz criterion		-5.068546
Log likelihood	47.47984	F-statistic		0.124465
Durbin-Watson stat	2.225184	Prob(F-statistic)		0.970599

Now using the logarithmic model of multiple regression (2) we will make the medium-term forecast of the dynamics of the per capita gross regional product of the Republic of Tatarstan for the next three years in 2016-2018.

Before proceeding to the medium-term forecast, we shall calculate the forecast values of the independent variables INVEST and SALARY and construct their trend lines using the Excel package (Fig. 4).

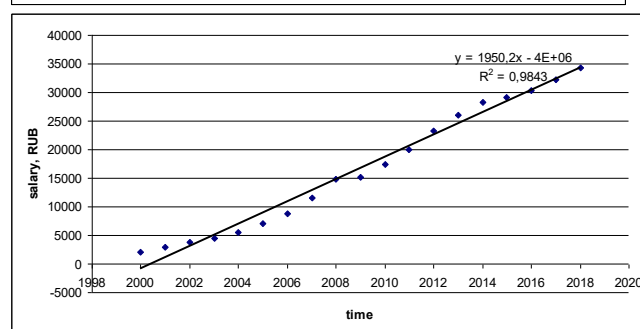
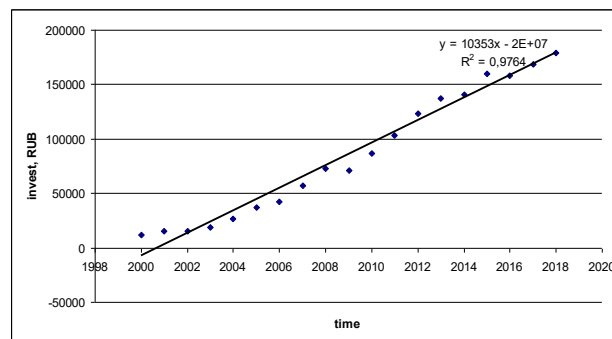


Figure 4. Trends of linear equations of per capita total investment and average monthly salary for 2000-2018 (in rubles)

As can be seen from the figure that for the factor INVEST the value of the determination coefficient R² is 0.9764, for SALARY R² = 0.9843, respectively, which indicate a high quality of the trend line.

Further, using formula (2), we calculate the value of the per capita gross regional product of the Republic of Tatarstan (Table 3).

Table 3. Forecast values of per capita total investments, average monthly salary and per capita gross regional product of the Republic of Tatarstan for the period 2016-2018 (in rubles).

Years	INVEST (per capita total investments)	SALARY (average monthly salary)	GRP (per capita)
2016	157956.225	30341.1625	557678.6
2017	168309.4426	32291.36838	616746.6
2018	178662.6603	34241.57426	678040.4

Using the predicted values of the resulting indicator (GRP) and independent parameters (INVEST, SALARY), we shall construct a

logarithmic trend line for the per capita GRP of the Republic of Tatarstan for 2000-2018 (Figure 5).

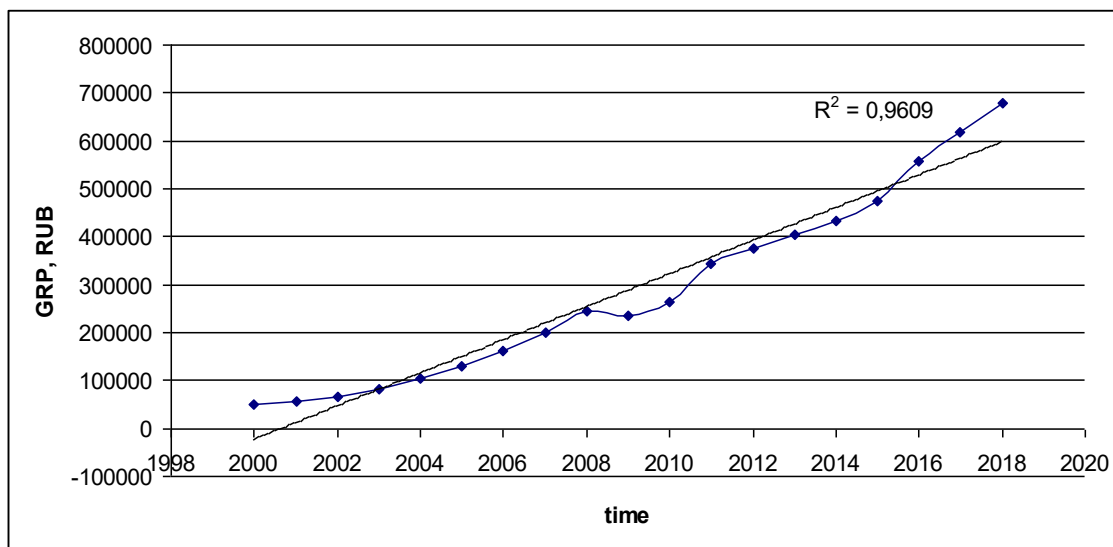


Figure 5. Logarithmic trend line of the per capita gross regional product in the Republic of Tatarstan for 2000-2018 (in rubles).

Summary

Thus, using the ordinary least-squares (OLS) technique, a two-factor logarithmic model is estimated, which shows the per capita GRP dependence on the average monthly wage and per capita total investment. All the evaluation indicators demonstrated the high significance and reliability of the model, built on the basis of correlation-regression analysis. The hypothesized hypothesis about the possibility to identify the main factors of the region's economic growth based on a study of the change in the dynamics of the gross regional product is confirmed within the framework of the model created at the level of reliability Prob<0.05. Therefore,

this model can be used for short- and medium-term forecasting of the dynamics of macroeconomic indicators, in particular, the gross regional product. The main factors influencing the dynamics of regional economic development of the selected groups are changes in the average monthly salary and per capita total investment. The obtained model allows us to assert about a higher degree of elasticity of gross output in the region relative to the change in the size of the average monthly salary, in comparison with the dynamics of investments.

Conclusion

Generalization of empirical and statistical material, analysis of economic factors that determine the dynamics of regional economic development in their practical area are aimed at determining more precise parameters of socio-economic development of regions and the planning horizon; they can be used to study the problems of regional economic development and, ultimately, they may contribute to the improvement of the regional governance process.

Acknowledgements

The work is performed according to the Russian Government Program of Competitive Growth of Kazan Federal University.

References

Ataeva T.A. Restructuring of the regional economy // Theory and practice of social development. – No.18. – 2015. – P. 103-104.

Cuia L., Heb X. Expanding near the home base or venture far? The influence of home country state on the economic distance of foreign direct investments// Journal of Business Research. - 2017. - Vol.75. - p. 95–107

Filatotcheva I., Wrightb M., Uhlenbruckc K., Tihanyid L., Hoskissond R. E. Governance, organizational capabilities, and restructuring in transition economies//Journal of World Business. – 2003. - Vol.38, Issue 4. - p. 331–347

Granberg A.G., Valtukh K.K., Dynkin A.A., et.al. Innovative and technological development of the Russian economy: problems, factors, strategies, forecasts / RAS. Institute of National Economic Forecasting (INP RAS). – M.: Max Press, 2005. – p. 591.

Granberg A.G., Mikheeva N.N., Ibragimov N.M., Suslov V.I., Novikova T.S. The results of experimental calculations of the effectiveness of investment projects using interbranch interregional models // Region: Economics and Sociology, No.4, 2010.

Granberg A.G., Mikheeva N.N., Suslov V.I., Ershov Iu.S. Economic and mathematical research of spatial development of Russia on the basis of interbranch models. Collection of reports of International conference, April 15, 2010: Interindustrial balance: history and prospects. M.: GUI IMEI, 2011.

Gurova I.P. Direct foreign investments and the globalization of the economy // Symbol of science. – No. 10-1 (22). – 2016. – p. 56-60.

Khubiev K.A. Investment crisis of the Russian economy: reasons, ways of overcoming. Access mode: [/www.alternativy.ru/old/magazine/htm/963/investit.htm](http://www.alternativy.ru/old/magazine/htm/963/investit.htm), free

Ivanter V. V., Belkina T. D., Belousov D. R. et.al. Recovery of economic growth in Russia Studies on Russian Economic Development 27(5):485-494 2016 изд-во: Maik Nauka/Interperiodica Publishing

Ivanter V.V., Belousov D.R., Blokhin A.A., Borisov V.N., Budanov I.A., Govtvan O.D., et al. Structural and investment policy for sustainable growth and modernization of the economy. Scientific report. Institute of Economic Forecasting of the Russian Academy of Sciences, Moscow 2017, p. 34.

Koval I.Iu. Foreign direct investments: logistic evaluation of the vector of structural restructuring of sectoral

investments // Integral – No.6. – 2011. – p. 66-68.

Kuznetsov B.T. Investments. M.: UNITI-DANA, 2012. – p. 624.

Kuznetsov B.T. Economics and financial support of innovation: a textbook for university students studying Economics. M.: Uniti Dana. 2011. – p. 295.

Nabieva L.G., Davletshina L.M. Return on Investments in the Formation of Fixed Capital Assets in Agriculture of the Republic of Tatarstan// Procedia Economics and Finance. – 2015.-Vol. 24.- p. 457-463

Pavlova A., Parfilova R. Analysis of Institutions and the Factors of Development of Regional Innovation Potential on the Example of the Republic of Tatarstan//Procedia Economics and Finance. - 2015. – Vol. 27.- p. 361-368

Sabanchieva B.K. Classification of sources of investment and its application in the accounting of the investment and construction holding // Issues of Economics and Law. 2010. – No.12 – p. 352-356

Toyofuku K. Stability or restructuring?
Macroeconomic dynamics under soft
budget constraint problems// Economic
Systems. - 2013. -Vol.37, Issue 4. - p.
625-649.

Wang M. Does foreign direct investment
affect host-country firms' financial
constraints? // Journal of Corporate
Finance. - 2017. -Vol.45, p.522–539
Data from the Federal State Statistics
Service website:
[http://tatstat.gks.ru/wps/wcm/connect/ro
sstat_ts/tatstat/ru/statistics/population/](http://tatstat.gks.ru/wps/wcm/connect/ro
sstat_ts/tatstat/ru/statistics/population/)

**INVESTIGATING AND ANALYZING THE AMBIGUITY IN THE
CONCEPT OF INFIDELITY IN THE “TAMHIDAT” OF EIN AL
QOZZAT HAMEDANI**Shokrallah Pouralkhas¹Ahmad Jabari²Farshid Bagheri³

Abstract: Ambiguity is one literary technique that speaks to beauty and influence. But in prose texts and especially mystical texts it adds complexity and misunderstanding. The concept of infidelity has some ambiguities in the Qur'anic context in the “Tamhidat” that we refer to as contradictions. Contrary to the seven divisions cited by linguists for ambiguity, the major ambiguity in the measures of disbelief is the contradiction and contradiction. This is due to the type of experience on the one hand, and the chosen language (Farsi) on the other. In addition to the cultural and political causes of the type of government, mystical texts have also been implicated in misunderstandings.

Keywords: Ambiguity, Disbelief, Tamhidat, Contradiction

Introduction

One of the problems with mystical texts is to understand its exact and explicit meanings. The issue of ambiguity, not only in the field of language and philosophy, but also in the field of literature and mysticism, leads to a multiplicity of semantics and sometimes misperceptions. The historical view of Sufism and Sufism is fraught with misunderstandings, polysemy and a combination of concepts that have led to the trial and even rejection and murder of some.

Although ambiguity and consequently ambiguity is one of the literary and linguistic issues, the

¹ Associate Professor, Department of Persian Language and Literature, University of Mohaghegh Ardabili. Ardabil, Iran. *Corresponding Author Email: pouralkhas@uma.ac.ir*

² PhD, Department of Persian Language and Literature, Urmia University, Urmia, Iran.

³ Ph.D student, Department of Persian Language and Literature, Shiraz University, Shiraz, Iran.

complexity and linguistic complexity of the language and the type of language used in mystical texts has always been a challenge between Sophia and the audience. Is. He has written numerous commentaries and interpretations of the sentences of elders, treatises, and books. In reading mystical texts, we often encounter literary text. At times beyond this literary context, we also see a particular language that causes ambiguity in understanding and understanding.

A brief look at Hamadani's Life and Works

Abu al-Ma'ali ibn Abdullah bin Abi Bakr Muhammad ibn Ali ibn al-Hassan ibn Ali al-Mijani was born in the city of Hamadan in the year 1974. His grandfather is an intermediary. (Hamadani, 2010: 45) Although the judge is originally from Azerbaijan, he mentions his birth in Hamadan: the stem of [Ahmad al-Ghazali] al-Hamdani and Muscat Rasi (Hamadani, 2000: 7). Father Ein al-Qadzat's sources have also been martyred in the Middle City (Rak, Hamedani, 2010: 45).

His life and education in Hamadan past, and in particular the influence of Ahmad al-Ghazali on him,

is undeniable. However, Afif Asiran: As of childhood, Abu al-Maali and his education in the works of note-takers and historians have not been mentioned. There is also no mention of his intellectual and spiritual state until his twenties, but one can find interesting information in his two books, *Zubdat al-Haqqiq* and *Shekvat al-Gharib* (Hamedani, 2010: 46). There is an escape from his view of the world and his perception of religion and his way of thinking.

Research Background

Davari Ardakani, Negar, (1996)

In his Master's thesis entitled "Investigating Ambiguity, Ambiguity and Uncertainty in Farsi Language", has thoroughly and extensively examined the causes and types of ambiguity in linguistics. This work contains readings about ambiguity. Safavi, korosh (2003), in the second volume of the book "From Linguistics to Literature" has investigated the ambiguity of automatic language. Modaresi, Fateme (2011) in the *Descriptive Culture of Criticism and Literary Theories*, under the ambiguity of linguistic theories, in particular William Thompson's views. Alston, William (2001), in his book *Philosophy*

of Language, analyzes the subject of ambiguity. From the point of view of logic, it has examined Williamson's views. Shiri, Ghahreman (2011), in an article entitled "The Importance and Types of Research Ambiguity," explores research in this area.

Define Ambiguity and its Types

The ambiguity of the root of 'Baham', the ambiguity of Al-Baba: Ahqa'ah / and Al-Ameri: Lem Jal'al, or Jafar (Maloof, 2007), has the literal meaning of ambiguity, namely, the obscurity of the matter and the ambiguity of the word in its literal sense. Linguistic ambiguity is a phrase that lacks a clear and decisive answer to its various practical uses (Alston, 2001: 135). This definition does not, however, make the nature of "ambiguity" very clear. What factors contribute to the ambiguity of words and sentences? Although ambiguity and consequently considered ambiguity as one of the artistic aspects of poetry, in prose texts and especially mystical texts in terms of both the artistic view of theology and the type of experience at stake, the subject of ambiguity is also the subject of ambiguity. The author and the reader can be reviewed.

The definition of ambiguity, despite the complexity of the word "ambiguity," contains clear sentences. The following is the ambiguity of Martin Gray: ambiguity: bringing a word or sentence that has two meanings, multiple meanings, or uncertain meanings (Gary, 2003: 14 onwards). He has taken into account several signs »1. (Abrams, 2006: 11) Williamson points to two main features of ambiguity, namely three main features of ambiguity: (a) marginal case b) tolerance C. The Confused Boundary (Moradi, 2014: 6-5) Leach considers two main characteristics of "similarity" and "difference": Since "meaning" is an effective factor in understanding the concept of ambiguity, the study Some dimensions of meaning help to better understand the cause of ambiguity. Two important types of semantic communication are: "similarity" and "difference".(Davari Ardakani,1995 :74)

Empson has examined the ambiguity of the seven floors:

When a component of a sentence gives multiple meanings simultaneously.

2. When two or more substitutable meanings are merged together, they create a meaning.

3. When two completely unrelated meanings are presented simultaneously.

When two substitutionary meanings come together to reveal the complexity of the author's mental state.

5. Some kind of confusion that the author has come up with something new in the process of creating the work. In other words

No longer has he been familiar with that subject or theory in the process of creating the work.

6. Something that is seemingly contradictory and that the reader must interpret.

7. A clear and complete contradiction which shows that the author does not have a clear view of what he has said (Yousefi and Rasoolian, 2013: 170).

We must consider the issue of ambiguity by considering that environmental, political, cultural factors, on the one hand, and agents of the speaker, writer, listener, and reader, on the other hand, contribute to ambiguity and misunderstanding. The examination of the preparations reveals that, in the linguistic sense, there have been two conceptions of the meaning of some sentences and phrases in the minds of

scholars and scholars; While we are confronted with a fully experienced mystical text.

Ambiguity in Reading Mystical Texts

The linguistic features and semantic structure of mystical texts have caused difficulties in reading mystical texts throughout history. Given the ambiguity discussed above, most of the mystical complexities arise from the standpoint of contradiction. In addition to what is left out from the linguist's perspective, the type of personal experience and inexpressibility of language are involved in creating ambiguity. There is a change in attitude towards the meaning or meaning of poetry or mystical text in Persian literature. While exploring the deconstruction of Rumi's poetry, Dr. Purnamdarian points out: If we look at language from the doorway to the door, there are new ways of reading and writing that differ from our language-based linguistic habits. Due to linguistic habit, we search for the unique meaning that the author has in every text, and the author seeks a meaning that all readers of the text must understand equally. This linguistic habit is the result of a dominant cultural, political, and social system in

which the relation of the author and the reader is also such as that of the king and the slave, the teacher and the disciple, and the commander and the agent (Purnamdarian, 2013: 20).

We must also pay attention to the differences between Arabic and Persian. The Arabic language was carefully scrutinized by scholars and scholars for its religious structure and support. But for the sake of political and social reasons, Persian was considered the language of poetry and literature rather than the language of politics and religion. Therefore, in the works of Einqat al-Qadzat Hamadani, we come to the profound and obvious difference between the two languages. An examination of the Tamhidat, regardless of the mystical and ideological concepts, reveals that the language of the Tamhidat is poetic and comes from the personal experience of Judge Hamadani. But in his two works, written to defend and complain about the time, we face clear, acceptable and formal language, or in other words, criteria.

Therefore, not only the reading of mystical texts, the meanings of vocabulary, idiomatic problems, and mystical concepts must be taken into account, but also the subject of language

and the inexpressibility of mystical experiences in order to avoid mind-boggling interpretations. We can in no way depict the author's sense of place in writing a mystical experience. In other words, from the point of view of the author's death, we impose on the text and impose our intended meaning on the text. This is quite evident in the three charges that were set for the trial. It is also possible to come up with new attitudes and interpretations of mystical texts that may have been in the author's mind and language by accepting linguistic deficiencies on the one hand and understanding personal mystical experiences on the other.

Exploring Infidelity from a Vague Perspective

Sentences and expressions containing the concept of infidelity can be examined on the basis of seven ambiguities. Unbelief is not very ambiguous in expressing Islamic concepts, but along with presenting some Zoroastrian concepts to some readers. Opposition to such statements has often been voiced by the government and its publishers, indicating their intolerance and lack of effort. For example, in this sentence we read: It is unfortunate for the

poor to say these words. Have you ever seen an infidel Muslim? Hassan and Jamal Muhammad the Prophet (peace be upon him) have disbelieved among the believers, and no one knows! Until these disbeliefs reach the idolatrous faith, and when you see the extent of religious belief and idolatry, the door of "La Elaha ulla Allah Mohammad Rasul Allah" will be played and full faith will be at this time; and the perfection of religion and nation. In the meantime. (Hamedani, 2010: 118)

In the Islamic community of that time, the emphasis has been on avoiding disbelief and turning to faith. In other words, disbelief and faith define each other in terms of opposition and opposition. Accuracy shows that we are not faced with lexical ambiguity. What is ambiguous is that the existence of such combinations as infidel Muslim, infidel believers, and the link between infidelity and paganism makes it difficult to understand the text. This kind of ambiguity is expressed by William Empson in No. 6. (Yousefi & Rasoolian, 2013: 170) The apparent contradiction that Empson mentions and leaves it to the reader in mystical texts and in Especially in the preparations, there are certain consequences; trial and

ultimately murder. It seems to us that the root of this must be traced back to the linguistic difference between Arabic and Persian. The Arabic language had a specific framework in terms of its religious background and its relevance to the scholars in the description and description of the Quranic words to give explicit and comprehensive meanings. Especially when we read Judge Hamadani's statement in our defense in Arabic, we no longer face such contradictions. In fact, the language used in personal preparations is of a poetic type rather than a spoken language. mined not from the perspective of contradiction but from the angle of contradiction. The word disbelief, in contrast to the word faith, is not ambiguous in Islamic thought, but in the Tamhidat and wording of the verses that lead to misunderstanding: disbelief and faith above the throne are two veils between God and the servant. For a man must be neither a disbeliever nor a Muslim. Being still in disbelief and in faith still in the two hijabs; and the seeker not ending except in the veil of 'Kabriyyah Allah and Atheat', have you heard what Mustafa says. "For me is with God when there is no angel or prophet" testifies to the secrets of these officials to

Abdul-Abaddin and Deer al-Dahrain (Hamadani, 2010: 123). Neither does the Muslim not only present the reader with a specific framework of faith and disbelief, but it also makes it difficult to understand the sentence. In other words, does the reader not know what is the limit of non-infidels and Muslims? Judge Hamadani explicitly states the limitations of faith and infidelity in the Treatise of the Truth of Religion. He writes in the first chapter in faith in God and his attributes: To know that the Almighty God is an existence that conceives of no way in him. is not. He is unique and indivisible, a noble and generous, kind and gracious person who has great names and prestige. The hearts of the people at his hands and in the foreheads of the world are Astan Sayyid, and he does not do anything else (Hamadani, 2010: 143).

In fact, such a statement, in opposition to the text of the Tamhidat, implies that he is fully convinced. In the face of personal experiences and the expression of his language, the reader becomes ambiguous. From the standpoint of symbolism, Dr. Musharraf looks at the subject: Sufi must deal with the linguistic problem that results from a serious gap between what he wants to

express in words or to describe his personal intuitions. She knows, and what she can really say, what to do to fill this gap. Is there a way? Symbolism may be the first thing that seems (Musharraf, 2004: 6-115) Regardless of the symbolism, the mystical texts, and especially the Tamhidat, are caught up in a sense of semantic contradiction.

What Leach refers to as "similarity" and "difference" (Davari Ardakani, 1996: 74) is not in the literal similarity and difference Tamhidat, but in the specific readings he has experienced in his own world. Therefore, in his mind and language, Islamic concepts and ideas change, a change that the community and religious scholars disagree with. Of course, the history of the semantic transformation of the vocabulary we see in the works of some of the elders, but the literary tradition was that the text had to have a definite meaning; This also led to ambiguity in understanding the meaning.

Ein AL qozzat takes note of the similarities as well and invites readers to understand them carefully: perhaps the things mentioned above are more likely to be useful for retaining the words quoted in the books. Don't pay attention, because often, that exaggeration adds to

his astonishment and demands the truth of the words quoted and the metaphor and simile make it difficult to question. It deserves to be, to a small degree, content with the rhetoric that comes from the scholars' mouths and from the books of the late scholar, not our critics. When he preserved them, he would hesitate to look at them and take care of them. Do not arbitrarily refer to old books unless the teacher refers to them (Hamadani, 2006: 134). Pornographers point to the point that points to the ambiguity of the poem, and we can generalize this argument as well: There is no doubt that the search for the intention of the author if assumed to be possible is a search that matters. And its validity through the adaptation of the interpretation to the structural and meaningful requirements of the text is just as important as the interpretation that is supposed to have revealed and revealed the poet's purposive intent (Purnamdarian, 2002: 213). And the interpretation of the structural requirements in some of the provisions of the provision was not very much in line with the Muslim mind. Judge Hamadani occasionally interprets the concept of disbelief, but the same interpretation did not convince the audience of that day: (67) 'Some of them

are just' calls the unbelievers just. What a gonna understand! Medium unbelief is the order of worship, and the middle is through the state, and the end of guidance is no less than half as much as it is due to the transgressors, and the transgressions are also attributed to the guidance "who guides whomever He wills and misleads whomever He wills". (Hamedani, 2010: 48)

Judge Hamadani uses Muhammad and Iblis in the expression and analysis of infidelity. He examines Iblis not in the sense of infidelity, but in terms of one of the divine attributes: Have you ever known that God has two names: one "al-Rahmani al-Rahimi" and the other "al-Jubar al-Mutkebar"? From the trait of dogmatism, Iblis created; and from the trait of mercy, Muhammad. So the attribute of mercy came from Ahmad's food, and the attribute of anger, the food of Iblis. (Hamadani, 2010: 277) Such an impression does not fit in with the Empson weekly classification. Rather, it is an ambiguity in perception that is not preceded by Islamic thought. The world of Islam and its audiences did not tolerate such contradiction at that time.

Ein AL qozzat even uses the category of "love" to explain such a

concept. This adds to the ambiguity of the concept of infidelity: O Satan the liar of his love came with God! And what happened to Mustafa Danni's guilt? The love of God came with him: to fall in love with the devil of God, his sin came; and to fall in love with the prophet, his sin came, "this is revealed until God has forgiven your past and future." The world must give him a piece of this zen and sin, which he borrowed, and they rendered favor to man and to man; and yet what they said was "ruthless and ignorant." A little bit of this universal sin has been disbelieved, but all of it has fallen on Mustafa (229). In the above words the words are not ambiguous in themselves but in the context of the text the departure from the norm and custom of the time. An examination of such sentences from a historical point of view may well illustrate the evolution of Islamic thought in the geographical domain of Iran.

Judge Hamadani, in discussing infidelity, describes it as a secret. The headline for disbelief is ambiguous. He does not speak this secret correctly and leaves it to the audience to receive. His expression is in the poem's presentation: Look, I did some spying and spying, and I laid some divine secrets in the desert!

However, the unbelievers were told that "the divine secret of unbelief is revealed", though his zeal is mandatory to remove the creatures! But let me be ugly, and the few verses that were issued through rhetoric, though very ill-advised, write to us that no one else but the soul of Mustafa-Salam and the beloved of God be aware of the meaning of these bits, but others Not to be heard. There is another knowing and seeing (Hamadani, 2010: 269) He distinguishes between knowing and seeing with seeing and seeing. We do not observe ambiguity in both the lexical and the wording of the text, but the difference in beliefs and language makes the audience unable to understand the text directly.

In spite of its precise appearance, the division of my shelf faces some ambiguities; it is a contradiction and even a contradiction. In one of his divisions, he speaks of true disbelief: I said that disbelief is in all kinds of ears. The disbelief of the soul is in relation to Iblis; and the disbelief of the heart is in relation to Muhammad; and the disbelief of the truth is in relation to God; after that sentence be faith itself. I am so foolish to say these words that do not fit into this world or into that world! But I say, Whatever the wind! (Ibid: 209)

Judge Hamadani does not speak clearly of what does not fit into this world and that world. The reason for this is in the kind of inexpressible mystical experience and language that flows through the text.

Conclusion

The concept of infidelity, despite its features in Islamic religion, has been expressed in a different way. The language of preparation has both a literary and an expressive character. Judge Hamadani's language is in the preparation of a poet and, of course, due to his specific experiences, Persian language could literally tell his story from a literary and structural point of view. But in the face of such circumstances, the audience of jurists and scholars sought straightforward and direct access to the text.

The texts of the Tamhidat, and especially the concept of infidelity, are so ambiguous that the audience is perplexed at the meaning of the study. Although ambiguity is a literary subject and adds to the aesthetic of poetry, but in mystical texts, and especially in trial and error, it is not only aesthetic but also profound and profound. Most of the ambiguities have come from the

perspective of inconsistency and divergence, based on the definitions and divisions they have made on ambiguity, and according to our review of the measures of disbelief. The reason for this is due to the type of Islamic society's view of infidelity. The view of the Islamic community at that time had a definite framework that was also distinct from the category of faith.

Judge Hamadani in expressing disbelief has introduced new, yet unacceptable, horizontal beliefs by bringing concepts such as true disbelief, light Iblis, Iblis from the attribute of God, virtual faith, and true horizontal disbelief. The cause of this can be examined from a linguistic perspective. The Persian language has some inconsistencies in the expression of some pure mystical experiences. Whereas Arabic, which was a political and cultural language, followed a precise framework. This kind of difference is not in any way the weakness of one language or the strengths of another language, but it does bring to mind that particular experiences of expression become inconsistent and ambiguous.

And the last point is that ambiguity in disbelief is not conceived in terms of words, nor in terms of syntax

and wording. Therefore, it can be argued that the major ambiguity in mystical texts is the contradiction and contradiction of concepts. A topic to consider in other texts.

References

Alston, William, (2001), *Language Philosophy*, Nader Jahangiri Translation, Mashhad, Ferdowsi University of Mashhad

Pournamdarian, Taghi, (2013), *Aftab Daraye*, Tehran, Sokhan, Fourth Edition

Purnamdariyan, Taghi, (2002), *Cloudy House*, Tehran, Soroush, Second Edition

Davari Ardekani, Negar, (1996), *Investigation of ambiguity, ambiguity and ambiguity in Persian language*, Tarbiat Modarres University, M.Sc.

Safavi, Korosh, (2003), *From Linguistics to Literature Volume II*, Tehran, Surah Mehr, First Edition

Gray, Martin, (2003), *The Culture of Literary Terms*, Translated by Mansour Sharifzadeh, Tehran, Humanities Research Institute, First Edition

Modaresi, Fatemeh, (2011), *Descriptive Culture of Criticism and Literary Theories*, Tehran, Humanities Research Institute, First Edition

Moradi, Hadi, (2014), *Williamson's Knowledge of Ambiguity*, Tarbiat Modarres University, MA Thesis

Musharraf, Maryam, (2003), *Semiotics of Mystical Interpretation*, Tehran, Third Edition

Maalouf, Lewis, (2007), *Al-Mengad*, Tehran, Islam Publications, Fourth Edition

Hamadani, Abolmali, (2000), *Zebodeh-ul-Haqayeq*, Correction of Afif Asiran, Translated by Mehdi Tadin, Tehran, No.1, First Edition

Hamadani, Abolmali, (2006), *Defense*, Translated by Ghassem Ansari, Tehran, Manouchehri, Second Edition

Hamadani, Abolmali, (2010), *Tamhidat*, Correction of Asifan, Tehran, Manouchehri, Eighth Edition

First Edition, Jungle Publications, Tehran A Glossary of literary terms,articles

shiri, Ghahreman, (2011), The Importance and Types of Ambiguities in Research, Journal of Literary Techniques, University of Isfahan, Third Year, No. 2

Yousefi, Mohammad Reza and Rasoulia, Sedigheh, (2013), Symbol of Ambiguity, Literary Techniques, University of Isfahan, Fifth Year, No. 2

**MYSTICAL SPARKS IN THE SAHIFEH SAJADIEH AND ITS
STRATEGIC ROLE IN ISLAMIC MYSTICISM**Mehrdad Aghaei¹Farshid Hadi²

Abstract: Sahifah Sajjadiyah as the first influence of the infallible prayer on the darkness of polytheism and mysticism, this legacy of the infallible Imam is a special and unique book containing prayers to Imam Sajjad (PBUH), full of ethical and mystical themes. , Like a beacon of light for seekers of the path of Islamic righteousness, and as a home for the mystics of the Vale and the guidance of the lost mystics in the Wadi. This study aims to analyze and analyze the monotheistic and mystical doctrines of the Sajadiyyah by descriptive-analytic method, and to examine the reason for the prayerfulness of this Bible as well as the monotheism from Imam Zayn al-Abidine's viewpoint and the path of Islamic mysticism. It has been studied and studied in Sahifah, as the Sahajadiyah is regarded as the primary basis for the foundation of the Islamic mysticism and the monotheistic way of life, and it can certainly play a key strategic role in Sahifah. The Imam (PBUH) deals with Islamic mysticism and its positive reflections in this field and refers to that

Imam Hammam as Imam al-Abidin and Mersdal Elkin and Alarfyn introduced to the world.

Keywords: Imam Sajjad (AS), Sahifah Sajadiyeh, Prayer, Monotheism, Islamic Sufism.

Introduction

Sahifah Sajadiyyah is a book with the themes of prayer that due to the inappropriate conditions when the Imam was living, it was not possible to educate the public openly, so the Imam declared Sahifah as a prayer and indirectly instructed the people. "Sahifah Sajadiyeh is one of the treasures of Islamic heritage and a source for rhetorical education, ethics and literature in the Islamic world. Due to the great importance of this book, the great scholars have called it "Okt al-Qur'an", "Gospel of Ahl al-Bayt" and "Zebor al-Muhammad". This book invites Muslims to abstraction, spirituality, self-purity and removal from selfishness, greed, greed, and other evil traits, and also calls for a relationship with

¹ Department of Arabic Language and Literature, University of Mohaghegh Ardabili. Email: Almehr55@yahoo.com.

² Young Researchers Club, Bilesavar Branch, Islamic Azad University, Bilesavar, Iran. Email: hadi_236@yahoo.com

God, the Creator of the Universe. "(Fadavi Ardestani, 2005: 152)

Sahifah Sajadiyyah is a collection of prayers which is very valid in terms of content and content and is the only work after the Quran that has been available as a book from the late first and early second century AH. While Nahj al-Balagha became a book in the fourth century (Barzegar, 23: 233), including the merits of the Imam Sajjad (AS), it is enough that "Imam Zayn al-Abidine wrote it and Baqir al-Alum wrote it and his imam was honest. Hears, that the day is not remembered, the speaker, writer and the like are gathered. The scholars of the Holy Religion of Islam have described this book as "The Holy Qur'an" and Nahj al-Balagha as "The Holy Qur'an", that is, as the Exalted God of the Holy Qur'an has spoken in the language of Prophet Khatam al-Anbiyah and Nahjul Balagheh. Also, Sahifah, whose words have been extracted from the source of divine knowledge, is in the language of the two Ali (pbuh). (Faiz al-Islam, 1997: 404)

The record now in our hands reaches Najmuddin Baha al-Sharif, who received it in 514 AD in the month of Rabi'i al-Aswah in the form of the document quoted in the first verse. This record contains 54 prayers, which are narrated in 54 verses by Ahmad ibn Muslim Motahhari. (Garmaroodi, 2008: 31)

1. Research Background

Numerous books and articles have been written about the Sajadiyah Sajadiyyah, but none have raised the question that the Sajadiyyah of Imam was a usher in Islamic mysticism, and in fact it can be said that the prayers of Imam Sajjad (AS) With the themes rich in pure mysticism, the school of Islamic mysticism is in the first century AH. Examples of related articles are:

1- The Mystical Effects of Prayer in Sajafieh Sajadiyeh-Ebrahimi Mehdi-The Religious Thought Journal 13-Winter 2005

2- The Relationship between Mysticism and Politics in Sajafieh Sajadieh - Barzegar Ebrahimi - Journal of Religious Thought No. 12 - Fall 2004

3- Ethical Principles in Sajadieh Sahapieh - Pahlavan Mansour - Journal of Spacecraft No. 8 - Fall 2005

4- An Introduction to the Sajadiyyah Sahifiyyah-Si Chitik William-Hadith Science Journal-3 (41) Fall 85

5- The Glory of Sajjadiyyah Interpretation-Khanjani Ali Avast-The Religious Thought Magazine - No. 15 Summer 84

6- Literature of Imam Sajjad and AS Sajadiyyah-Mir Ghaderi Sayyed Fazlollah - Religious Thoughts Issue 15 Summer 84.

2 Imam Sajjad (AS) and Sahifah Sajjadiyyah

Her name is Mubarak Ali, and her most famous nickname is Zayn al-Abidine and Sajjad. Her lifetime was fifty-seven years, and she was born on the fifteenth day of her thirty-eighth year. Hazrat Sajjad (AS) has a father like Hussein and his mother is the daughter of King Yazdgerd of Iran.

The life of Imam Sajjad (AS) was one of the most difficult and oppressive times for the Ahlul-Bayt and the Imams, and many restrictions were imposed by the Umayyads on the infallible Imams. Therefore, it was not possible for Imam Sajjad (AS) to convene discussions, commentaries, jurisprudence and other sciences. The Prophet has expressed many pure Islamic teachings in the form of Sahifa prayers, and we find that this book includes the most delicate topics of theology, ontology, the unseen world and the messengers of the prophets, the position of the Prophet, and the Prophet's Prophet, and virtues. , The special manners of the devil, the devil's ways of misleading the people, paying attention to the manifestations of the Lord's power, remembering the various blessings of God and the duty of thanksgiving, the Lord's self-sacrificing verses, prayerful conduct, recitation, remembrance, prayer and worship, and dozens Another important issue.

The importance of the Sajjadiyah is because the infallible Imam, like Prophet Sajjad, prayed to his God with these prayers

in secret. The Sahifah, also referred to as Al-Muhammad's Zebra, is of particular interest to both the speaker and the audience. In addition to the deep content and supreme themes that lie behind these prayers, the Sajadiyah Sahifah has particular documentary strength.

Imam Sajjad (AS), due to the inappropriate circumstances of his time, could not publicly dissuade people from moral deviations, and teach them to avoid such deviations. Because the disgraceful Umayyad government impeded the divine activities of the Imam, and the people did not turn to the Imam (AS) for fear of this corrupt government to learn the divine and vital issues. They even refused to meet the Prophet. Therefore, the Imam (AS) said all the human needs of that day and until now in the form of prayer and indirectly educated the people to save them from going astray and thereby convey their divine mission to the people. He said: "My crafts garden Bghan Bmkaydh and install Msaydh and contact network of associates visited Lee Rayth and Azba to Zba' Saba Ltrydth expectations Lanthaz Alfrsh Lfrysth Vhv Yzhr Lee pep Almlq and Yznrny Alhnq Ali humans." Perhaps the rogue tyrant who has tried to hunt me down with a vicious and ever-searching trap to hunt me down and, like a predatory animal that sits in ambush, lurking in ambush, worries about the opportunity to hunt Grab it, but the enemy

enjoys flattery and has a grudge. (Ansarians, 2013: 330)

In this rise of the Imam's prayer, he refers to the corrupt Umayyad agents who obstructed his activities and sought every opportunity to eliminate the Imam who saw in their paths, as they posed a serious danger to the Imam. The government saw itself for several days. They would see the people around the Imam ring and go to the Imam for lessons, discussions, and religious laws, and he would become less attractive to him and endanger the Umayyad rule. Therefore, the Umayyad government took great action against the Imam (as). Thus, the people were scattered around the Imam for fear of this corrupt government and were deprived of that source of divine grace that could save them from the grooves of the path. And the imam inevitably stated the teachings in the form of prayer.

3. Prayer structure of Sahifah Sajadiyeh

Prayer in the word means "Neda" and in the customary terms, attention to God and seeking His mercy is poverty, dwelling and humility, and is also praised, praised, praised, and exalted for the transcendent; And praise is also a kind of request and responsibility, according to the Prophet (peace be upon him) : (The best of the supplication is my propaganda and the prophets of the prophets by me, and there is

no God but Allah alone.) (Madani, 2007: 53)

Prayer is a means of communication with God. Man attends to the righteousness in times of distress, suffering, hardship, need and need, and expresses his pain to the unique Creator, which is the same prayer. As God has said: (Say what my Lord cares about you without your prayers.) (Ferghan / 77). Say: My Lord is not worthy of you if your prayer is not; You have denied (the revelations of Allah and the Prophets), and will take your life and will not be separated from you.

In other words, "it is impossible to know the essence of prayer without regard to the attributes of human cognition. Man is known more for his body than for his body, which is crystallized in his actions. Prayer is the most serious, purest, and most powerful way of communicating human beings to the Almighty Creator, relying on divine vibrant power. Prayer is the best means of communication between the Creator and the Creator, and is one of the ways to purify the self and to polish the inherent pearls of humans. Prayer is a tool for a better understanding of humanity. Prayer is not the only tool but a dialogue between the lover and the beloved and this mystery and need with the Creator of Being must be known to lead to knowledge, and this cannot be done unless the mystery and need we express in

the language Understand perfectly. " (Shining, 2012: 27)

In order to know one's God, one must first know the value of the potentialities of one's self, knowing one's self-restraint from contamination, to learn the way to communicate with God, by praying correctly to the potential talents within oneself. And God willing to act. In this way:

Prayer in the morning and oh the night is the key to treasure in this way. (Hafez, 2004: 283)

Man must first know himself and know his worth, then know his God. To realize the value of the potentialities in Himself and to protect His rebellious soul from contamination, and to learn the way to communicate with God, through this communication and the means of praying to the potential talents within Himself. To act correctly and godly. "Prayer is the benchmark of faith, and man's relationship with God is mine. Whoever considers him present and observant, do not turn away from his prayers with him, and whoever knows him as capable and competent, let him have no other means than his own, and fear him who knows him. His kindness and mercy calm the hearts of the believers and his generosity calm the souls of the believer. God's friends have enjoyed conversations with him, and they have long forgotten, regretted, and regret. Sympathy and depression in prayer are signs of grief and

sadness. " Read me to meet you. Those who turn away from my worship with arrogance will soon enter hell with humiliation.) According to Rumi:

What to do about knowing what to do for a child, what to do for a child or a wife

Crazy about both worlds Whats the crazy part of both of them?

(Molavi, 1984: 1977/492)

Because man is God in nature, in the ups and downs of life, in the difficult things and in the difficulties, where his hope is cut off from everything and everyone and feels that he has no choice, his essence, he He directs him to the One God to communicate with him, and in this way he speaks with God in the language of the heart. If Imam Sajjad (AS) over the prayer I said: "or rich Alaghnya' of Nahnu Badk between Scanning and Anna Afghari Alfqra' click Fajbr Faqtna Bvsk Vela Tqt Rja'na Brnk Ftkvn Height Ashqyt I Astsd Beck and respect me Astrfd Fzlk Fali I Hynyz Mnqlbna Nk and But now, with Babak Suhanki, the synagogue has a conspicuous occasion, and it is in the hands of al-Sufi, the Wisdom of Al-Kashani, 51 (13). O most needy needy, now we have your servants in front of you, and I am the poorest of the poor in your presence. Redeem our poverty and impotence to the extent possible, and do not cut off our hope of deterrence, that if you do so, it will be miserable to the research of the one who wishes himself good, and who

seeks grace and favor, Deprived. To whom shall we turn at this time before thee, and deprived of thy mercy, whither our way shall fall, pure and isolated. We are the helpless ones who have made it obligatory to accept their prayers, and we are the oppressors who have promised to eliminate their oppression.

Prayer alone is not enough for prayer to be appreciated, because God has placed the wisdom of the universe on the basis of toys and has set out specific solutions for the emergence of any particular causal phenomenon and for any problem. On the one hand, it provided man with reason and thought to help him find solutions to problems and to reach the goal, and on the other hand, he had two kinds of material and spiritual causes. Man should act with the help of his godly mind and consult with knowledgeable and expert people, hoping from the beginning of each work to the end by praying and resorting to the grace of God, asking him to do what he wants. To achieve the desired goal and result. The result is that prayer alone is not a 100% solution to problems and can not be replaced by work, effort, planning, and expertise, but can complement it. "(Hadith) Eleanor, 1408: 110)

Imam Zayn al-Abidine's (AS) prayer for his parents is one of the most brilliant Islamic education laws prescribed for family reform and their prosperity and for the spread of love and respect among

family members. "It is natural that if the family is reformed the whole society will be reformed, and if the family is corrupt the whole society will be corrupted because the family is the main pillar of social structure. Imam Sajjad (pbuh) said in prayer 24: "God have mercy upon Muhammad, his servant and prophet and his pure family, and bestow upon them the best of mercy, peace, and blessings. O God, my Father, grant me with dignity and salutation from you, O Most Merciful. " (Fadavi Ardestani, 2005: 95 and 96)

4. Islamic Sufism and Sahifah Sajadiyah

Mysticism or knowledge in the word means knowledge, and in myth, mysticism is the knowledge of the heart that is obtained through discovery and intuition. Mysticism is divided into two practical and theoretical parts: the practical mysticism (Sufism) expresses human relations and duties with oneself, with society and with God, and the seeker must go through the authorities and homes, passing through the possible existence and Fanny achieves transcendent existence. But theoretical mysticism is the secret discovery and knowledge that liberates human beings from their limits, and reaches existence beyond its own limited universe. (Tehrani, 1980: 16, 17) In other words, in explaining the purpose of Islamic mysticism, it can be said that "Theoretical mysticism is called the science

of principles, and the practical mysticism of the received science, and the purpose of Islamic mysticism, is to know God in person and intuitively. The perfection of the mystic is to attain the right, not to understand the right, and to meet the right and attain it, it is necessary to travel, or to pass through homes and stages and authorities. "(Khalid, 2002: 43) In other words, Islamic mysticism" knowledge And it is the ontological knowledge such as the observation that the human being (the mystic) is all-knowing, intuitive, and without the need for any preliminaries, and this knowledge is an individual and non-transferable knowledge to the other. "(Madani, 2008: 51)

Concerning the origins of Islamic mysticism and its time, it should be said that "in Islamic teachings and in the practical life of the Prophet (peace be upon him) and the Imams (as) the things that can theoretically inspire subtle and precise mystical meanings It brings a lot of spiritual joy and a myriad of spiritual and spiritual struggles and movements. " (Motahari, 2006: 22)

The Holy Quran is one of the first sources of Islamic mysticism from within the Crimean verses. The customary verb, with all its derivations, is found in the 15 chapters of the Holy Quran and in the 22 verses, all of which refer to the concept of cognition. In verse 83 of Surah Al-same-as follows: (Vaza Smva we see more Ynhm Rasul people who granting me my Rfva

Mma Aldm Amna Haq Yqvlvn infrastructure Faktbna with Alshahdyn) and each time they hear the verses revealed to the Prophet of Islam, to cross The eyes of their eyes, full of tears of joy over the truth they have received, say that our Lord believed, so write us with witnesses and witnesses of truth, among the companions of Muhammad. This Crimean verse refers to the knowledge of the truth, which is in fact the knowledge of God Almighty, and the mystics are among the witnesses, or martyrs. "The mystics, upon the success of Prophet Haqq, succumbed to the Divine Book, succeeding in understanding its heavenly concepts, and following its knowledge, fulfilled its commandments, thereby overcoming the darkness of ignorance and oppression of self and unbelief and the home. The heart was illuminated by the light of the Qur'an, and with this luminous light of divine light they lived among the people. "(Ansari 1387: 14) As God has said:). And we gave him a light that lives in the light of it. "By the blessing of this light, they came to certainty, and thereafter they became adorned with ethical and practical virtues and gained the right to life by Tayeeb." (Ibid.: 14) As the Qur'an has pointed out:

After the Holy Qur'an, Nahj al-Balagha is the second source of Islamic mysticism, which is incomparable with that of the Holy Qur'an and the quotations of Amir al-Mu'minin (AS) among human

words. The Nahj al-Balagha is like an ocean in which mysticism and mystical sciences are like fountains against which they melt. It can be said that Nahj al-Balagha is a cornerstone of the words of a complete human being, both in theoretical and practical mysticism, complete mystic, though not all of the mystical material and mystical expressions of Imam Ali (as) are mentioned in Nahj al-Balagha, But Nahj al-Balagha itself is the mirror of the whole school of mysticism and truth. Imam Ali (AS) points out in this sermon 109: "The composition of al-Nubi and the area of al-Rasali and various al-Malaikahs, and the mines of al-'Almi and Ianabi al-Hikimi of Nasserna and the al-Mutbah of al-Nawat al-Umm al-Umm al-Umm al-Umm al-Umm al-Rumi The landing-place of missionaries and angels, and the mine of knowledge and springs of wisdom, our helpers and lovers await the mercy of God and our enemies and haters await the punishment of God (Dashti, 2011: 146) Imam, if there is science and if there is a mysticism, is found in the family of revelation and mission ie Ali and his children.

After the Holy Quran and Nahjul Balagheh, Sahifah Sajadiyyah is the second work of the infallible source of the great source of Islamic mysticism, which has been left out of the eyes of many elders and mystics, and it is with great regret that the famous mystics They ignore this source and

gain some Greek and Western views and opinions. Sahifah Sajjadiyah, as the first influence of the prayers of the Infallible, shines on the darkness of courtesy and mysticism, which Imam Sajjad (AS) founded upon the foundations of Islamic mysticism. Imam Sajjad begins the first prayer of Sahifah with the praise of God Almighty "thank God for the first tribe and the last for the last time". The blessed being that is first, without being first before him and last, without being last after him (Ansarian, 2013: 11)

5. Monotheistic themes of Sahifah Sajadiyya with a mystical approach

The word monotheism means to act in the sense of being unique. The root of this word is "unity" and means solitude and hence the unit refers to something that has no component. The term monotheism in theological discourse means monotheism, one of the tenets of the Islamic religion, as well as of all Abrahamic religions. The importance of this principle is because many Islamic theologians believe that the principles of the Islamic religion are based on the principle of monotheism. A believer must confess to the oneness of God with his heart and tongue, and only know him as his idol and never associate with him, because idolatry with God is a great oppression and an unforgivable sin(Loghman / 13). O my son, do not associate with God, because

idolatry is a great injustice. "Tawhid has always been at the forefront of the speech of the prophets and God's authorities, and the first title in theological discussion is the question of the unity of God and in the Qur'an hundreds of verses about Tawhid, and against it the idolatry of the greatest sins and the basis of deviations and deviations and causing all sins. It is unforgivable. The Prophet (peace and blessings be upon him) said to one of his companions, Abdullah ibn Mas'ud: "Ayatollah Tasraq Balla had an objective and a high degree of self-esteem and dignity and dignity for the sake of God." However, they will sabotage you with a saw, cut to pieces, or be hanged or burned with fire." (Mohammadi Eshthardi, 2009: 28)

Monotheism is the oneness of God and the basic principle of religion is Islam and precedes other principles. And believing in the oneness of God is a preference over other. "From the point of view of Imam Sajjad (AS), faith in the one God and the sincere belief in monotheism and purity of any kind of idolatry and atheism is essential for the ideal human being and those who succeed in this way must say thanks and praise to the Prophet. And praise be to God who has given us His knowledge and made known to us. And he opened to us some of the infinite doors to his robbery, and by his grace as a sincere supreme in his unity, he guided us away from the shirk, atheism, and doubt." (Farzaneh, 2005: 78)

Imam Sajjad (AS) has identified God in humanity and has introduced it as a requirement for mystical knowledge of God, including love. "Thought about God is only an integral part of human life and profound effects. It's not about human life. Sahifah Sajadiyyah as one of the important sources of Shi'a that is taken from the word of Imam Sajjad (AS). It contains precise themes about knowing God and human interaction with God. The words expressed in the form of prayer can be found with a bit of thoughtful, mystical, and romantic knowledge of God" (Ishaqaqi, 2001: 5).

According to the teachings of the Holy Quran and the Infallible, the foundation of the religion of Tawheed is "First of all, it is full of praise to God, and to the Almighty God." God is the witness of His oneness according to the implication of the verse. Laws, the beginnings and creation of creation, heaven and hell and ... only the divine truth D relies. The truth of monotheism is the basis of the religion of God. And of course the monotheism that Islam introduces is that Allah is the Exalted of all things in the world and there is no Exalted in all the worlds except Him (Sharifani, 2005: 44).

In an excerpt from the Imam's (AS) prayer in the Sajjadiyyah concerning monotheism and the fight against Shirk, we read: "Al-Hamidah Allah our Prophet, the Prophet, the Prophet, and the Prophet (peace

be upon him)." In Tawhidiyyah, Wajibanbani Mani al-Alhadi and al-Shaykhiyyah in Umarah. And thanks be to God for revealing His existence to us, for inspiring us with thanksgiving, and opening the gates of knowledge to His Lord, and guiding us to his unity in devotion, and avoiding deviation from religion and doubt in His command. (Ansarian, 2013: 14) In this speech, Imam Sajjad (AS), after giving thanks to God and reminding him of his blessings, says: "God has guided us in the light of these blessings and capitals in the light of his monotheism and in the light of Such sincerity has made us proud of all manifestations of idolatry, atheism and doubt." (Mohammadi Eshthardi, 2009: 30)

God has introduced Himself to humanity and has recognized and acknowledged the good of God and His attributes, even though full knowledge of God is beyond human capacity. As the Prophet (peace and blessings be upon him) said: "We are your true mysticism" as we should not have known (Allameh Majlesi, 1984: 146).

In the seventeenth prayer of unity and oneness of the God My-Khvanym: 'O my Bzlk and Amm nectar Balrbvbyh Lake, and Lake Akhls Balvhdanyh, and Adah Lake veritable Albvdyh and Astzhr Beck advertisement against al-Ulum Alrbanyh knowledge. " The gods subject to this prayer will appoint ten who testify to your Lord,

sincerely unite you, and enmity with the devil in the truth of your servitude, and help you to understand the science of religion against him. (Ansariyyah, 2013: 99) In this prayer, there are three things about monotheism and monotheism, monotheism in the pure nature of God and monotheism, devotion away from Satan, which Imam Sajjad (pbuh) calls upon the Divine Prayer to follow the leaders of these three sects. Maintain its stronghold and stronghold and put it in the light of the monotheism and its branches, and also ask God to help Satan overcome his knowledge of the communal sciences.

As we read in paragraph 3 of Prayer 47, " You are God and there is no God but You, the one who is the unique individual " To Allah, there is no god but you, a single, single, and unique God (Ibid: 286), as well as in verse 36 of Sura Nallah about the monotheism of worship and devotion to the pure essence of God: "It is inexcusable in all Ummah!" It is the consecration of Allah and the avoidance of it ". We have sent a messenger in every nation to worship the One God, and to avoid the rebellion. So the point of all the prophets' plan was to worship only God and avoid worshiping non-God. (Mohammadi Eshthardi, 2009: 34)

At the beginning of the 47th day of prayers, the Imam says: "He is Allah, the Almighty, the Almighty, and He is the

Almighty, the Almighty." You, the God who is not a god, do not lack karim and dignity. God is not in you and a god other than you, taller and higher than anything and ultimately capable. (Ansarian, 2013: 287) As is evident above the above prayers refers to the monotheism and attributes of God, such as infinite mercy and power beyond which it is superior and superior to all that exists. As he has said in the sequence of this prayer: "Atheism at the local level, but at the sultanate of the sultanate, and at the slaughter of the innocent and the atheist." Thou who art not in any place and in thy possessions, and abstain from any argument or utterance. (((29: 28))) And in the same prayer, we read the following: The following: Subhanak does not feel, do not feel, touch, barely, do not rub, do not dispute, do not trade, do not Tmari and do not deceive! You don't feel physically touched, Kidd is ineffective, you don't go away, you can't fight, you can't overcome, you can't fight and cheat on you. . (Ibid: 291) Imam Sajjad (AS) describes above all the attributes of transcendence in the above prayer and considers such attributes unique and unique to God, referring to the oneness and unity of God.

In prayer 52, the Imam states at the height of his practical mysticism: " I believed in you, believed your letters, accepted your book, and disbelieved in every idol other than you, and I was acquitted " I

only believed in you and accepted your apostles and prophets and accepted your Scripture and denied any god except you, and abhorred anyone who worshiped except you. (Ibid: 366) Imam points out the attributes of the believers after this prayer. That they are the apostles and divine and monotheistic apostles and scriptures who worship only the Almighty, the Almighty, and dislike those who worship the false gods.

Conclusion

It is not surprising that many books and scholarly articles on Islamic mysticism do not mention Sajadieh, as most scholars believe that mysticism originated in ancient Greece. The Sajjadiyah Sahifah with the mystical themes expressed in the form of prayer by the infallible Imam was an initiative of its kind that could conquer al-Babi for all the mystics who seek the means and means of attaining the right of exaltation, just as God has said if your prayer God does not value your words and you. As a result, every mystic is in dire need of prayer and prayer for the hierarchy of mysticism and mystical conduct that the Qur'anic claims and prayers of the Prophet (peace be upon him) and the Imams of the innocent and especially Imam Sajjad (PBUH) are the best example and example for them.

References

The Holy Quran

Khaledi, Ahmad, (2002) Life and Mysticism Report of Allameh Amoli, Qom, Ma'arif Publication.

Derakhshandeh, Abolfazl, (2012) The Lovers of Love, Tehran, Hadith Publications of Qom.

Dashti, Mohammad, (2011) Translated by Nahj al-Balagheh, Qom, Taleh Sabz Publications.

Si Chitik, William, (2006) Introduction to Sahifah Sajadiyah, Translated by Vahid Safari, Journal of Hadith Sciences, Qom University of Hadith Sciences, No. 41.

Sharifani, Mohammad, (2005) Manifestation of Monotheism in Religion, Journal of Religious Thought, Shiraz University, No. 15.

Poetry, Mirza Abolhassan, (2008) Translated and Described by Sahifeh Kamaleh Sajadieh, Qom, Ghaem Al Mohammad Publications.

Allameh Majlesi, (1984) Marya al-Aqil fi News of Al-Rasoul News, Tehran, Dar al-Qatab Al-Islamiyah Publications

Gharourian, Mohsen, (1997) Translated by Sahifeh Sajadieh, Qom, Ma'arif Publication.

Fadavi Ardestani, Hamed, (2005) Special Issues of al-Sajadiyah, Qom, Nasim Kowsar Publications

Farzaneh, Abdolhamid, (2005) Anthropology in Sahifah Sajadiyah, The Journal of Religious Thought, Shiraz University, No. 15.

Nahj al-Balagha, Fayz al-Islam, Sayyed Ali Naghi, (1997) Translated and Described by Sahifeh Kamaleh Sajadieh, Tehran, Fayz al-Islam Publications.

Garmaroodi, Seyed Ali, (2008) Translated by Sahifeh Sajadieh, Tehran, Hermes Press.

Hadith, Nouri, (1408) Mastaradk al-Sa'il, Qom, Al-Beit Lahia Institute of Publications

Mohammadi Eshthardi, Mohammad, (2009) Sahifah Lessons, Tehran, Nabavi Publications

in Sahifah Sajadieh, The Journal of Religious Thought, Shiraz University, No. 12.

Madani, Reza, (2008) Islamic Mysticism and Ecstatic Mysticism, Tehran, Rah-e Nikan publication.

Tehrani, Javad, (1980) A Discussion on the Principles and Principles of Sufism and Mysticism, Tehran, Bina Publishing.
Hafez, Shamsuddin Mohammad, (2004) Divan Hafez, by Jahangir Mansour, Tehran, periodical publication

Madani, Alikhan bin Ahmad, (2007) Riyadh al-Salikin fi Description of Sayyid al-Sajdin (AS), Qom, Islamic Publications Office

Motahhari, Morteza, (2006) Generalities of Humanities, Tehran, Sadra Publications.

Molavi, Jalaluddin Mohammad, (1983) General Shams Tabrizi, Tenth Edition, with the introduction by Badiez Zamani Forouzanfar, Tehran, Sepehr Printing House.

Sahifeh Sajadiyeh Eshghaqi, Ehsan, (2001) Theology in Sahifeh Sajadieh, Imam Sadiq University.

Ansarian, Hossein, (2008) Islamic Mysticism C 1, Qom, Dar al-Arafan Publication.

Barzegar, Ibrahim, (2004) The Relationship of Mysticism and Politics

A STUDY AND ANALYSIS OF THE EVOLUTIONARY COURSE OF PERSIAN LANGUAGE AND LITERATURE TEXTBOOKS IN IRANIAN SCHOOLS

Reza Eskandari¹Ali Sarvar Yaghoubi²Abbas Ali Vafaie³

Abstract: Persian Language and Literature Textbooks The Ministry of Education is one of the widest audience and most influential media in transferring knowledge and skills to the next generation of the country and, given the large number of audiences, has a great role to play in student learning. As the science progresses, the mission of the authors of textbooks will be doubled. Persian language books with a new look will be the precursor of the modernist generation. These books must be in tune with the needs of their audience for dynamism. This essay analyzes and critiques the developments of Persian language textbooks and literature after the Islamic Revolution in the linguistic

and intellectual realms, perhaps to pave the way for the authors to follow.

Keywords: Textbooks, Persian Literature, Islamic Revolution, Modern Needs, Intellectual and Linguistic Realms.

Introduction

We have long been asked why today's college students and graduates are unable to write. Is it a problem by them not to have learned linguistic and literary teachings well or is it due to inadequate textbooks? Certainly, this problem is rooted in early education, but teachers, authors, families, and administrative systems also contribute to this failure.

¹ Ph.D. Student, Department of Persian Language and Literature, Arak Branch, Islamic Azad University, Arak, Iran. Email: Eskandari54mehdi@gmail.com.

² Assistant Professor, Department of Persian Language and Literature, Arak Branch, Islamic Azad University, Arak, Iran. Corresponding Author Email: Raaymand92@gmail.com.

³ Professor, Department of Persian Language and Literature, Allameh Tabataba'i University, Tehran, Iran. Email : A_a_vafaie@yahoo.com.

Textbooks have always been the most important and effective means of communication and knowledge transfer. With the compulsion in education, textbooks have become more orderly and consistent. The books were relatively in tune with the social conditions and developments of the community as well as the students' moods. Among the textbooks, Persian language and literature books and have a greater share in the transfer of general concepts and the exchange and understanding of specialized courses. authors, considering the influential and valuable role of Persian books, goals such as acquisition of linguistic skills, rules of cognition, as well as familiarity with past and contemporary poem and prose texts have been considered. While investigating developments in Persian language and literature textbooks, this study is aimed at correcting deficiencies and reinforcing valuable Persian educational textbooks in future editions.

1 Statement of the problem

High school students are introduced to Persian language and literature textbooks with examples of the poem and prose of past and contemporary literary elders as well as

linguistics, grammar, writing, and spelling. Paying attention to the needs and interests of the students in the compilation of the textbooks is essential for the achievement of the goals of the Persian textbooks. The main problem with Persian textbooks in the past and partly in the recent period is the lack of attention to age and gender differences of the audience. We have repeatedly seen the poem, which was a decade of high school education, the same for elementary school in the recent period.

Persian books are the first window through which every student looks at the wonderful world of science and art and has an impact on the audience's intellectual and artistic foundations. Students are expected to achieve goals such as mental refreshment, nurturing culture, studying, strengthening understanding, criticism and analysis by studying Persian books. The motivation of this survey from the study of Persian textbooks in the last three decades, in addition to their interest in literary and linguistic topics, is directly related to these topics while teaching.

By bringing up topics of grammar that are at the forefront of grammar, teachers are challenged in the

classroom and this motivates the student towards the linguistic realms of the book. This problem is to the extent that each year the book is made available to students with a minor editing compared to the previous year. The authors' view of grammatical issues is also a structural one. Although not completely deviated from the traditional grammar, grammatical topics can now be considered as unique in student textbooks.

The lessons of writing are mainly written in an inductive way with the help of sample analysis. Paying attention to the practical aspects and enhancing the writing skills have been important goals of the authors, but unfortunately due to lack of time and lack of impact on students' academic destiny, the goals of the book are not fulfilled. In spelling, students become familiar with the rules of proper writing, skill in the correct use of words, and aesthetics, writing, and spelling. Spelling tips are also included during the lessons to teach students to become familiar with the theoretical rules of spelling.

Since everything at the beginning is problematic, Persian textbooks also have some of the strengths and weaknesses that this study

will explore in order to be considered when necessary. The subject of this research is a topic that the author is constantly involved with, and perhaps teaching these books in the classroom has been the author's main motivation. Therefore, the purpose of this study is that among the four topics of Persian linguistics, grammar, writing, and spelling books, the grammar section has received the most attention from teachers of the Persian literature and elsewhere has been less sensitive because it has had little background in the past. Have not more attention is given to the grammar part because it differs greatly from traditional and past grammatical topics. It has not been easy for many scribes and protesters to adopt grammatical topics in a new way. The purpose of this research is to assist the authors of Persian language and literature books in developing new topics in new ways. In addition, it has attempted to address textbook challenges to eliminate those barriers and problems.

1-1. Research Background

Considering the important role of Persian language and literature textbooks in transferring culture and art to future generations of the country,

numerous researches have been done in this regard, including the following articles:

1- The article "Introducing and Criticizing the Book of Compounded Proposals: Making the Names - the Verb" by Parivash Safa and Zahra Zandi Moghaddam, Special Letter to the Academy (Winter 2008), no.9.

2- "A Look at the Translation of Contemporary Persian Literary Grammar" by Mohsen Shojaei, Special Letter to the Academy (winter), no. 8

3- The article "Persian Book and Writing (2) Criticism " by Sima Beignejad, Journal of Persian Literature, Fall 1977, No. 32.

But the way they were criticized, as mentioned, was selective and less voluminous. This study attempts to address the important role of Persian textbooks in a larger volume in the linguistic, literary and intellectual fields.

1-2. Research Questions

1- How successful have the Farsi textbooks been for different students' familiarity with the phenomenon of language and its role in social relations?

2. To what extent can appropriate teaching methods be

effective in achieving the goals of Persian language books?

3. How effective are modern teaching strategies in addressing challenging textbooks?

2. Discussion

2-1. History of Textbooks of Persian Language and Literature in Iran

From the sixth century onwards, the writing of moral books on advice for children expanded. "Books such as the Nasserian Ethics, the Morality of Khawajah Nasir al-Din al Tusi, Bahr al-Favaid by an Unknown Author, Tohfeh al-Muluk in the Rites of Ali Esfahani, al-Adab al-Wajiz Lelvalad al-Saqir, which Khawajah Nasir al-Din al Tusi translated into Arabic. This book is attributed to Ibn al- Muqaffa (Mohammadi and Qa'ini: p. 2 / 116-122).

Schools were considered to be important teaching circles during the Qajar era. In the school, they were taught the religious sciences first, and then the literary sciences were simple and elementary. Graduates of the Qajar school were divided into three categories: "If the child was the son of a merchant or marketer, his goal was to study the Qur'an and learn the script and

essay and to prepare himself for writing calculations to benefit it later. In such a situation, his education was limited to Golestan and Nassab al-Sabian's books, Tavvassol and jami-i-Abbasi and Siao (a type of Arabic numerals and acronyms) and sometimes the Hafiz Divan and the Saadi bustan. Whenever a child was from a lowly and disadvantaged group, his father was interested that his child to finish reading the Qur'an or at least learn special suras from most small and simple suras. The third group was those who wanted to go to higher education, but not too many, who went through the first stages and sought higher education, and these were the children of emirs, Mostofian, courtiers, scholars or individuals. Who wanted to become clergy or mujtahids, and these people entered their schools or theological school of the time, where the subjects were different from those of the home school and they followed professors to study abroad or domestically. " (Qasemi Pouya: pp. 49-50).

Homeschooling materials expanded over time, and home school graduates in addition to learn theology, memorized poetry and studied ethical books. In the Qajar period, the level of difficulty and consistency of the text

increased more than in previous periods. Qajar students read Jami-i al-Muqaddimat, Hashieh by Mullah Abdullah, Nasek al-Tawarikh, Sana'i and Rumi Divan, and even in mathematics Khulasat al hisab by Baha'i. "Following the issuance of the constitutional decree, a number of Persian language teachers produced books that introduced students to excerpts from the pleasant texts of Persian literature and anecdotes and new stories" (Taher Ahmadi: p. 2-4).

The first textbooks emerged with the establishment of Dar al-Fonun and the compulsory teaching of elementary education. After years of teaching at Dar al-Fonun, foreign teachers have been able to train students who can make official textbooks using Dar al-Fonun's classes. The first Dar al-Fonun school textbooks included various mathematical sciences, geographical biology, history, language, and literature. After the advent of private schools, textbook teaching was based on the views of school teachers. Grammar books by Mirza Habib Esfahani, Iran's brief history of Mohammad Ali Foroughi and the history of al-Mujam fe al-asar al-Mujam's by Fadlallah Hosseini are examples of books taught in these schools. "With the occupation of Iran by

the Allies in World War II and its continuation until 4 years, the government lost the ability to continue publishing textbooks. As a result, printing houses and publishers on the one hand and experienced authors and teachers on the other hand, authored and published various books. The Ministry of Culture permitted all books to be published that appeared to be in accordance with the curriculum. This open space and free competition in authoring and publishing textbooks has led to chaos (especially in high school books) and has lowered textbooks both quantitatively and qualitatively "(Saffarpour: p. 3).

After the establishment of the Textbooks Organization in 1942, the textbooks were compiled and coordinated in a coordinated manner for all levels of education. The educational system of the country has changed three times since 1946. Textbooks have undergone many changes as a result of this transformation. After the Islamic Revolution, textbooks in Persian language and literature were no exception.

2-2. Intellectual realm

2 -2-1. Content evolution of Persian language and literature textbooks after the Islamic Revolution of Iran

One of the strengths of the books of Persian language and literature after the Islamic Revolution is the intellectual division of the book based on a particular order. This discipline of thought is also evident in recent books. In some cases, of course, the question arises for the student as to how, for example, the Ashura literature differs from the resistance literature, or what the two differ from the literature of the Islamic Revolution. Perhaps it was better that sections such as war literature, the Ashura movement, and the literature of the Islamic Revolution come under the heading of sustainable literature.

The good practice adopted in the compilation of educational textbooks of the last decade is a change in the content of textbooks. The textbooks after the Islamic Revolution of Iran have changed significantly in terms of content in the past. Valuable subjects, such as the culture of martyrdom, resistance and endurance and world literature before the revolution did not contribute to textbooks. When we speak of resistance literature, this section can also include texts from other countries such as the

Chilean, Palestinian, and Lebanese revolutions.

Post-revolutionary textbooks attempted to remind students of the days of the Islamic Revolution and the years of imposed war, given the political and social developments of the society. Therefore, textbook authors have made a significant contribution to acquainting the audience with examples of the poem and prose literature of the Islamic Revolution. In addition to writings and poems, textbook images have been effective in inducing the concepts of martyrdom and resistance.

One of the problems with Persian textbooks in the past was the lack of impact on students. The selection of poem and prose literature of the past is very popular and students should not be disconnected from the past literature of this land, but attention to individual differences and audience preferences is one of the main criteria of textbook writing. Dr. Kamal Ahmadinejad from the author of textbooks has an interview that is remarkable:

"I have seen old books that first were authored by masters like Forouzanfar and Homayi. They chose texts that were of their own accord and liked them much. I do the same now if I

want to choose the text, but the text chosen for the youth must be exciting, and we can make great use of our past literature. The textbook should not be personal taste and education should be considered (Ahmadinejad, p. 8).

A comprehensive look at the Persian language textbooks and literature shows that each book has some of the lessons of the past. Two decades ago, we had a selection of world literature and sustainable literature in textbooks, which we have in the last decade from the same textual subjects. Occasionally repetition of the subject occurs in a grade and a textbook. For example, in the third grade of high school literature published in 2010, the eighth lesson contains text from the history of Bayhaqi and the ninth grade contains the art of Bayhaqi writing, by giving some examples from the history of Bayhaqi. It would have been better to summarize these two lessons in one lesson, and after studying the art of writing Abulfazl Beihaghi in the form of "learn", we made student to research the stylistic and intellectual attributes of the selected text from this historian.

One of the friends said: "It seems that the main purpose of teaching Persian literature in Iranian schools is to

deter students from whatever literature is. I do not know whether or not this is the intention. But we see the result is nothing else. Students' attention to Persian literature is decreasing year by year and their knowledge of the rules of the language and literature of the country is diminished. (Natalie Khanlery: p. 4)

Primary students are familiar with some of the religious, moral, political, and social doctrines in the Read. In fact, Persian textbooks at the beginning of the academic year provide students with concepts such as knowledge, dating, the role of water in human life, the importance of warm family focus and then social environments such as school, mosque and park

Primary Persian books are not only in the field of literature and art, but also serve the purpose of serving other sciences, and this task may somewhat reduce the pleasure of the literary of Persian books.

2-2-2. Relationship of governance with the educational institution

" In all societies, there is an interactive relationship between the institution of education and governance, and because of this relationship, "the

government strives to advance its goals and to educate generations in accordance with its political interests and goals. In examining the institution of education, the social ideology that governs society and its practices of authority must be studied. Because the educational goals of different societies are based on the goals and ideology of sovereignty. Hence, the foundation of the institution of education becomes a tool to accomplish the goals of sovereignty "(Hamed: p. 1).

2-2-3. Elementary Persian books in the past

In the past, the Persian Book of the Early Period contained pleasant poems and texts that aimed to teach Persian alphabet, reading, spelling and acquaintance with ancient literature. Past authors of Persian textbooks had no interest in cultivating children's creativity. As the global patterns of education evolved, the authors of new books adopted new educational principles. The style of Persian books is divided into four classes: listening, reading, writing and speaking. Of course, if the poetry is carefully and scientifically selected, it can enrich children's literature.

2-2-4. Resistance Literature in Textbooks

The category of sustainability literature is an emerging category that has been introduced in textbooks for the last three decades, with the aim of conveying a culture of self-sacrifice and testimony to futurists who have not understood the victory of the revolution and the era of imposed war. Textbooks along with other media have the task of acquainting the third generation of the revolution with the values of the revolution. Literature textbooks at all levels of education offer lessons on the centrality of the course of the Islamic Revolution and the bravery of the Islamic warriors during the eight-year war. Some of the lessons also deal with Ashura culture, the role of women in the victory of the Islamic Revolution and the period of the imposed war, the manner of resistance in the Arab Muslim countries as well as in Latin America. The areas of sustainability literature in textbooks are based on the three axes of Ashura, womanhood and epic myths.

2-3. Linguistic territory

2-3-1. Language development and its importance

The transformation and change of the language of every society is in line with the social changes of that society. Some believe that to persuade and expand the Persian language one must refine the language and prevent foreign words from entering. The focus of attention on the Persian language was strong during the Qajar era, and many intellectuals believed that foreign and even neighboring words should be avoided in order to protect Persian words. Preservation of the Persian language led to the formation of the Academy of Language. Many intellectuals were concerned about the destruction of the Persian language and believed that the destruction of the language would lead to the destruction of culture.

2-3-2. Grammar

As the science and social developments began to grow, language changed. Certainly, traditional methods cannot meet the scientific needs of students' day. Revising the teaching of grammatical topics does not diminish the value of the work of past instructors such as Mirza Habib Esfahani, Mirza Abdul Azim Garib and Bahar. Traditional grammarians in the grammatical

examples have also used past poem and prose texts, while scholars view the grammatical issues of poem and prose in the context of historical grammar. The greats such as Khanleri and Khayyampour authored a new, relatively scientific approach.

In the early decades of the Islamic Revolution, Gholamreza Arjang and Ali Ashraf Sadeghi wrote grammar in the field of culture and literature that was far from the traditional grammar, which had a great impact on the writing of the books of eighties. Eighties books came closer to the order of constructionism, though these books were not without weaknesses. For example, most of the students were confused about word and lexeme. Until 2016, the secondary school textbooks were revised by removing disagreements in grammar issues. However, in some cases this revision was accompanied by changes and modifications, for example, prior to the year; they did not find "collective signs" and "indefinite sign" in word construction. The above-mentioned signs were changed in eleventh grade, published 2016. This dichotomy and disagreement led to the elimination of word construction from the grammatical point of view.

Another disadvantage of Persian textbooks is the inadequacy of some topics. For example in the discussion of supplementation, students cannot distinguish verb supplementation from other types of supplementation. They say that any noun that comes after preposition is complementary, while the best way to distinguish between complementary types is to pay attention to the verb. The association of grammatical topics with linguistic fundamentals may have been difficult for some literary educators, as linguistic topics in the field of literature at Iranian universities are not very important.

2-4. The importance of writing in textbooks

Writing and attention to essay time has long been a subject of literature classes. Education in our schools is more reserved and of no practical application. If a student kept writing rules and tried to score, he wouldn't have to worry about his inability to write an office letter because he had only memorized an office letter at school and we never asked him to write it. "Literature, in essence, that is, creativity; the teacher first asks the student to write the meaning of the book's poems, while the mission of the

literature is to teach thought, to increase the power of understanding. It is in this lesson that we have to teach thinking "(Zulfiqari: p. 1-2).

We have seen many students give their writings and poems to the literature teacher for evaluation. Here, the teacher can guide them to reading by strengthening their writing skills. "We have a lesson called essay whose task is to teach instruction, but this lesson is not primarily related to Persian language lessons; secondly, it is not related to other student learning and therefore frozen in a number of formats of subjects; and thirdly It does not provide the student with the opportunity to write Farsi, and each of these three attributes has adverse effects "(Masoumi Hamadani: p. 206). "Reading just like falling in love is by no means a passive act. It requires a lot of mental, emotional and physical energy. Man must devote all his intellectual powers to the recreation of his analytic world, in the fullest and clearest possible way, within himself. It is essential to have a definite speed of reading to enable this to work. (Miller: p. 141)

Writing classes are generally not an attempt at writing, and writing hours are generally spent teaching other

courses, while learning to write is superior to teaching grammar. Writing requires a lot of reading, but if we know all the rules of grammar but have not read books in history, fiction, writing, or travel logs, writing is not going to happen. The most common writing errors office correspondence derive from the lack of practice in the fields of linguistics and writing script, marking and technical rules of schools.

Grammar should be for writing, not for purpose. The purpose is writing and the grammar of the instrument. In the past, our literary greats did not know grammar, but they could be the best creator of prose and poem by studying the works of the ancestors of the Creator. Of course, understanding the prerequisites of a grammar is necessary to write, but it goes into the details to depart from the original purpose of writing. The existential philosophy of writing lessons for many educators is still unclear. Maybe if they were aware of the importance of writing, the statistical community of those who are averse to writing would not be expanded.

Writing textbooks is a step towards being a writer while our graduates are not able to put their personal needs and desires on paper. Of

course, there are some who write purposefully and find their way through reading good books in adolescence and youth. "In the writing of this youthful outburst one has to think carefully. Learn to say less and think more. The author is more in conversation with himself and with what he is dealing with. The author does not want, and should not, in the short term convince anyone of what he believes. In the first place, the author must persuade himself to do something while struggling within himself." (Dolatabadi: p. 2)

Perhaps one of the reasons the society has no interest in writing, is its necessity. One needs to say more than just to communicate with others, so writing is not like public speaking. Text is more valuable than speech. The prerequisite for literary creation is the element of imagination, eloquence and rhetoric. But in an office letter, the purpose of messaging is. In office letters, careful use of the correct words is important. Office letters represent the author's scientific and social base.

Sometimes in Persian language and literature textbooks which teach their readers how to write and speak, we encounter typographical or scientific

errors for reasons of haste, carelessness, and lack of typography, such as:

- Type "Zal" instead of "Zag" in Fifth Grade of Primary Persian Page 91 Print 96

- No marking: "Strength": Feed, Thunder, Force. Persian Twelfth grade Page 169 Print 97

- Adjective is in conformity to noun and adhering to Arabic rules: "Shari'a rulings". Persian Twelfth grade Page 171 Print 97

- " Disregard for writing and essay causes our students to be passive readers; that is, to close their eyes and to read. Neither attempt to share the experience that the writers had, nor recognize what they have read. Teaching Language and Literature in our education system neither teaches the student the understanding or enjoyment of literature nor teaches him / her the skills of language use; especially, he / she does not teach writing. (Masoumi Hamadani: p. 206).

2-5. The contribution of stylistics in Persian language and literature textbooks

Considering the developments of textbooks after the Islamic Revolution, the concept of stylistics and

the history of literature has appeared in different forms in textbooks. Textbooks on the history of literature and stylistics for the humanities were presented at the second, third, and fourth grades. These books were divided into literary periods based on the prominent figures of each period, from pre-Rudaki to the age of awakening. The main difference between the books of this period and the previous periods was the history of world literature, which first introduced the European literary schools to classics, romanticism, realism, naturalism, symbolism and surrealism. Finally, there was a section devoted to Arabic literature that provided an overview of the early works of Islam to new achievements in Arabic literature.

At the pre-university grade of humanities, stylistics consisted of Persian poem and prose styles, referring to the literary and intellectual characteristics of the Khorasani, Iraqi, Indian, returning and contemporary styles. It is titled Science and Techniques. The stylistics in recent period textbooks is not much different from the previous ones, and it may be said that recent period books have nothing new to the stylistic aspect of the past and are in fact a repetition or

quotation of the contents of the history of literature books of earlier eras.

As we know, there is a wonderful interplay between stylistics and the history of literature. The division of literary periods on the basis of literary indices forgets the historical aspect of the book. Studying the style of poetry and the writing of literary indices in historical eras, erases the shortcomings of the debate. Another flaw in the history of literature is the lack of attention to female faces in poetry and writing. A significant portion of the country's students are female students. They have the right to know the role of women poets or writers in the literature of the country and the world.

2-6. History of Literature in Public Books of Recent Period

In the Persian textbook of the current system of education, the history of literature at the secondary level is of little importance. The proper nouns section has been deleted from the end of the books. For the authors, perhaps it is not necessary to bring the proper nouns to a low audience, while the proper nouns is to guide the students in the research. How is it that in the primary and secondary level of Persian language

books, we have proper nouns and then at the high school books this part is deleted.

In previous textbooks, the student, in addition to the proper nouns, was given a brief introduction to the creator of each chapter by studying the The proper nouns of the lessons or the beginning earnings of each chapter, but omitting the descriptions of the lessons in the new course and even In some cases they do not give the name of the work or the creator of a text, which we give examples here:

1- The Twelfth grade, Covenant of Friendship from Lotfali Asghar

2- Twenty-second Bahman by Sayyed Ziaeddin Shafie'i Eleventh Grade

2 - " Morning without you" poem by "Kaiser Aminpour" eleventh grade

4- "Kaveh Dadkhah" by "Gholamhossein Yousefi" Eleventh Grade

2- "Haidari attack" poem br " Bazel Mashhadi " eleventh grade

6- "Khosrow" from "Abdul Hussein Wejdani"

3. Conclusion:

According to the analysis and analysis of the school textbooks of

Persian language and literature, the following results were obtained:

1- Looking at the history of the evolution of Persian language books and literature in schools, the necessity of updating Persian books was emphasized.

2- The educational content of Persian language books and literature should be in line with the social developments and the increasing development of the communication media.

3. The difficulty of our graduates in writing is due to memorizing of the lessons

4- Requires the ability to read texts promptly, be proficient in the field of expression, as well as write essential and common texts, recognize and utilize modern and applied teaching methods.

5. Every language and literature needs a strong grammar and strong support in the name of the history of literature for its dynamism and development to be able to reach its peak with the help of these two wings.

References:

Ahmadinejad, Kamel (2014). Interview with Textbook Authors (2), Journal of Persian Language and Literature

Department, Academy of Sciences,
March 2014, No. 8.

Big Nejad, Sima (1979), "Persian Book and Writing Criticism (2)", Persian Language and Literature Quarterly, Fall 1977, No. 32.

Hamedi, Zahra (2015). Foundations of the Ideology of Sovereignty and its Influence on Textbooks in the Early Pahlavi Era, Iranian History Publishing.

Dolatabadi, Mahmood (2010). *Writing*, Tehran: Cheshmeh Publishing, Third Edition.

Zolfaghari, Hassan (2016). The Impact of Educational System Reform on Promotion of Persian Language and Literature, Journal of Persian Language and Literature Department, Academy of Sciences, February 2016, No. 30.

Shojaee, Mohsen (2012). "A Look at the Translation of Contemporary Persian Literary Grammar," Special Letter to the Academy (Grammar), Winter 2, no.

Safa, Parivash and Zahra Zandi Moghadam (2013). "Introducing and Criticizing the Book of Composite

Sentences: Making Verbs", Special Issue of the Academy Letter (Grammar), Winter 2, no.

Safarpour, Abdol Rahman (2015). History of Textbooks in Iran from the Establishment of Dar-al-Fonoun to the Present, Journal of Persian Language and Literature Department, Academy of Sciences, July 2015, No. 11.

Taher Ahmadi, Mahmoud (2006). The Pioneers of Writing Textbooks of Persian Education in the Constitutional Age, Master Treasurer, Summer 2006, No. 62.

Qasemi, Pouya (1377). *New Schools in the Qajar Period*, Tehran: University Publication Center.

Mohammadi, Hadi and Zohreh Ghaini (2001). *History of Iranian Children's Literature*, Tehran, Chista Publishing.

Masoumi Hamadani (1996). *Reading and Writing, Selected Articles in Knowledge Publishing*, Tehran: Center for Publications.

Miller, Joseph Heilson (2004). What is Literature? Translated by: Soheil Sommi, Tehran, Phoenix.

Natel Khanlari, Parviz (2015). Teaching Persian Literature, Educational Bulletin of the Faculty of Persian Language and Literature, No. 9

ENHANCING THE EFFICIENCY OF IRAN KHODRO PERSONNEL THROUGH MODELLING THEIR IN-SERVICE TRAINING

Ramin Eftekhari¹S. Ehsan Razavi²Elham Fariborzi³

Abstract: Today, authorities of organizations must contemplate the success and status of their units. An alternative to increasing the scientific growth of organizations is to provide in-service educational courses for the personnel. The current research aimed to present a model to improve the quality of the in-service training of Iran Khodro personnel. This was an applied research in terms of the objectives and descriptive-exploratory in terms of the methodology. Based on the theoretical framework of the research, organizational, individual, and educational factors were considered as the influential factors in improving the quality of in-service training for Iran Khodro personnel. A questionnaire was

applied to explain the model and collect the required data. The sample size was determined using the Cochran's formula, and the subjects were selected via simple random sampling. Data analysis was performed in SPSS and LISREL using descriptive and inferential statistics (confirmatory and exploratory factor analysis). According to the results of the descriptive statistics, the mean quality of in-service training and organizational, individual, and educational factors were estimated at 3.83, 3.74, 3.66, and 3.45, respectively. According to the inferential statistics using factor analysis, the obtained results indicated that the response categories raised in the research tool were organizational, individual, and educational factors. As such, the model

¹ Department of Educational Sciences, Mashhad Branch, Islamic Azad University, Mashhad, IRAN. Email: eftekhari.info@gmail.com

² Department of Electrical Engineering, Mashhad Branch, Islamic Azad University, Mashhad, IRAN. * Corresponding Author Email: ehsanrazavi@mshdiau.ac.ir

³ Department of Educational Sciences, Mashhad Branch, Islamic Azad University, Mashhad, IRAN. Email: elhamfariborzi@gmail.com

was developed to improve the quality of the in-service training of Iran Khodro Personnel based on the mentioned factors.

Keywords: Iran Khodro Personnel, Quality of In-service Training, Organizational Factors, Educational Factors, Individual Factors

Introduction

In-service training is an effective managerial tool to induce environmental changes and guarantee the provision of proper services, especially in public and governmental organizations. If in-service training is provided regularly and in a targeted manner to meet the needs of the staff, it not only improves the performance of the personnel and organizations, but it also could reinforce the skills of managers and promote client satisfaction (Carol, 2016). Undoubtedly, training is considered to be a reliable tool to enhance the quality of performance and for problem-solving in organizations, while its absence leads to numerous issues in organizations. The educational system of every organization should provide the employees with the necessary information, skills, and insights, so that they would be prepared

for the acquisition of various occupations. Therefore, training is considered to be major influential factor in educating the human resources of an organization and improve and exploitation of other organizational resources (Chaichi, 2012).

In the modern era, in-service training is indispensable for every organization and their human resources. Several organizations constantly design and provide educational courses for their staff regardless of their type and level of education. Such programs are mainly based on the dynamism in sciences and occupational needs. Moreover, investment in staff training has become widespread, and organizations are increasingly focusing on the development of their educational activities and provision of learning opportunities for staff at various organizational levels (Ebrahimi, 2013).

In the past two decades, special attention has been paid to employees as the largest and most valuable capital of organizations. Today, the rapid growth of information and occupational complications underscores the importance of staff training. According to Toffler, education is essential to the management of substantial changes in

the future. In fact, effective education promotes the growth and abilities of individuals in their occupation, so that they could be more efficient. Evidently, higher knowledge of employees regarding their occupation results in more practical opinions and perceptions toward professional improvement (Jafari and Khezerloo, 2015: 95).

Studies similar to the current research play a key role in determining strengths and limitations from the perspective of the staff attending in-service training courses. As such, the increasing of knowledge is considered crucial as it provides proper opportunities to address and eliminate limitations.

Human resources are recognized as the foremost organizational assets in the evaluation of the resources and capabilities of organizations. This is due to the fact that humans are the largest and most active value-makers of institutions and organizations. The most prominent benefit of organizational and institutional investment in employees is the training of human resources. Such education enables human resources to acquire abilities, expand their

capabilities, and learn the required skills (Daneshfard, 2009).

Planned education and training are provided on a regular basis by organizational managers to reinforce the competency of the organizational employees. In addition, employees must receive the necessary training to overcome the difficulties caused by rapid changes in the organizational environment and exploit their talents to help achieve organizational goals (Rimmer, 2015). On the other hand, the quality of such education is of paramount importance since low-quality education only wastes the time, energy, and resources of an organization (Carol, 2016).

The training and improvement of human resources are the key strategies of organizations for positive adaptation to change. The maintenance of every organization largely depends on the knowledge and skills of its employees, and the favorable status of these factors results in the higher adaptability of the organization with the changes in the environment (Sam Khanian, 2011: 13).

According to one of the definitions of in-service training, the essence of training is to increase the efficiency of employees and improving

adaptation to the environment, which in turn enhance the quality of services in organizations and units. In-service training is merely an effort to improve knowledge and technical, occupational, and professional skills, as well as to establish desirable behaviors in the staff of an institution or organization and provide them with optimal duties and responsibilities (Chaichi, 2012: 14). From the perspective of Pierre and Gutter, in-service training is a form of systematic attraction, the main goal of which is to coordinate and align the aspirations, interests, and future needs of individuals with the needs and goals of the organization in the form of the expected performance of the staff (Fathi Vajargah, 2015).

Organizations are well aware of the importance of in-service training, and every organizational and institutional unit must allocate adequate time and assets to the training of the human resources depending on the status of the organization. In-service training must enable the continuous implementation of the planned courses, reinforcement of the skills and knowledge of the staff, problem-solving in the work environment, and assurance of survival of the organization. Constant efforts to

improve the quality of in-service training could result in remarkable benefits (Ahmadi and Hakimi, 2009). The organizations that dedicate sufficient resources to the training of large human resources should ensure that the employees acquire the necessary skills in the provided training programs. As a result, such organizations succeed in maximizing their educational benefits (Hunge, 2018).

Scholars and researchers have proposed various models for staff education. For instance, the Parker model (2017) provides a map to pursue design and educational assessment. In this model, analysis of the needs leading to the development and determination of educational goals is the basis of designing educational programs and selecting appropriate teaching methods. It is also notable that the Parker model is a multistage process based on a rotational context (Ayton, 2018: 8). Parker has presented various stages for this model, including the recognition of educational needs, determining educational goals, developing educational programs and methods, developing evaluation methods, and measuring the results of the selection,

guidance, and leadership in staff training.

Another model that has been developed in this regard is based on organizational transformability, as well as some key principles. Accordingly, organizations must be dynamic and transformable, and education must be provided to maintain such dynamism. In addition, the model proposes that each occupation has a specific nature, and all occupations have a particular communication context; therefore, the abilities required for every occupation vary at different times (Al-hosseini, 2016: 77).

Another model proposed for staff education is the model of systematic approach to education, which emphasizes on the determining the educational goals and experiences of controlled learning to attain specific goals. In this model, feedback must also be assessed for the constant correction of the learning process. From this perspective, educational programs are never a finished product and are only matched to the information that is indicative achieving the ideal goals. On the other hand, this approach is used to recognize the complexities in the interactions between various

components, providing an executive framework for the planning and pursuing goals. In this framework, it is essential to determine the programs that have proven effective in attaining organizational goals. Another prominent feature of this approach is providing a holistic view and a general set of interactions between subsystems (Goldstein, 2016: 21).

Since in-service training is discussed in the context of learning, the present study aimed to review various learning theories in this regard. There are numerous theories on learning methods, the most important of which are the stimulus-response school and Gestalt school. Furthermore, the social learning theory and facilitation are among the other prominent theories in this regard. The stimulus-response school is often recognized as the theory or school of behaviorists, revolving around the opinions of scientists who consider learning to be an opportunity to make a connection between a stimulus and a response. This theory allows animal testing and exploits various results regarding the learning methods used for humans, concluding that learning in humans occurs as a result of encouragement and punishment or reward and consequence (Defileps,

2014: 180). For instance, Skinner believes that humans learn only if the behavior caused by learning results in receiving rewards. If an individual is introduced to pass an educational course, they may start learning when they are assured that passing the course and the subsequent improvement of their knowledge, skills, and behaviors will result in achieving spiritual and/or financial goals (Kreck, 2015: 19).

The Gestalt school greatly emphasizes on holism, and the followers believe that in order to improve the level of learning, various elements of a curriculum should encompass the subjects that are meaningful and relevant to the entire curriculum. In fact, these contents refer to the design and regulation of educational programs and organization of various educational courses.

The social learning theory emphasizes on the utmost importance of social relations and their impact on the learning of humans. Accordingly, anything that could be learned through direct experience could also be learned through direct observation, while humans cannot model their own observations (Wood, 2017: 40). Moreover, this theory recommends the

use of educational aids (e.g., images and videos) as behavioral patterns.

Finally, the facilitation theory in learning emphasizes on the participation of learners in educational stages. Accordingly, the participants in educational courses are the vehicle of transferring behaviors, skills, and knowledge, which necessitates their participation in the learning process invariably. In this regard, experts, professors or educational instructors mostly act as the facilitator rather than a controller or presenter of educational contents (Abtahi, 2015: 199).

With regard to the provided contents and given the importance of in-service training courses, Iran Khodro Co. has aimed to hold educational courses to meet the educational needs of its human resources. In order to understand the effectiveness of these courses on improving the knowledge, skills, and favorable behaviors of human resources, level of goal realization in the courses, responsiveness of the education outputs to workplace needs, and illustrate the effectiveness of courses, it is essential to propose an appropriate pattern to enhance the quality of educational courses. With this background, the present study aimed to propose a proper

model to improve the quality of the in-service training courses for Iran Khodro Personnel. Therefore, the main research question was as follows:

What is the most proper model for the improvement of the quality of the in-service training courses for the personnel of Iran Khodro Company?

1. Research Model

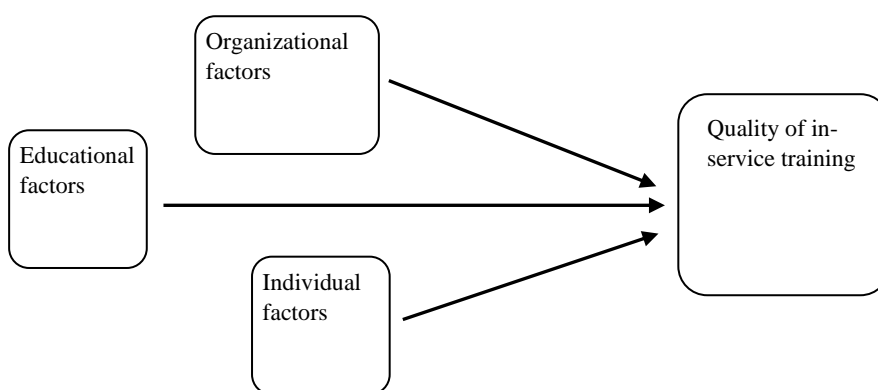


Figure 1. Conceptual Model of Research

2. Research Questions

The main research questions were as follows:

1. *How is the quality of the in-service training provided to Iran Khodro personnel?*
2. *What are the influential factors in the improvement of the quality of the in-service training of Iran Khodro personnel?*

The proposed model in the current research was used to identify the influential factors in the quality of the in-service training provided to Iran Khodro personnel. The model encompassed organizational, individual, and educational factors and was developed based on behavioral theories and Gestalt school.

3. *What is the most proper pattern for the improvement of the quality of the in-service training courses provided to Iran Khodro personnel?*

3. Research Methodology

This was an applied research in terms of the objectives since the obtained results could be used in Iran Khodro Company. In addition, the research was a survey in terms of classification based

on the applied data collection method. The present study is an applied, descriptive-exploratory survey.

4. Statistical Population and Samples

The sample population of the present study included all the staff and personnel of Iran Khodro Company who attended and completed the provided in-service training courses. In total, Iran Khodro has 4,000 employees, 2,200 of whom had a history of attending in-service training courses. The sample size was estimated at 277 using the Cochran's formula. The participants were selected via simple random sampling based on the accessibility of the personnel's names.

5. Data Collection Tools

Data were collected using a researcher-made questionnaire consisting of two question sets. The first set (coded with alphabetical letters) was developed to determine the demographic characteristics of the participants, including age, gender, marital status, education level, and history of activity. The second set had two sections, which were developed to address the research questions. The first section included items regarding the influential factors in the improvement of the quality of in-

service training courses, and the second section contained items regarding the assessment of the quality of the in-service training courses for Iran Khodro personnel. The face and content validity of the questionnaire were assessed, and its reliability was determined based on the Cronbach's alpha.

6. Data Analysis

Data analysis was performed in SPSS and LISREL using descriptive and inferential statistics. Initially, exploratory factor analysis was used to index and classify the response categories regarding the improvement of the quality of in-service training. Confirmatory factor analysis was applied after determining the dimensions and indices to approve or reject the dimensions. Ultimately, we designed a proper model for the improvement of the quality of the in-service training courses provided to Iran Khodro personnel.

7. Reliability and Validity of the Research Instrument

The research instrument was evaluated in terms of face validity and content validity. After the assessment of the tool by professors and applying their comments, the questionnaire was

evaluated in terms of the contents to ensure that it could efficiently cover the conceptual dimensions of the study variables. Furthermore, the reliability of the tool was determined based on the Cronbach's alpha, the results of which were indicative of the internal

consistency of the items of the research instrument. The Cronbach's alpha was estimated to be >0.7 for all the items of the questionnaire.

8. Results

Descriptive Results

Table 1. Descriptive Statistics Regarding Research Variables

	Average	Median	Mode	Standard deviation	Skewness	Highest	Lowest
Quality of In-service Training	3.83	4,00	4.25	0.63	-0.76	5.00	1.90
Organizational Factors	3.74	3.65	3.60	0.44	-0.04	4.60	2.80
Individual Factors	3.66	3.60	3.00	0.57	0.21	5.00	2.80
Educational Factors	3.45	3.60	2.40	0.83	-0.34	4.80	1.80

Table 1 shows the descriptive results obtained in the study (mean, median, and standard deviation), as well as the maximum and minimum values of the study variables. According to the information in this table, the mean quality of the in-service training of Iran Khodro personnel was 3.83 (range: 1-5).

Table 1 contains the statistics regarding the other study variables.

Inferential Results

The problem of the normal distribution of data on study variables may not be important in large sample sizes since they neutralize the bias effect caused by the non-normal distribution of

the data. As such, prerequisite tests were initially performed in the present study for data analysis, and the results regarding the normal distribution of the

collected data are presented in Table 2. The normality test results demonstrated the normal distribution of the data on all the research variables.

Table 2. Results of Kolmogorov-Smirnov Test on Normal Distribution of Data

Variables	Number of Data	Kolmogorov-Smirnov test	P-value	Result (normal/non-normal distribution)
Quality of In-service Training	277	1.148	0.152	Normal
Organizational Factors	277	1.321	0.084	Normal
Individual Factors	277	1.365	0.059	Normal
Educational Factors	277	1.205	0.097	Normal

Response to the First Research Question

Q 1: How is the quality of the in-service training courses for Iran Khodro Personnel?

The mean quality of in-service training was estimated to be 3.83 based on the applied questionnaire, which was higher than the mean of the variable with a significant difference (P=0.05) according to the results of t-test.

According to the information in Table 3, the significance level of single-group t-test was 0.000 at the two-domain significance level, which was lower than the minimum significance level of 0.05 and equal to 7.826 based on the t value. In addition, the value was higher than the critical t value (1.9673) at the significance level of 0.95 and degree of freedom of 276.

Table 3. Results of Single-sample T-test on Quality of In-service Training of Iran Khodro Personnel

Component in Current Status	T	Degree of Freedom	Mean=3 Difference from Mean	Level of Significance	Confidence Interval	
					Lower Bound	Upper bound
Quality of In-service Training	7.826	276	0.8341	0.000	0.1367	0.2762

Based on these findings, the H0 hypothesis was rejected, and the H1 hypothesis was accepted, confirming that the quality of in-service training for Iran Khodro personnel was above average.

Response to the Second Research Question

Q 2: What are the influential factors in the quality of the in-service training of Iran Khodro personnel?

To address this question, exploratory factor analysis was used. Initially, the reliability of the scale and each of its items was investigated. After eliminating the items with the correlation

of less than 0.3, the factor structure of the scale was assessed using exploratory factor analysis, the results of which are discussed in the following sections.

Sampling Sufficiency Test

Since the Kaiser-Mayer-Olkin (KMO) index was 0.810 (appropriate index: >0.6), the number of the statistical samples for factor analysis was considered sufficient. In addition, the significance level of Bartlett’s test was less than 0.05%, which indicated that the factor analysis was proper for the identification of the structure of the factor model.

Table 4. Results of Sampling Sufficiency Test

KMO Index	0.810
Bartlett’s Test	762.523
Degree of Freedom	276
Significance Level	0.000

Shared Extraction Test

Table 5 shows the extraction of the agents in order to show the explanation levels of the variances of the questionnaire items. At this stage, the factors with the extraction subscriptions

of less than 0.5 were eliminated since these values demonstrated that the agent had no correlations with the factors. This stage continued until the extraction values exceeded 0.5.

Table 5. Results of Shared Extraction

Shared Extraction	Factors	Shared Extraction	Factors	Shared Extraction	Factors
0.840	28	0.814	15	0.921	1
0.687	29	0.652	16	0.897	2
0.921	30	0.908	17	0.899	3
0.899	31	0.797	18	0.891	4
0.886	32	0.692	19	0.879	5
0.891	33	0.688	20	0.889	6
0.879	34	0.768	21	0.634	7
0.889	35	0.744	22	0.784	8
0.896	36	0.908	23	0.896	9
0.874	37	0.466	24	0.744	10
0.881	38	0.772	25	0.932	11
0.766	39	0.824	26	0.932	12
0.932	40	0.466	27	0.892	13
				0.652	14

According to the obtained results, the shared extraction of the factors that was less than 0.5 was eliminated. In addition, the factors with

the shared extraction subset of less than 0.5 (items 24 and 27) were eliminated.

Explaining of the Variance

The third stage of exploratory factor analysis was performed to

determine the factors that remained in the analysis. Table 6 shows the number of the identified factors and degree of variance variation in each factor. According to the output derived from the

software analysis, it could be stated that the first three factors had special vectors of larger than one and remained in the model

Table 6. Variance Explanation

Special Values of Extraction			Special Values			Categories
Factor by Rotation						
Cumulative Variance Percentage	Variance Percentage	Total	Cumulative Variance Percentage	Variance Percentage	Total	
45.329	45.329	13.43	45.329	45.329	13.432	1
58.513	13.185	2.537	58.513	13.185	2.537	2
67.262	9.749	2.402	67.262	9.749	2.402	3

According to the information in Table 6, three factors had specific vectors of larger than one, and the first, second, and third factor could explain approximately 45%, 13%, and 9% of the variance, respectively. In addition, the cumulative variance was estimated at 67.262%, indicating that these factors explained 67% of the variance of the research questions.

Cumulative variance explanation should be higher than 60%. According to the results of the rotational matrix, the first factor was based on categories 1, 3, 4, 5, 6, 7, 9, 11, 12, and

13 and referred to as organizational factors. The second factor was based on categories 14, 16, 17, 18, 19, 21, 22, 23, 25, 26, and 28 and referred to as educational factors based on the theoretical foundations of the research. The third factor was based on categories 29, 30, 31, and 33 and referred to as individual factors based on the theoretical foundations of the research.

Response to the Third Research Question

Q 3: What is the most proper model for the improvement of the quality

of the in-service training of Iran Khodro personnel?

To address the third research question, confirmatory factor analysis was used in the LISREL software. This analysis was also applied in order to confirm the factor structure and power and significance test of each variable in the scale of the appropriate model for improving the quality of the in-service training of Iran-Khodro personnel (diagrams 1 & 2).

According to the secondary factor analysis, all the paths were significant with the verbal accuracy probability of 95%. Table 7 shows the results regarding the examination of the

effects of the endogenous latent variables on the observed variables. As is presented in this table, items one, 14, 29, and 34 in the questionnaire were considered as the constant scale variable in the measurements, and the t values were not reported.

According to the information in Table 7, the estimated coefficients of all the paths were significant. In addition, the values of the standardized parameter for each observed variable (indicator) represented the factor load power on the factor (non-variable), and the t values of more than 1.97 indicated the significance of this contribution.

Table 7. Effects of Endogenous Latent Variables on Observed Variables Y) $\gamma \lambda$ LAMBDA-Y

Parameter Items/Factors	Estimation of b Parameter	Standard Error	Standardized Parameter	t
Individual Factors				
Question 21	0.5	0.7	0.61	-
Question 22	0.6	0.56	0.70	8.19
Question 23	0.7	0.57	0.67	7.88
Question 24	0.8	0.37	0.84	8.98
Question 25	0.49	0.72	0.57	7.25
Question 26	0.48	0.49	0.60	7.18
Question 27	0.56	0.36	0.57	7.11
Question 28	0.73	0.44	0.82	8.77

Question 29	0.59	0.66	0.60	6.33
Question 30	0.50	0.68	0.61	7.63
Question 31	0.55	0.49	0.76	8.85
Question 32	0.66	0.68	0.62	7.70
Question 33	0.45	0.57	0.61	7.66
Question 34	0.57	0.57	0.67	8.03
organizational factors				
Question 14	0.62	0.69	0.68	-
Question 15	0.41	0.74	0.54	8.21
Question 16	0.41	0.86	0.44	5.41
Question 17	0.55	0.61	0.68	7.26
Question 18	0.54	0.58	0.67	7.19
Question 19	0.58	0.57	0.69	7.31
Question 1	0.53	0.63	0.65	7.64
Question 2	0.55	0.47	0.72	8.18
Question 3	0.50	0.55	0.71	6.99
Question 4	0.63	0.44	0.81	9.52
Question 5	0.36	0.78	0.53	6.95
Question 6	0.39	0.75	0.55	7.31
Question 7	0.76	0.32	0.80	9.40
Question 8	0.51	0.70	0.57	7.69
Question 9	0.70	0.57	0.65	7.57
Educational Factors				
Question 11	0.56	0.56	0.67	-
Question 12	0.46	0.69	0.65	6.69
Question 13	0.48	0.65	0.58	6.89
Question 36	0.55	0.49	0.76	7.35
Question 37	0.33	0.91	0.30	8.82
Question 38	0.58	0.72	0.53	3.73
Question 39	0.77	0.54	0.68	3.90

Question 40	0.68	0.49	0.72	3.91
-------------	------	------	------	------

Table 8 shows the effects of exogenous latent variables (i.e., influential factors in the improvement of the quality of the in-service training of Iran Khodro personnel) on the endogenous latent variables (organizational, individual, and educational factors).

Table 8. Effects of Exogenous Latent Variables (KSI, ξ) on Endogenous Latent Variables (ETA, η)

Direction	Estimation of Parameter	Standardized <i>b</i> Parameter	t
Influential factors in improvement of quality of in-service training of Iran Khodro personnel			
Individual Factors	0.56	0.56	6.46
Organizational Factors	0.89	0.89	8.73
Educational Factors	0.81	0.81	7.43

The t value confirmed the effects of the influential factors in the quality of the in-service training of Iran Khodro personnel. In other words, the organizational, individual, and educational factors were significant with the possible speech accuracy of 95%.

Table 9 shows the goodness of fit index of the model based on

confirmatory factor analysis, which indicated the proper fitness of the model to the data. In other words, recognizing the influential factors the improvement of the in-service training of Iran Khodro personnel could result in the homogeneity of the three research components with the obtained data.

Table 9. Goodness of Fit Index of Recognition of Influential Factors in Improvement of Quality of In-service Training

Chi-square	Degree of Freedom	Level of Significance	Root Mean Error of Approximation Squares	Goodness of Fit Index
1354.73	261	0.000	0.060	0.95

Chi-square statistics are considered to be the most important fitness statistic, which measures the difference between the observed and estimated matrices. The insignificance of this statistic indicates the fitting of the model with the data, while a disadvantage of this statistic is that it is susceptible to sample size, and its lack of significance decreases in large samples sizes.

The value of less than 0.08 for the root index of the mean error of approximation squares and values more than 0.9 for the goodness of fit and modified goodness of fit indices were considered as the criteria for conformance to the observed pattern. As a result of the identified model, the influential factors in improving the quality of the in-service training of Iran-Khodro personnel were confirmed by the organizational factors, individual factors, and educational factors.

9. Discussion and Conclusion

Technological advancement has changes the styles and methods of organizations, and change invariably requires the acquisition of new knowledge and skills. The quantitative and qualitative level of organizational changes might be intimidating to managers and staffs, making them assume there are no opportunities and ability to adapt to these changes. Therefore, it should be admitted that the life of organizations largely depends on the acquisition of new knowledge and skills. If the knowledge and skills of staff are in line with the needs of the community, scientific advancement, and technological changes, confidence in the success of the organization increases in the individuals and organizations.

Some of the key factors that are involved in novelty and knowledge acquisition are individual growth, motivation, expertise, personal perfection, and avoidance of stagnation. Organizational development is the foundation for organizational improvement, which is defined as the

improvement of human resources. Human resource training is a reliable approach to the improvement of human resources in organizations, which is implemented in various forms prior to recruitment, as in-service courses or during service (Mousavi, 2015: 5).

Considering the new issue of in-service training and the need to pay special attention to the influential factors in the life of organizations, knowledge regarding the quality of in-service training and, more importantly, finding the association between this concept and the other influential variables in this regard are considered essential. As such, the current research aimed to address three key questions.

According to the obtained results, the mean dependent variable (i.e., quality of the in-service training of Iran Khodro personnel) was 3.83 (range: 1-5). The mean values obtained for organizational factors, individual factors, and educational factors were 3.74, 3.66, and 3.45, respectively (range: 1-5). The inferential findings regarding the responses to the research questions are discussed in the following paragraphs.

Q 1: How is the quality of the in-service training of Iran Khodro personnel?

We attempted to address this question using single group t-test, and the results indicated that the quality of the in-service training of Iran Khodro personnel was above average (3).

Q 2: What are the influential factors in the improvement of the quality of the in-service training of Iran Khodro personnel?

Exploratory factor analysis was used to respond to this question. According to the obtained results, three factors with specific vectors were larger than one, and the first, second, and third factor could explain 45%, 13%, and 9% of the variance, respectively. In addition, the cumulative variance was estimated at 67.26%, indicating that the three factors could explain almost 67% of the variance of the research questions.

Q 3: What is the most proper model for improving the quality of the in-service training of Iran Khodro personnel?

The results of factor analysis indicated that organizational factors, educational factors, and individual factors were effective in improving the

quality of the in-service training provided to the staff of Iran Khodro.

Our findings are in line with the results obtained by Bazargan (2006), who evaluated the effectiveness of the in-service education of organizational managers and education and research management planning in Tehran province (Iran) from the perspective of the participants. According the findings, in-service training enhanced the skills and knowledge of the employees.

The results of the present study are also consistent with the results obtained by Jamalvandi (2009) and Ebrahimpour (2009). Accordingly, the satisfaction of the staff participating in training courses was correlated with the type of provision and management of time and place. The proportionality of the course with their occupational needs was moderate and high, while the use of educational technology was at a low level, with the staff of the courses preferring purely theoretical courses.

According to the results of the present study, the factors of lesson plan, method of education, interpersonal relations, scientific and continuous evaluation, needs of the learners, encouragement of the learners, and supervising the educational process were

also influential in improving the quality of in-service training. In this regard, Ebrahimi (2013) assessed the influential factors in the promotion of the quality of in-service training from the perspective of the employees in District 9 Gas Transmission Operations (Tehran, Iran), and the obtained results are in congruence with the findings of the current research. According to the mentioned study, there were significant correlations between human, support, and management factors and the quality of in-service training. Among the mentioned influential factors in the quality of in-service training, the human factors had the most significant impact, while the management factors had the least significant effect on the quality variable. However, the results of the mentioned study were inconsistent with the current research in terms of the prioritization of the influential factors in the quality of in-service training. This discrepancy could be due to the differences in the sample populations of the studies as differences between organizations could yield variable results in scientific research structurally.

According to the results of the present study, organizational factors were among the most significant

influential factors in the quality of in-service training. Therefore, it is recommended that the managers of Iran Khodro Company provide the necessary equipment for the provision of new learning opportunities in the workplace, which will in turn result in a flexible organizational structure for the use of in-service training, as well as the empowerment of the employees, practice of using new learning, provision of information technology infrastructures for effective learning by the staff, flexible leadership styles in the workplace so as to speed up the use of new training by personnel, easy access of the employees to the required information and a proper work environment for the use of new schools by the authorities of Iran Khodro.

With regard to the educational factors, it is recommended that the managers of the company provide a balance between their activities, measures, and training programs with the tasks if the personnel and pay special attention to the justification of the staff regarding the educational contents, evaluating the awareness of the course instructors about the use of the training contents in the workplace by the employees, usefulness of the training in

improving the working conditions of the staff, similarity of various activities, establishing assignments and training sessions with activities, access to comprehensive educational contents in proportion to the needs of the employees, relevance of training to organizational needs, and providing information to the employees regarding their expectations of the training course.

With respect to the individual factors, it is recommended that Iran Khodro personnel take measures in order to create a sense of individual responsibility to attend the provided training courses, as well as toward their colleagues in order to encourage their participation in the training courses and use new learning contents. Furthermore, the employees should make individual effort and desire to change their working methods in accordance with the received training during the course and establish interactive relations among the participants of the course in order to encourage colleagues to attend the training courses and help their colleagues with problem-solving using the new learning contents in the work environment. It is expected that Iran Khodro experience significant changes

in the quality of their in-service training based on our findings.

10. References

Carol P, Demands FD. Continuous Quality Improvement: Integration Best Practice in to Teacher Education. *The Journal of Educational Management*. 2016; 211(9): 2-4.

Chaichi P. *Methods of In-service Training*, Tehran: Agah Publications. 2012.

Ebrahimi S.H. The Role and Effect of Factors Affecting the Quality of In-service Training Courses from the Viewpoint of Employees in District 9 of Tehran Transmission Operations. *The First Virtual Conference on Education* . 2013.

Jafari M, Khazarlou J. Evaluation of Effect of Physical Space on the Quality of Learning (Education) of Students of Valiasr Education Center of Tabriz. *Quarterly Journal of Law Enforcement Studies*. 2015; 35: 1-20.

Daneshfard K. *Calendar of Short-term Educations in Islamic Azad University*. Reading Office. 2009; 36-50.(in Persian)

Reamers E. *Teacher Professional Development: An International Review of Literature*. Paris, UN publication. 2015.

Khanian S, Rabi M. *Human Resource Education Planning (Foundations and Processes)*. Tehran: Mehr Borna Publications. 20011.

Fathi Vajargah K. *Planning of In-service Training of Employees*. Tehran: Samt Publications . 2015.

Hunge T. The relation of training practices and organizational performance in the Medium Enterprise. *Journal of Education and Traning*.2018; 5(8-9): 44-437.

Ayton J.E. *In Cervices Training For Teacher in Nzo schwa aces in Organizations (3rd)*. New Jersey: Prentice Hall. 2018.

Al-Hosseini H. *The Theory of Continuous Engineering of C.E.O Organization (Explaining the Originality*

of Permanent Change in the Structure of Organizations as Field of Individual and Social Development), Bandar Abbas: University of Hormozgan . 2016.

Goldstein V.S. The Impact of TPACK pre-service teacher confidence in embedding ICT in to curriculum areas. Education Technology Research Development. 2016; 55: 547-572.

Defileps L, Wise L. The role of tutors in facilitating online student engagement. Wrest Point. Hobart Tasmania Australia. Proceedings ascilite 2011 Hobart: Concise Paper. 2014.

Kreck M.H. Discussing teaching videocassette online: Perspectives of pre service and in-service EFL teachers in Taiwan. Computers & Education.2015; 59(1):120-133.

Wood hall M. Cost-Benefit Analysis in Education planning. Paris: UNESCO/IIEP.2017.

Abtahi H. Human Resources Training and Development. 2nd Edition, Tehran, Sazman-e Gostaresh Institute for Education Planning and Studies .2015

**THE LANGUAGE OF “MOLLA NASREDDIN” JOURNAL AS A
FORMATIVE STAGE IN THE DEVELOPMENT OF THE
AZERBAIJANI NATIONAL LITERARY LANGUAGE**Fidan Surat Bakhshiyeva¹

Abstract: This research aims to determine specific models of wordplay at the level of syntagma in the language of the satirical journal “Molla Nasreddin”; the research applies a structural-semantic analysis of occasional syntagma constructed on paradox; the research reveals that the main model of wordplay is the contamination of famous, common syntagma with a paradoxical continuation; The game encompasses almost all levels of the language system from the scale to the syntactic models. In fact, modern mass media embody the element of speech, since all its features are clearly represented here. Outplaying the usual pemeias, creating new syntagms based on the paradox of deception or unjustified expectations, occupies a special place in the modern Azerbaijani speech

element. The paradox here is that the recipient is offered the familiar pemeia which does not correspond to the existing standard in the rheumatic part of the statement. Such outplaying has a serious communicative function, since the shock experienced by the addressee when breaking the stereotype helps focus attention on the essence of the information. This model appeared consistently in the language of the journal and determined the special characteristics of the national literary language for many decades to come. Today the models of “Molla Nasreddin” are typical of the journalistic style of the Azerbaijani literary language

Keywords: sign, stereotype, language game, “Molla Nasreddin” magazine,

¹ Ph.D. of Philological Sciences, Associate Professor of Foreign Languages Department Under the Faculty of Philology and Journalism, Azerbaijan University of Languages, Baku, Azerbaijan. Email: fidan_baxsiyeva@mail.ru

Azerbaijan, post-Soviet space, democratization of literary language.

Introduction

The systemic-structural paradigm which paid attention to the need to distinguish between language and speech for the first time in the history of linguistics, did not deny that all our knowledge of language is based on speech. It is in the element of speech that models and specific statements are created for these models which are amenable to selection simultaneously in the production process, in accordance with available stereotypes. Thus, in the sphere of the language game, the interests of structural linguistics overlap with the interests of the modern cognitive paradigm.

The satirical journal “Molla Nasreddin” was especially significant in shaping the Azerbaijani national literary language. It’s reasonable to ask, “What exactly was its role?” and “What links the journal’s language with the national language?” Language is an inalienable attribute of culture.

For the past thousand years Azerbaijani Turks emerged within the context of a single Arab-Muslim civilization, which entailed innumerable cultural and linguistic consequences. One in particular is the influence of the Arabic language on Azerbaijani, which can be felt today in both vocabulary and grammar, but to a lesser extent, of course, in grammar. Two trends were typical in Azerbaijani speech at the start of the last century. On the one hand, there was a preponderance of Arabisms and, on the other, a clear tendency for Azerbaijani Turkish to become as close as possible to Ottoman Turkish, as it was known then. Both trends could be seen in the language of Mammad Amin Rasulzada, for example (Rasulzada, 1991).

In parallel with these trends in the early 20th century the national historico-cultural current, if we can call it that, was gaining momentum. Typical of this current was the use of national sources and, at the same time, an ironic attitude towards speech overburdened with Arabisms or Turkisms. An example is Uzeyir

Hajibayov who in his comedies always mocked supporters of both styles. Moreover, the speech of members of the Azerbaijani intelligentsia, overflowing with Russianisms, was also sharply ridiculed.

Against this background, the language of “Molla Nasreddin” journal is distinctive for its obvious use of sources of national literary language, first of all, folklore, and also the language of great Azerbaijani writers such as Fuzuli, Nasimi and Molla Panah Vaqif. Academician Tofiq Hajiyev observes that “Molla Nasreddin” and Sabir’s “Hophopnama” are very rich monuments of Azerbaijani national literary language (Hajiyev, 1987).

In this regard, it is worth pointing out that playing with Azerbaijani proverbs is an important part of the journal’s language.

Description of Research.

Wordplay, which helps to form paradoxical syntagma, constitutes

an area of real creativity. In fact, any speech or speech in itself is a space for linguistic creativity. Some combinations are easy to remember, but those that go unnoticed by the language collective reveal a unique mechanism to express an idea. Deliberate wordplay is rare in verbal and syntagmatic creativity. The usual flow of speech, everyday speech, in any language contains a huge number of spontaneously occurring constructions that are rapidly forgotten. These creations of the spoken language are stimulated by the subconscious reaction to stimuli of innumerable con-situations, which are formed, destroyed and merged with one another equally spontaneously.

The element of living language puts forward specific standard models of wordplay, which are created quite unconsciously. This allows the assumption that the element of language play repeats the phylogenetic element of the standardization of the language code as a whole. If this assumption is correct, the process that we describe as

language play constitutes the permanent evolution of an essentially semiotic system in spatiotemporal realization. The difference between language and speech in this case appears to be the difference between what is fixed and what is remembered, on the one hand, and the element of speech production, as such, on the other. What was settled became fixed not only at the level of the idea, but also at the level of models that became patterns, i.e. served as patterns for the formation of new units. In this case usualness means reproducibility and nothing more. At the same time it is clear that reproducibility in itself is conditioned by memorability and retention in the structure of collective memory. The concept of “usualness” means “prevalence” in this context in accordance with its etymological meaning. In origin all syntagmata built on wordplay have a verbal character. Most of them remain ephemeral. Only one part that is more effectively communicated settles in the popular memory as a result of which it begins to be perceived as part of the language. It should also be said that they also

shape the worldview to a certain extent. Analysis of the journal’s language provides evidence that language play had a special place in it. Needless to say, this language play is socially acute.

Atı atın yanında bağlasalar, xan görüb deyər: birini bağışla mənə. (Molla Nasreddin”, No. 1, 7 April 1906). The usual proverb is *Atı atın yanında bağlasan, həmrəng olmasa, həmxasiyyət olar* (Hamidov, 2004); i.e. “If you tie up a horse next to another horse, it won’t acquire the same colour, but it will acquire the same character.” Molla Nasreddin uses the first part of the expression without making any changes, but he changes the second part completely, thereby changing the meaning of the expression: “If you tie up a horse next to another horse, the Khan will see them and say, ‘Give one to me.’” The occasionalism reveals an acute social observation, which is true of everything in the journal as a whole.

Anlayana da qul ol, anlamayana da (*Ibid.*). The etymon reflects ancient norms of etiquette: *Sayanın quluyam, saymayanın ağası,*

which means, “I am the servant of whoever respects me, but the master of whoever does not respect me.” The molla is saying that you should be the servant and slave of whoever understands you and whoever doesn’t understand you too. There is another usual saying with a deep meaning, *Anlayana da qurban olum, anlamayana, vay yarımçıq əlindən* (I will sacrifice myself for those who understand and those who do not understand, but woe to those who cannot make up their minds). The speaker may be using motifs from this saying too. An interpretation of the occasionalism that takes into account the period and the journal’s aims of enlightenment can be suggested. Of course, Molla Nasreddin experienced great moral satisfaction when people understood him and laughed with him at failings. Any failure to understand is annoying. The journal is calling on readers to be patient towards those who don’t understand too.

Sözünü o kəslərə de ki, sənə qulaq vermirlər (Ibid.); (Speak to those who don’t listen to you). The usual

proverb is the opposite: *Sözünü o kəslərə de ki, sənə qulaq verirlər* (Speak to those who do listen to you). The wordplay creates a peculiar antonym of the usual paroemia and this too pursues the journal’s aims. Molla Nasreddin is urging readers to address those who do not listen to them.

Ac toyuq yuxusunda plov görər (Ibid.); (A hungry chicken dreams of pilaff). The usual proverb is *Ac toyuq yuxusunda darı görər* (A hungry chicken dreams of millet). In this case there is a correspondence between what is dreamt of and who does the dreaming. There is no correspondence in the wordplay version; if the dream is of pilaff, then the dreamer is a person, so in this case *Ac toyuq* – “a hungry chicken” – is a metaphor for man. Maybe the metaphor refers to the cowardice of a hungry person, who does not act to feed himself and is, therefore, a chicken. Otherwise, why should a hungry chicken dream of pilaff?

Adam yata-yata alim olur (Ibid.); (A man becomes a scholar through sleeping). The popular proverb

is *Adam oxuya-oxuya alim olur* (A man becomes a scholar through studying). The people say that a person becomes a scholar in accordance with how much he studies. Molla Nasreddin says that a person becomes a scholar in accordance with how much he sleeps. A distinctive topos comes into play here, typical of the Azerbaijani intelligentsia of the late 19th and early 20th centuries. The journal has a great many drawings of collective sleep, through which it creates the image of a sleeping people. The stereotype of the sleepy East and energetic West was a favourite of the Nasreddin writers. Occasionalism is part of this model.

The same irony is found in the call to put off the evening's business until the morning (until tomorrow) and the morning's business until the evening: *Axşamın işini sabaha qoy, sabahın işini axşama* (*Ibid.*). The paroemia that reflects common human experience and exists in all languages urges people not to put off until the morrow what can be done today. All languages like to play with this logical model. The following Russian saying is

one of the more popular versions: Don't put off until tomorrow what can be eaten today. Molla Nasreddin compounds the expression by playing on the enlightenment stereotype, according to which Muslims don't do any of their business at all – neither tomorrow, nor the day after tomorrow, neither morning nor evening.

İşləmək adamı puça çıxardar (*Ibid.*); (work crushes man). The usual proverb is *İşləmək adamın üzünü ağardar* (work ennobles man). It's an obvious joke about eastern laziness.

Historically, the Azerbaijani people have given their own interpretation to many Islamic norms. So, polygamy was always an object of criticism, hence the proverb *İkiarvadlı evdə bərəkət olmaz*, i.e. "There is never plenty in a house with two wives." The journal creates the antonym, *İkiarvadlı ev bərəkətli olar* (*Ibid.*). (There is plenty in a house with two wives.) The effect of this type of occasionalism is based on the relevance of background information. Maybe the joke here is that every wife brings something with her. Or the meaning might be simpler:

two is more than one, therefore it's better. Wealth at home lies in the number of wives, so the more the better.

Başladığın işi yarıda qoy (*Ibid.*). Molla Nasreddin recommends giving up a job half-way through. Azerbaijani has the expression *Başladığın işi yarıda qoyma*, i.e. “don't leave a job half-finished.” Every language has standard ironic recommendations to do something completely unacceptable. Compare the Russian *продолжай в том же духе* (carry on in the same vein). Azerbaijani has stereotypical expressions. For example, if someone breaks something, people say *sındır, sındır* (break it, break it). If children don't do their schoolwork, they say *oxuma, neynirsən oxumaq, ağıllı adamsan, oxuma* (don't study, why should you bother studying, you're clever, don't study). The model appears to be universal. However, despite the universalism of the standard models cited, I think the journal's originality is that the given model is used, first, not all the time, and second, not by chance. The model of such

antonymous, usual paroemia of modality is used to refer to typical failings. It can be concluded from this that if the journal recommends doing the direct opposite to popular experience, the people must be ignoring this popular experience. In this case, popular experience recommends not giving something up half-way through, without finishing it, but the standard for the people is a lack of energy and staying power to complete what they have started, so all around everything is half-finished. Therefore, Molla Nasreddin says, “It's right not to finish what you've started.” This negative model promotes a positive result, or in any case is programmed for a positive result. This and the journal's aforementioned occasionalisms show the productiveness of this pattern.

Bala baldan şirindir, qoyma oxuyub gözlərinin işığı getsin (¹ Molla Nasreddin, No. 2, 14 April 1906); (A child is sweeter than honey, so don't let them spoil their eyesight reading). Azerbaijani has the proverb *Bala baldan şirindir*, i.e. “A child is sweeter

than honey.” The molla is spreading a proverb by using the same model of negative recommendation, advising parents not to let their child spoil their eyesight by reading. *Borclu borclunun sağlığın istər: dəxi borc aldın – vermə* (Molla Nasreddin, No. 2, 14 April 1906). The first part is what’s usual here meaning “a lender genuinely desires a borrower’s good health”. The molla gives the proverb the comic continuation, “so if you have borrowed something, don’t give it back.” *Çox bilirsən, az danış, az bilirsən – çox danış* (Molla Nasreddin, No. 2, 14 April 1906). The usual proverb is *Çox bilirsən, az danış*, i.e. “know a lot but say little”. The molla’s proverb is the opposite, “Know little, say a lot.”

Azerbaijani has the proverb *Kök arıqlayınca arığın canı çıxar*, i.e. “While the fat man is slimming, the slim man dies.” The journal swaps the main concepts in direct accord with the realities of the time. The fat man becomes the khan, the thin – society: *Xan arıqlayınca cəmiyyətin canı çıxar* (while the khan is slimming, the people are dying).

Tısbağa qınından çıxsə, “abrozovonni” olar (Molla Nasreddin, No. 2, 14 April 1906). The usual proverb is *Tısbağa qınından çıxdı qınıni bəyənmədi* (When the tortoise came out of its shell, it didn’t like its shell). The journal creates an occasionalism relevant to its day: if the tortoise comes out of its shell, it will become educated. The joke is not only in the meaning but also in the distorted form of the Russian word *образованный* (obrazovanny – educated), widespread in common urban Azerbaijani at that time in the form *образовонны* (obrazovonny) with the stress on the penultimate syllable instead of on the third syllable. The vertical context foregrounds the image of the Russian-speaking Turk who has come out and learnt to speak Russian after a fashion and despises his fellow countrymen. The situation is familiar to Azerbaijanis today from the film “If Not This One, Then That One”.

Çox yaşayan çox bilməz, çox yatan çox bilər (Ibid.); (who lives a long time doesn’t know much, who sleeps a long time knows a lot). The

image of the sleeping Muslim became a stereotype of the “Molla Nasreddin” journalists and editors. Similar occasionalisms have already been considered. This case is a play on the usual proverb *Çox oxuyan çox bilməz, çox gəzən çox bilər* (He who travels knows a lot, not he who reads a lot). The molla says that “It’s not he who has lived a long time that knows a lot but he who sleeps a long time.” The motif of Muslim sleep is a leading one for Molla Nasreddin.

There are a great many such occasional expressions formed by wordplay in “Molla Nasreddin” journal. They are shaped by the journal’s satirical style. Laughter is not only the genre in which the journal specializes, it is the element in which the journal lives. The analysis has shown that the main device in wordplay in the journal is the use of usual syntagma through paradoxical assertions. The paradox of the created occasionalism lies, as a rule, in the unacceptability of the assertion. As has already been mentioned, the system of unacceptable concepts, on which the

journal’s language play is based, directly presents the system of social deficiencies against which Nasreddin’s people fought.

If we attempt to compare modern playful occasionalisms that have captured the media-discourse with what was in the language of “Molla Nasreddin” journal, we will have to acknowledge that, first, modern wordplay is usually aimed at making people laugh. It is quite rare for wordplay syntagmata to have a sharp social character. As a rule, they have a low aesthetic status, which is especially noticeable in advertising copy for which only the peg is important. A new precedent or a very common rhyme could be the peg. The orientation towards enlightenment and the public health function, which the journal had undertaken, determined Molla Nasreddin’s wordplay models, which in turn became classical. However, modern authors too sometimes create quite successful wordplay syntagmata in which the profound meaning is in keeping with the form. For example, *Ulduz ağacı, qoz ağacı, hər keçən bir*

daş atar (“Çal-çağır, ATV, 10 April 2002). The usual proverb is *Qız ağacı – qoz ağacı, hər keçən bir çimdik alar*. The popular proverb has a profound, down-to-earth meaning. It is that everyone enjoys looking at a girl; there’s nothing unusual about it; it is to be expected. No less wise is the occasionalism, “A tree of stars is like a nut tree – everyone who passes throws a stone.” In other words, stars should expect their lives to be discussed in the newspapers and on TV, they are laughed at and sometimes openly mocked. Whoever isn’t lazy throws a stone.

In this way, the language of “Molla Nasreddin” journal can be considered a formative stage not only in the development of Azerbaijani national literary language, but of national cultural tradition too, since it shaped the tastes of the reading public and people as a whole. What was important was that the journal’s language consciously distanced itself from traditions that were traditional but alien to the national spirit.

The systemic-structural paradigm which paid attention to the need to distinguish between language and speech for the first time in the history of linguistics, did not deny that all our knowledge of language is based on speech. It is in the element of speech that models and specific statements are created for these models which are amenable to selection simultaneously with the production process, in accordance with available stereotypes. Thus, in the sphere of the language game, the interests of structural linguistics overlap with the interests of the modern cognitive paradigm.

Thus, the language of Molla Nasreddin magazine can be considered phenomenon in the formation of not only the norms of the Azerbaijani national literary language but also the national cultural tradition, since it formed the tastes of the reading public and the people as a whole. The important thing was that the language of the magazine consciously dissociated itself from traditional but alien to the national spirit traditions.

The purpose of the study is the identification of specific models of language games at the level of syntagmas in the language of the "Molla Nasreddin" satirical magazine:

Methods

Such methods as descriptive and component analysis are used in the present article. The first is used to describe the syntagma, to identify semantic relationships with the image that served as the basis for recomprehension.

The second one is used when detecting semantic components of the value of the newly formed unit.

Discussion.

At the present stage, in fact, the same language processes take place throughout the post-Soviet space, the essence of which is due to the lifting many prohibitions, eliminating the totalitarianism obstacles and democratising literary language. V. G.

Kostomarov was one of the first who pointed this out in his book "Language Taste of the Era" (Kostomarov, 1999), published in 1999. Comprehensive processes of the language game at various levels of the language were studied by V. Z. Sannikov in the book "Russian Language in the mirror of the language game" (Sannikov, 2002). Various aspects of the language game are studied in modern Russian linguistics. By way of example, Y. V. Bulina's dissertation on "Language game in the speech of students and teachers as a way to create a laughable space in communication" (Bulina, 2011) can be pointed out. S. N. Bredikhin studies the language game in the works by Martin Heidegger, i.e. based on the material of philosophical language (Bredikhin, 2003). But A.D. Butakova studies the semantic shifts in the periodicals language due to the language game (Butakova, 2015).

The concept of "language game" is considered by us in the broad aspect of any semiotic transformations. We consider facts of a language game not only puns, a virtual pun, but also all

possible changes of structural and semantic nature covered by the phenomenon of symbolic combinatorics. For example, L. S. Panina considers such phenomena of transformation as truncation, contraction, decay in a dissertation entitled "The formation of phraseological units on the basis of Russian proverbs in the Russian language" (Panina, 1986). To our opinion, all three ways of forming phraseological units based on proverbs refer to the language game, the semiotic meaning of which is the formation of new units of the language by transforming existing ones. This also includes the phenomena standing in the spotlight of V.T. Bondarenko (Bondarenko, 2005), A.A. Burykina (Burykin, 2007), Y. V. Butko (Butko, 2008), Y. Velmezova (Velmezova, 2006), T. A. Gridina (Gridina, 1996), Y. I. Dibrova (Dibrova, 1979), V. M. Mokiyeenko (Mokiyeenko, 2010), A.V.Nasybulina (Nasybulina, 2008), Y. I. Seliverstova (Seliverstova, 2010), O.S. Sergienko (Sergienko, 2007) and many other scientists. Similar phenomena can be designated as facts

of the sign evolution, the regularity of which is motivated by the cultural and historical features of the current discourse.

Conclusions

The analysis experience of speech elements in many languages indicates that speech is focused on a game by which it is most expedient to comprehend symbolic combinatorics. Even if the addressee of the discourse is not aware of this, the game is aimed at achieving the maximum communicative effect. The language game in the modern Azerbaijani media, and in general in the speech element, is based on a rich tradition. This tradition has its deep roots in folklore. If we keep in mind the latest tradition, then we should name the language of the satirical magazine "Molla Nasreddin". The most crucial language game technique specific to the magazine language, is the change in the usual Azerbaijani proverbs, when the first part of the syntagma serving as the beginning, remains unchanged, the

second one, the climax acquires the character of a paradox against this background. Today, the socio-cultural aspect in the space of the language game in Azerbaijan comes to the front. Outplaying stable and well-known usual constructions becomes a very important way of expressing social protest. On the other hand, the language game in Azerbaijan reflects the democratization of the literary language, which is somehow related to the shattering of the historical and cultural tradition in the language. The language game is perhaps the most actual phenomenon in the modern Azerbaijani language of the post-Soviet period.

Bibliographic References

1. Bondarenko V.T. (2005). Grandfather Pikhto after a rain on Thursday (about reciprocal remarks in dialogical speech) Moskva. p. 30–34.

2. Bredikhin S. N. (2003). “Language game” as a linguistic phenomenon: Based on the material of philosophical

texts by M. Heidegger. Dis.... cand. phil. sciences: Nalchik.

3. Bulina Y.V.(2011). Language game in the speech of students and teachers as a way to create a laughing space in communication. Diss. Cand. phil. sciences: Saratov.

4. Burykin A. A.(2007). “Do not open your mouth to someone else’s bed.” Russian speech by foreigners, proverbs in the literary text and some considerations about the precedents of the phenomena of anti-proverbs // Tomsk State University Journal. Kostroma state. Univ. named after, 2007.V. 13.

5. Butakova A. D.(2015). Semantic paradoxes in terms of a language game (based on periodicals). Abstract. diss. cand. phil. sciences. Volgograd.

6. Butko Y.V(2008). 1 The associative context and its implementation in the new paremias // Bulletin of the Chelyabinsk State Pedagogical University, No. 6, Chelyabinsk: Publishing House of CHGPU, p. 146-158.

7. Velmezova Y. (2006). New Russian proverbs and the problem of semantic opposition of paremias (crossing of proverbs) // *Slavic Almanac*, vol. 12, No. 2, p. 164-174.
8. Wittgenstein L. (1989). Lecture about ethics // *Historical and Philosophical Yearbook*. M.: Science, p. 238-245.
9. Wittgenstein L.(1994). Philosophical work. Part 1. M.: Gnosis.
10. Gridina T. A.(1996). Language game. Stereotype and creativity. Yekaterinburg.
11. Dibrova Y. I.(1979). Variation of phraseological units in modern Russian. Rostov-on-Don.
12. Kostomarov V. G.(199). Language taste of the era. St. Petersburg: Zlatoust.
13. Mokiyeenko V. M.(2010). Modern paremiology (linguistic aspects) // *World of Russian words*, No. 3, p. 6-17.
14. Nasybulina A. V.(2008). Modern transformations of the Russian riddle. Abstract of cand. diss. Veliky Novgorod.
15. Panina L. S.(1986). The formation of phraseological units based on Russian proverbs in the Russian language. Abstract of Cand. diss. Rostov-on-Don.
16. Sannikov V.Z.(2002). Russian language in the mirror of a language game. M.: Languages of Slavic culture.
17. Seliverstova Y. I.(2010). Russian proverb in the paremiological space: stability and variability: linguistic aspect. Thesis Doct. philol. sciences. SPb.
18. Sergienko O.S.(2007). Transformation of Czech proverbs in the text // *Slavic Philology*, vol. 9, St. Petersburg, p. 119-132.
19. Hajiyev T.I.(1987) The History of Azerbaijani literary language. Baku: Maarif, p. 159.

20. Hamidov Í. (2004). Azerbaijani-Russian Dictionary of Proverbs. Baku: OKA Ofset, p. 58.

21. Rasulzada, M.A (1991). Our Century's Sayavush. Modern Azerbaijani literature. Modern Azerbaijani History. Baku: Ganjlik

A STUDY OF FEMINIST IDEAS IN THE POETRY OF SOUAD AL-SABAHZahra Farzizadeh¹Fatemeh Yusefi²Shahriar Giti³

Abstract: Feminism literally means "women's liberation", "womanism" which is itself divided into different ways. Feminism has sometimes been interpreted as organized movements for women's rights and sometimes for the theory that believes in equality between men and women in political, economic, social and legal terms. With the spread of the feminist movement, much work was written on women, and all of them had a fixed principle that was to remove the inferiority and inequalities that had been permitted to women throughout history. With the spread of such works, feminist literature emerged. And many poets and writers have created works in this regard. Kuwaiti poet Souad al-Sabah is one of these poets. In this study, we have tried to look at feminism and its implications in terms of feminism, including

patriarchy, patriarchy, women's dependency, women's subordination, and lack of public presence in Souad al-Sabah's poetry.

Keywords: Feminism, Patriarchy, Patriarchy, Equality, Women's Rights, Souad al-Sabah.

Introduction**The Literal Definition of Feminism**

The word feminism is derived from the Feminine root, which in French and German is equivalent to Feminine, which means woman or female, which is derived from the Latin feminine. (Rudgar, 2009). In Persian, equivalent to such as 'Feminine look', 'Feminine tendency', 'women's liberationism' and 'Feminism' have been suggested for the word." (Zibayinejad, 2003).

¹ M.A Student, Department of Arabic Language and Literature, University of Mohagheh Ardabili, Iran. Email: zahrafarzizadeh1374@gmail.com.

² PhD student, Department of Arabic Language and Literature, Ferdowsi University of Mashhad, Iran. Email: Fyusefi9@gmail.com

³ Assistant Professor, Department of Arabic Language and Literature, University of Mohagheh Ardabili, Iran. Email: sh_giti@uma.ac.ir

"The word feminism was first written in 1871 in a French-language medical text to describe the kind of growth retardation the sexuality of male patients who are thought to suffer from the feminine characteristics of finding their bodies. A year later a French anti-feminist writer used the word to refer to women who behave masculine. Although in the medical culture the meaning of feminism was to characterize men as feminine, in the political term the term was first used to explain the masculine characteristics of finding women. Until the sixties and seventies, the term was not used to refer to women's organizations and had limited application to specific issues and groups. It is only recently that the use of the term has become widespread and widely used by all groups concerned with the issue of women's rights. (Friedman, 2002)

Definition of Feminism

Feminism is sometimes referred to as organized movements for women's rights and sometimes to the theory that believes in equality between men and women in political, economic, social and legal terms (Rutledge, 2009). There are various definitions of feminism that we briefly refer to. "Feminism, or the

defense of women's rights, is a social movement whose aim is to provide men with an equal footing in the cultural, social and economic contexts of women." (Sarukhani, 1996). "A religion that promotes the promotion of women's rights and roles in society." (Michel, 1999) Jane Flex also argues that feminism is a theory that analyzes gender relations. (Moshirzadeh, 2002) It seems to me that among these definitions, the definition given by Mr Bagher Sarokhani in his book of feminism is more comprehensive.

Backgrounds and Factors of Feminism

Looking at the historical background of feminism, it may be possible to infer some of the differences in the interpretation of the term. "Feminism was originally the social movement of women in France and other western countries against the inequalities of legal, economic, political and non-equilibrium protests in modern reform. Legal reform since the 1890s has recognized the right of men to vote, and this has further highlighted the discrimination between men and women. Thus, attention to legal and political reforms is the highlight of feminism and

can therefore be regarded as a women's rights advocacy movement. The second wave of feminism, which began in the 1960s with the development of ideological ideas to analyze the causes of women's subjugation and the delineation of feminist ideals, began in the seventies to discuss the topic of feminism in the humanities, and in the eighties, turned to feminist epistemology. He focused on general criticism of philosophy, epistemology and knowledge production. Accordingly, the second wave was formed on the basis of specific scientific theories." (Rutledge, 2003) From the mid-1990s to the 1970s, the grounds for the emergence of the third wave formed. That was largely due to developments in the capitalist system, the emergence of the modern postal outlook, and the resulting radical and unilateralism of the wave of the latter, so that Today, many are advocates of the second wave's tendencies to criticize it. Several important features distinguish the third wave from the second wave, the most important being the emphasis on differences, so that some have attempted to address the dilemma of difference in the main characteristic of the third wave. And. The issue of difference, both from different groups of women, including

skin color, American women, and all from reproductive (presented by: 1) an in-depth, unambiguous image of "Woman," 2 comprehensive explanations of patriarchal temporal and temporal contexts, 3 universal strategies, invalidate them, and each of them "To present the theory of the feminist unit is doomed to failure, and it has been put forward for a number of groups and guilds and for a single feminist project in existence" (Same: 18).

In the last centuries, feminists have stood up to defend women's rights to help improve the status of women by marginalizing women, by explaining the factors and forces affecting the phenomenon. And poetry is a means by which poets seek to express their ideas. Among the poets, women have a particular attitude to their sexuality and reflect on female-centered ideas, including Kuwaiti poetry, which is a tribute to Kuwaiti poetry. Voting in the book (Take Me to the Solar Frontier) has been photographed. The purpose of this study is to examine and analyze the feminist notions in the poetry of this poem in a descriptive-analytical way.

The life and poetry of Souad al-Sabah

Souad Mohammed al-Sabah came to Kuwait in 1942 in Kuwait. He is a poet and a descendant of Amir Mohammed al-Sabah, King of Kuwait. After receiving a Ph.D. in economics and political science at the University of Sari, Gloucester, USA, despite his academic background, he never took a material look at life but saw it. The first is the purely intellectual, cultural, and emotional world and human being (Ragheb, 1993). In his poem one can seek to restore human and women's rights, restore identity A woman defends the fate of a woman in a corporation Versus Love and Humanity (Madani, 2006; al-Sabah, 2012: Introduction); more prosperity has been attempted to ignore the essence of man or Come closer to being feminine. Once the poet lived there, more theocracy and the barbaric system in place, more people in cities and villages, Yazd, ignorance, Diseases and adversities affected social conditions. (Al-Mushoush, 2011) Extensive insecurity, disregard for citizenship, presence and interference of all aliens in the community. State affairs, a humiliating look at poor sexuality, a monopoly of suffrage for men, all of these factors that underlie the great revolutionary thought of the poet

(Hussam, 2003) Souad al-Sabah 's poetry as an effective means of protesting; Incorrect traditions apply the inequalities of the patriarchal system to the enlightenment of women's rights as a basis for expressing their poets' feminine abilities And finally to achieve the most important of Ashi's desires in removing inequalities (Mohammadi & Maleki, 2017).

Patriarchy

Patriarchy is One of the most influential, and perhaps most important factors in women's self-esteem in all societies. Patriarchy is a term in which the Greeks mean the sovereignty of the Father.

At the academic level, patriarchy was the first theoretical breakthrough among anthropologists to describe this term in describing any society in which a paternalistic "father" assumed absolute dominance. Members, including the younger Tarah and the disobedient subordinates, were being used. Among feminists, these terms are applied not only to a particular type of community but also to the concept that masculine domination the core of the organization has been all societies. In addition to being aware of each other's

male and female relationships and their family relationships, it offers ideas, values, politics, culture, concepts; Social and political power is such that military, industry, technology, universities, science, political positions, commerce, and in particular all power corridors in society, including The police force - all in the hands of the men. The removal of women from social authority is a universal phenomenon and, in all societies, especially in the Middle East, men's social and domestic activities and activities related to the home and A family is one of those women. In feminist groups, radicals know their oppressors as men (Legit, 2016) and (Payne, 2015)

For one hundred years on this side / You are like a marine creature / In my memories / I want you to emigrate but not to travel / Travel tickets Do you / I close your luggage to open the door again / I ask the police to arrest you / but arrest me (al-Sabah, 1999)

In this piece of my poem, there is a strong sense of entitlement, as well as a defense of women's rights, a dominant context, and a commitment to women's limitation, inequality of social rights, the tradition of customary beliefs and so on has risen.

This is my country that castrates a woman / Hides the sun at sunrise / As a family / woman security Allegedly, she kills him / or if he thought / or wrote / or fell in love / to become the family's fiancé (Same: 100)

Souad al-Sabah seeks to take over the role of man of the society by taking pictures of women in Kuwait to achieve this goal beyond matters such as defense; Emphasizes the right to libertarianism, the normalization of, and resistance to, the tradition of patriarchal society. She is of particular importance for the key role played by women in the family and in society, so that in her poetic form she is in front of the landscape. He looks at the sunrise as "sunrise". By defending the political and social status of Kuwaiti women, she advocates for the rights of women in their own time. A woman who had no right to speak, not to think or to write, and to have the right to fall in love ... in the face of the expression of feminine emotions in Bobby Love is to be killed, freedom and democracy is truly realized because a woman lives in a patriarchal society that does not even have the right to speak in society because This is considered an ugly and unpleasant army. In the aftermath, such a society will have

a love of more grandeur and greater sighs (al-Sabah, 1991).

Souad al-Sabah seeks to take over the role of man of the society by taking pictures of women in Kuwait to achieve this goal beyond matters such as defense; Emphasizes the right to libertarianism, the normalization of, and resistance to, the tradition of patriarchal society. She is of particular importance for the key role played by women in the family and in society, so that in her poetic form she is in front of the landscape. He looks at the sunrise as "sunrise". By defending the political and social status of Kuwaiti women, she advocates for the rights of women in their own time. A woman who had no right to speak, not to think or to write, and to have the right to fall in love ... in the face of the expression of feminine emotions in Bobby Love is to be killed, freedom and democracy is truly realized because a woman lives in a patriarchal society that does not even have the right to speak in society because This is considered an ugly and unpleasant army. In the aftermath, such a society will have a love of more grandeur and greater sighs (al-Sabah, 1991).

What do women want in our country? / Do they want to be cranky / or

are they barbecue? He is ready to be a joiner / They want him to be a small donor / These are ten ten-fold commands to preserve family records (al-Sabah, 1999)

The female subject in poetry has an important place in poetry. The equality of rights between women and men has been raised. (al-Sabah, 2012)

Therefore, the great volume of her poetry is about women and the limitations of the oppression that has gone on in Arab society ever since. With her poems she reflected on the situation of women in her country.

Criticizes it in a broken section; sorry I want to apologize / I won't wear my own nails / Always in front of the caravan / I will get in the way / And Always / The Murdered or Remain Killer (al-Sabah, 1999)

Souad wants to come out of the patriarchal arsenal of self-determination; he wants independence of self-determination.

Patriarchy

Patriarchy is a concept that speaks of gender inequality for the benefit of men and for the dominance of men over women. According to Rick-Wilford, patriarchy means what it

means. It is inevitable that they will be dominated by women and will use every means, whether fair or unfavorable, to achieve this end (Wilford, 1996). The term originally used by feminists has been used in social sciences. Patriarchy has a number of characteristics, including the exercise of the authority of the great man, all at home in society, and the self-denial of man demonstrates superiority over women. But in the feminist literature, the concept of title, which is of political importance, has wide application. The term "new application" refers to ideas and practices that are most closely related. Sexual offenses go beyond the most general economic and ideological factors. The patriarchy has been applied in a sense that - not only has the power of all the men of power been exercised, but also has the power of legitimacy of the sovereignty of the power of legitimacy. This power was as natural, normal, just as equitable (Payne, 2015).

- Out of this hundred years of life / And you are trying to make a living for me / Like your private apartment / Lying on your pillows / Whenever you want, / Whenever you wanted, you would have clothes in your wardrobe /

whenever you wanted to prepare coffee (al-Sabah, 1999)

In appearance, it was transformed into a special object that had no voluntary self-possession and was owned by men and thus represented the patriarchal monarchy in traditional societies.

This is my country, which has eaten its wives / has been fortunate / has sunburned underpants / this country is waqi, which is thought to confiscate / and its women in Marrying a bed like a camel / Lying to the moons / Taking care of its worshipers / My country coming out of a broken flower / And not liking musk Does not see in dream except sex and bed (Same: 102)

For Souad al-Sabah, men are accused of being self-centered in pursuing their own desires and desires, and in their minds, desires, and women's identities, desires and desires, this man is born of a patriarchal attitude in traditional societies. At the throne, he is pursuing a lover of materialistic sex accounts. "Do not look at her physical beauty alone with her materialistic and exclusive look, because from such a viewpoint, such a view of the woman as a speculative person is a lover of peace." It is a kind of self-respect - to starve a

woman as a human being” (Hussein al-Anif, 2011).

Women's Dependency

The fate of a traditional, societal society is the cause of marriage. From traditional children to morality, traditionalism, desire for attributes such as independence, rationality, the will and freedom of choice for women, in exchange for domination (others), dependence on others, dependence on women. Emotionally, physically, peacefully, and inducing them to be a part of the humiliation of the critics. Girls are humiliated and humiliated because they know nothing about life. Because they do not know how they can find their livelihoods. (Du Beauvoir, 2000)

One must fight for freedom; one for freedom, equality and social justice for all, freedom of expression, self-freedom. Women should be able to achieve their self-control-their-life goals (Legit, 2016).

Unsupportable / Unsupportable / Unsupportable / Unsupported / Unlimited / Unlimited / Unlimited Finishes / When Fingers Graduate (al-Sabah, 1999)

The most destructive cultural position for women to live in is a situation that emphasizes self-esteem without the need for a self-reliant relationship (Pinkolaastes, 2016)

From their point of view, it is possible for men to provide themselves with a greater ability than men to see women should be able to change their conditions for self-esteem. Self-esteem, family, race, culture, culture (Same: 127)

Hours, bells / And human weights, comes with a hundred / Alps windswept helmets / Weberf, self-immolation-burn / veto / Angle ... Width / Width ... Width / Angle ... Angle / Width ... Correct ... / Clock, Ringing / And what about superlative lenses / magnificent lobsters / what a bunch of days in the city (al-Sabah, 1999)

In terms of women, they should be fully self-sufficient. If they can freely equip their love, their hard-earned money will have to be truly self-centered. They will, at their own discretion, have the luxury of easy access to the nonprofit.

- My problem has nothing to do with my heart / But it is my memory ... / This memory you have been forced to occupy / For a hundred years ... / Without my consent ... / And Without my will /

And without a rental agreement with you. (al-Sabah, 1999)

Souad al-Sabah has rebelled against the injustices in patriarchal society and has taken a critical look at the issue. He wants self-determination that is in line with feminists.

Women's subordination

For feminists, women have been subjected to oppression and discrimination except for a brief moment in human history's long history of subjugation in all cultures, nations, and lands. They have been oppressed and dominated by patriarchy. Monocracy is a system of oppression and discrimination against women that is practiced and promoted in all walks of life, including personal relationships, sexual behaviors and other social, cultural, and other aspects. All oppression and discrimination in economic, social, and cultural systems is designed and reinforced by the patriarchal system, and the system is coordinated between different systems to maintain the dominance of sex or class over sex or female class. (Bostan, 2003) To them patriarchy is transhistorical (Robot, 2006) and does not belong to a historical period or culture. Men and women

throughout history and through their gender are always and always inferior to men and some forms of this subordination can be identified in terms of oppression and discrimination (Rodger, 2009).

- This country has closed its sky
... / And its women have mummy ... /
Face is in it / Sound is in it / Thought is
in it / Poetry is in it / Love is in it / And
also Green Moon and Blue Letters (al-
Sabah, 1999)

The woman in the poet's society has been neglected and her rights have been violated. Souad al-Sabah has criticized the situation of oppressed women in a very blatant way and is not satisfied with their situation in the royal state of Kuwait. And elsewhere he has a critical look at women's inferiority:

Little dictator / Whatever you
do, I will not blame you / Whatever you
make me feel / Whatever your thoughts
crush me ... / Whatever evil you do / You
were never strong / But my weakness
made me / You were never great / But I
... / With my love I lifted you up to
heaven (Same: 94)

In the poet's view, women are not only passive, they can also be active and influential. Men's greatness and greatness is because women make

themselves weaker and smaller so that men can attain high status.

What do the sleepy, lazy, and unaware cities want from me ... / My wounded ... fragile ... warrior? / If my mind wants it, / Wouldn't I be lucky to be wise ... / What can a woman do in her rain? What does a woman do in her rivers? / How can one plant flowers in this dry land? (Same: 106)

Poetry is a reflection of his own life, a reflection of the anguish and shouting of the realities of a patriarchal society that embody the experience of many women in his land. The brazen, oppressive spirit of prosperity does not reflect false beliefs and traditions. Weber is committed to defending the rights of all women. Women who have been deprived of their full humanity.

Absence in the public domain

The history of Western culture shows that women are inappropriate in the public arena, a history that is rooted and common. For Aristotle there was no ambiguity about the exclusion of women from the activities of the city administration. In her view, although women play a vital role in the life and survival of the city, they do not have the time to engage in politics despite

responsibilities such as feeding their children and doing housework. Plato, who, in a revolutionary theory of his contemporaries, believed that the most capable upper-class women could take part in political rule, established in his book *Laws a Tradition in which Politics and Women Fail*. (Mosafa, 1995)

- For over a hundred years ... / I'm trying to break the white plaster circle / where you've imprisoned me ... / And hiding the keys in your pocket ... / Out of a hundred This year ... / I try to persuade you to respect human rights / And the rights of women ... / But you ... like all the men of the tribe ... / You insisted on keeping your possessions. .. / The sunsets that do not set in the sun ... / And their red flags / On my memory on the frostbite (al-Sabah, 1999)

Souad al-Sabah depicts the injustices and patriarchal oppressions that take place at the heart of the family and seeks to defend women's rights of its time. This is in line with the liberal feminist notion that women are confined to the private, home, and oppressive realms of women. Of humility and humility.

you who sit on my bed like a king / Even if it is for a day, save me from

Release Your Dominion / Every
Street I Walk ... Your Name Is Closed
On / Walking into Every House ...
Lonely Behind Me / Sheltering in Every
Public Park It closes ... / All the
boutiques that I buy my clothes / Don't
sell to me / Before I talk to you / Get out
of my skin / To continue my life
naturally. ... / and breathe naturally
(Same: 62)

In this poem, Souad al-Sabah wants to advocate for women's rights and invites them to seek freedom and a cultural revolution. And he openly protests against ignoring the rights of nations. Like feminists, she believes that "the only way to combat this discrimination and to see it is to reform the social, political and cultural structures of society.

Conclusion

Souad al-Sabah uses poetry as an effective means of protesting against false traditions, inequalities of the patriarchal system, to enlighten women's rights by laying the groundwork for expressing her feminine tendencies and poetic taste, and ultimately achieving her most important desire, namely Removes inequalities. Criticizes anti-patriarchal traditions and ancient beliefs and

criticizes ancient beliefs and practices and calls on the contemporary woman to play an active role in the public arena, from an active subject to a subject. Become an actor in order to regain and maintain her position as a woman in the system of existence.

References

- Bostan (Najafi), Hussein, (2003), Inequality of sex and sexuality from the perspective of Islam and feminism, Qom, Institute of Domain and University
- Payne, Michael, (2015), Critical Thinking and Culture, Translated by Yazdanjo Message, Fifth Edition, Tehran, Center Publishing
- Pinkolastes, Clarissa, (2016), Women Running with Wolves; Myths and Stories about the Ancient Pattern of the Wild Woman, Translated by Simin Movahed, Shidab Publishing
- Hesam, Farahnaz, (2003), Government and Social Forces in the Age of Pahlavi I, Tehran, Islamic Revolution Documentation Center Publications

De Beauvoir, Simon, (2000), *Second Gender*, Translated by Qassem Sanawi, Second Edition, Tehran, Toos Publishing

Robotam, Sheila, (2006), *Women in Struggle: Feminism and Social Action*, Translated by Heshmatollah Sabaghi, Tehran, Shiraz Research Publishing

Rothlage, (2009), *Feminism and Feminist Knowledge*, Translated by: Behrouz Jandaghi and Abbas Yazdani, Second Edition, Qom, Office of Women's Studies and Research

Rodger, Narges, (2015), *Feminism; History, Theories, Trends, Criticism*, Second Edition, Tehran, Office of Women's Studies and Research

- *The Beauty of Race*, Mohammad Reza (2003), *Feminism and Feminist Knowledge*, Qom, Office of Women's Studies and Research

Sarokhani, Bagher, (1996), *Introduction to Social Sciences Encyclopedia*, Tehran, Kayhan

al-Sabah, Souad, (2012), *Love Poems*, Translated by Amena Jahangir Esfahani, Tehran, Academic Jihad Publications

-----, (1999). *Take Me to the Border of the Sun*, Translated by Hassan Faramarzi, Tehran,

Friedman, Jane, (2002), *Feminism*, Translated by Firoozeh Mohajer, Tehran, Ashian

Legit, Marilyn, (2016), *Women in Their Days*, Nilofermahdian Translation, Fourth Edition, Tehran, Ney Publishing - Mohammadi, Majid and Afsaneh,

Maleki, (2017), "The Semantic Aesthetics of Poems by Souad al-Sabah and Jaleh Farahani with Female Focus and Female Emotions", Ninth Year, Quarterly Scientific Research Journal, No. 33, pp. 77-95

Madani, Nasrin, (2006), *In the Alley of Innocence: A Comparative Critique of Forough Farrokhzad and Ghadam al-Sassan Contemporary Arab Poet*, Tehran, Cheshme

Moshirzadeh, Homeyra (2002), *From Movement to Social Theory: The*

History of Two Centuries of Feminism,
Tehran, Shiraz Research Journal

Al-Moush, Salem, (2011), al-Adab al-
Arabi al-Hadith, al-Thaba'a al-Thani,
Beirut: Dar al-Nizah al-Arabi

- Masafa, Nasrin, (1995), "Report on
Feminist Interpretation and Political
Theory", Journal of Foreign Policy, Issue
2, Summer 1995

Michel, Andre, (1999), Feminism,
Women's Social Movement, Translated
by Homa Zanjani Zadeh, Second
Edition, Mashhad, Nika Publishing.

Wilford, Rick, (1996), "Feminism", An
Introduction to Political Ideologies,
Translated by Mohammed Qaeda,
Tehran, Nashrum Center.

Hussein al-Afiyev, Fatemeh, (2011),
Contemporary al-Shar al-Arabi: Thakul
al-Malaiki and Sa'ad al-Sabah and Nabil
al-Khattib, al-Jordanian al-Qa'id al-
Qa'idah: al-Atb al-Hadithi al-Lanzi'ir.

Ragheb, Nabil, (1993), Azzaf Ali Jutar
al-Maduqi; On the Poetry of Sa'ad al-
Sabbah.

Raouf, Ezat, (1995), al-Marim al-Siyasi,
al-Wali al-Ameriya, al-Alimi al-Laflari
al-Islami.

PRECARITIZATION AND LABOR SELF-FULFILLMENT OF YOUNG PEOPLE: TRENDS AND EFFECTS

Liliya Kh. Bulatova¹

Liliya R. Nizamova²

Abstract: Evaluation of the current transformations of the social and labor structure of society is one of the central topics in sociological knowledge. At the present stage, all social structures and institutions are becoming more flexible, mobile and changeable, characterized by instability and insecurity. Labor practices, professional trajectories and careers of young people also become unstable. The attention of an increasing number of scientists is attracted to non-linear youth employment strategies that contribute to the formation of a new “group” in the social structure of modern Russian society - the precariat. This article presents the results of a study of precarization in the youth environment as a consequence of the socio-economic transformations of recent decades. On the basis of semi-structured interviews with unstable busy young people of Kazan (Republic of Tatarstan, Russia),

as well as a secondary analysis of sociological and statistical data, factors, motives and consequences of young people choosing precarious employment are considered. It is shown that precarious forms of employment are considered by young people as a temporary measure, consent to such work leaves the possibility to easily and simply refuse it if it does not fit, and the decision on unstable employment without social guarantees can be either forced or voluntary.

Keywords: precariate, precarization, precarious work, temporary employment, youth, labor market.

1 Introduction

In recent years, there has been an increase in scientific interest in the

¹ Kazan Federal University. e-mail: lbulatova@yandex.ru

² Kazan Federal University. e-mail: lbulatova@yandex.ru

study of precarious employment and the phenomenon of “precariat” - “unstable, unstable proletariat” [1 - 4]. The term “precariat” was introduced relatively recently to refer to workers who are distinguished by extreme instability with respect to the nature and duration of labor relations [5]. According to scientists, the formation of the precariat is associated with the policy of neoliberalism and indicates a crisis in the institution of wage labor in a post-industrial society [1, 4]. Among other sources of precarization, the current global recession [6, 7], economic and technological determinism and the transformation of personality attitudes [5] are distinguished.

In Russia, this phenomenon is associated with the reforms of the 1990s. and the so-called “adaptive” non-standard and informal forms of labor relations. Domestic economists believe that such forms of employment that during the crisis “restrained the outflow of labor from the labor market or unemployment” are deeply rooted in the post-Soviet space [8]. Currently, representatives of state authorities have started talking about the growth of unstable workers. So, in 2013, Deputy

Prime Minister O. Golodets noted that of the 86 million able-bodied people in Russia, only 48 million are officially registered and work; “The remaining 38 million is not clear where, what and how busy” [9].

One of the most economically vulnerable social groups in the face of increasing instability, according to researchers, is youth entering an independent life [10, 11]. Russian sociologists also note that it is “the status of youth that often enhances the precarization of its carrier” [12]. Young people, represented by recent graduates, forced to remain uncertain for years, are the “social base” of the precariat [1].

A significant number of works are devoted to the study of the specifics of employment of Russian youth in the context of post-Soviet transformations. Sociologist Ya.V. Didkovskaya, for example, found that with the emergence of the labor market and the market for educational services, the “linear” model of career development is replaced by a flexible “non-linear” model, according to which professional self-determination less and less precedes (or does not precede at all) a professional career [13]. In the studies of D.L. Konstantinovskiy

and G.A. Cherednichenko, based on statistics, revealed the basic conditions for the transition of youth from education to work [14, 15]. Moreover, the literature indicates that the analysis of the problem of labor self-realization of youth does not always take into account the intensification of the precarization process.

The purpose of this article is to determine the main trends and effects of precarization in the labor self-realization of youth who have completed the stage of obtaining a vocational education. To do this, it is necessary, first of all, to analyze the labor experience of unstably busy young people.

2 Methods

The empirical basis of this study was semi-structured interviews with young people of the city of Kazan, conducted from April to May 2018. The selection of informants was carried out using the "snowball" method according to the following key characteristics:

1. Lack of stable work - underemployment; employment under fixed-term employment contracts; informal employment, the hallmarks of

which are the lack of social guarantees of labor or their truncated nature;

2. Work experience - from 1 year or more;

3. Age - from 18 to 29 years old;

4. Graduated secondary and / or higher professional education.

We proceeded from the assumption of the heterogeneity of the Russian precariat and precarious labor [5]. Therefore, young people with different levels of job instability were selected. As a result, 15 semi-structured interviews were collected with young people in the age group from 20 to 28 years with different levels of education. The work of informants (for example, courier, sales assistant, taxi driver, etc.) was not related to the specialty received in educational institutions and did not require special training.

The study also used materials from the Federal State Statistics Service of Russia, data from the 25th wave of the "Russian Monitoring of the Economic Situation and Health of the Population of the Higher School of Economics" (2016). For a secondary analysis, the results of empirical studies of domestic sociologists and economists for 2012–

2016 were used. So, according to the results of a sample labor force survey in 2015, the share of informally employed youth in the age category “20-24” was estimated at 25%, while the share of all informally employed in the economy was 20.5% [16].

In most types of precarious labor, the proportion of youth is much higher, which gives reason to talk about the “youth face” of the Russian precariate [4, p. 109].

3 Results

Professional self-realization of a person begins with the choice of the sphere of professional activity and educational institution. As the analysis of the interview showed, for the majority of informants, the choice of an educational institution was not a sequential and planned step, on the contrary, it was formed under the influence of many other factors, such as, for example, passing points at a university. In some cases, the choice of the educational institution for the informants was carried out by their parents, or getting an education (mainly higher) could have independent value, not related to gaining

a profession: “you need to go to university without any reason, because it is so established.” Therefore, some already at the training stage understood that they would not work in their specialty and made a decision on a complete change in the sphere of professional activity. Others, despite the complexity of self-realization in their specialty, simply hoped for good luck.

Young people are involved in precarious work before and during vocational training. The informants themselves associate this not only and not so much with the possibility of gaining income and financial independence from parents: involvement in an unstable professional environment at the training stage could be determined by the influence of a busy close circle (“everyone works, but am I worse?”)

Finding a job (any, “just a job”) is not difficult for young people at the present stage - it is everywhere, “it is always there”. But finding a “good” job is really difficult. Among the most problem areas were noted: lack of jobs, low-paying and unpromising jobs; an unworked system of practical training in professional educational institutions, which does not allow young people to

further apply the acquired skills “in practice”; high competition in the labor market, etc. An analysis of the interview showed that the motives for choosing precarious employment formed under the influence of these factors can be very diverse, the main ones being:

1. Gained work experience - investment in a career and / or a resource for increasing competitiveness in the labor market:

“<...> in general, I went there to work, so that I would have at least some experience <...>. Because many employers now require work experience” (Interview 1, female, culturologist, working as a sales assistant)

2. Temporary work as a way to gain a foothold in prestigious companies with guarantees and career prospects:

“There is a hope that they can extend the internship, take them to work, there is still hope. <...> (Interview 8, female, economist, working as an intern)

3. “Stable instability” as a lifestyle or finding oneself is the motive for deliberately rejecting a tough professional rut, formed by the inability to do boring and “routine” work, the material reward for which does not

compensate for the “efforts you spend at work”.

4. “Just to have money”:
material attitudes formed under the influence of internal / external factors: a change in the sphere of professional activity as a result of personal choice (work is poorly paid or uninteresting) or due to an unfavorable socio-economic situation (for example, a crisis in a company).

However, in this case, labor activity is reduced only to receiving material compensation, contributing to the formation of an instrumental attitude to work (“I just work to get money”).

This type of employment, despite its temporary and unstable nature, has several advantages. Informants associate with temporary work the opportunity to provide themselves financially and not burden themselves with long-term obligations. This type of work is “convenient” for young people, especially in those cases when “you cannot find a job by profession”.

Among the possible negative consequences, informants called insecurity in obtaining a guaranteed income, “anxiety” about a possible loss

of a job, the absence of clearly defined boundaries of working time and non-working hours. Therefore, the informants themselves in most cases do not connect their further fate with such work and perceive it precisely as a “temporary” measure:

“... Well, as for me, working as a sales assistant is not the ultimate dream. It should develop somehow” (Interview 1, female culturologist, works as a sales assistant)

In addition, the “instability” (which in a broader sense covers not only labor relations, but all other areas of life), does not allow to plan life in the long term. It is stability in the sphere of labor relations that “gives you stability in everything in the long run.” With constant, guaranteed income, informants associate an approximate vision of their future life (and vice versa).

4 Discussion

The phenomenon of precarious employment and, therefore, workers included in seasonal and temporary work is not a new phenomenon for the present: there have always been such people. However, the crisis associated with the

instability of labor activity, and the formation of the precariate becomes especially relevant precisely in the post-industrial era of the development of society. An influential theorist of our time Z. Bauman writes that with the advent of “spreading” modernity, traditional and guaranteed labor is replaced by flexible, unstable and forcing one to earn a living “in Brazilian style: from time to time intercepting casual, short-term work, without any agreed guarantees, without the right to retirement and compensation” [17].

In conditions of increasing instability, one can more and more often encounter phenomena such as temporary unemployment, disqualification, and a change in the spheres of professional activity, which is especially characteristic of the younger generation. Linear models of career advancement are replaced by volatile, unstable career paths in which unstable, temporary forms of employment become important tools on the path of self-realization of youth.

The entry of youth into adulthood is largely determined by external conditions: the situation in the field of employment and social and labor

relations, as well as the state of labor market institutions in the country as a whole. The entry of modern Russian youth into the labor market and the choice of life path is carried out in conditions of unstable market competition and large-scale changes in the social structure of society. Their manifestation and impact on the career paths of young people are very diverse: increasingly, young people are faced with such phenomena as part-time work, secondary employment and employment in the informal economy [15].

It is believed that the widespread informal sector in Russia in the 1990s “amortized the decline in employment in the formal sector and thereby mitigated social tension in society” [15]. This also explains the growth of unstable and non-guaranteed forms of employment among young people, which have low starting opportunities for successful employment. In conditions when it is not possible to find a stable and promising job that would meet the requirements of young workers, precarious labor acts as an alternative to unemployment [18]. It is this type of employment that young people are increasingly considering as

the most effective form of labor self-realization at the initial stages of their professional path.

5. Conclusions

At the present stage, the work biography of young people is variable and controversial, as in the conditions of increasing instability it is becoming more and more difficult to find a “good” and interesting job, with career prospects. Numerous studies and statistics show that a significant proportion of young people are increasingly living in conditions of involuntary unemployment, changing (involuntarily and / or consciously) the scope of professional activity, occupying semi-skilled jobs with a fairly high level of professional training. Moreover, it is temporary forms of employment that become one of the markers of the professional development of youth.

Interviews with young people showed that inclusion in unstable forms of employment is determined by many factors: both the small number of promising and highly paid jobs, and high competition in the labor market. At the same time, unstable forms of labor practices of young people are not only a

forced, but also a consciously chosen employment strategy, formed under the influence of external factors. This is facilitated by internal motives for choosing unstable labor relations associated with the acquisition of primary professional experience, the desire to receive more material rewards, as well as the reluctance to engage in “routine” work, complemented by the desire to get an “interesting” and “boring” job in the future.

Such forms of employment, on the one hand, make it possible to provide for oneself financially, to have an income, in the case, for example, if one cannot find a permanent job. On the other hand, they contribute to the formation of an instrumental attitude to work, erase the once clearly delineated facets of working time and nonworking. Often precarious work is accompanied by a sense of hopelessness projected into the future and the inability to plan life in the long run. Therefore, these forms of employment are considered by young people precisely as a temporary measure, consent to work on which leaves it easy and simple to refuse it if it does not fit.

Unstable forms of labor relations give greater freedom in

choosing a professional path, both at the training stage and after. However, the long-term lack of stable employment upon completion of training can lead to the depreciation of the human capital accumulated by young people and, therefore, reduces the likelihood of taking promising jobs in the future. A frequent change in the areas of professional activity, in turn, does not allow for the formation of a professional identity.

6. Acknowledgements

The work is performed according to the Russian Government Program of Competitive Growth of Kazan Federal University.

Bibliography

Standing G. (2011) *The Precariat: The new dangerous class*. London, New York: Bloomsbury Academic. 198

Standing G. (2015) *The precariat and class struggle // RCCS Annual Review*. A selection from the Portuguese journal *Revista Crítica de Ciências Sociais*. No 7. P. 1-16.

- Gasiukova E., Korotaev A. (2017) Precariousness in Russia: Attitudes, Work and Life Experience of Young Adults with Higher Education // *National research University Higher School of Economics. WP BRP 73/SOC*. URL: <https://ssrn.com/abstract=2940221>.
- Toshchenko J.T. (2018) Prekariat: from protoclass to new class. M.: Science. 350 p.
- Gasyukova E.N., Karacharovskiy V.V., Yastrebov G.A. (2016) Different precariates: on the sources and forms of instability of the social status of individuals and groups // *Social Science and Modernity*. Number 3. P. 48-63.
- Shildric T. (2015) Young people and social class in the United Kingdom // Wyn J. & Cahill H. (Eds.) *Handbook of Children and Youth Studies*. Singapore: Springer. Pp. 491-501.
- King H. (2015) Young people and the predictability of precarious transitions // Foster L., Brunton A., Deeming C. & Haux T. (eds.) *In defence of welfare 2*. Polity Press. P. 143-145.
- Gimpelson V.E. (2004) Temporary employment in Russia: data, level, dynamics, prevalence // *Economic Journal of the Higher School of Economics*. No. 2. S. 225-246.
- Interfax. (2013) Vice Prime Minister Golodets: 40 million Russians are busy “it is not clear where what?”. URL: <http://www.interfax-russia.ru/main.asp?id=662733> (accessed: 02.16.2018).
- Gouglas A. (2013) The young precariat in Greece: what happened to “generation 700 euros?” // *European Perspectives - Journal on European Perspectives of the Western Balkans*. Vol. 5 (1). P. 30 – 49.
- Inui A., Higuchi A. & Hiratsuka M. (2015) Entering the Precariat: Young People’s Precarious Transitions in Japan // Wyn J. & Cahill H. (Eds.) *Handbook of Children and Youth Studies*. Singapore: Springer. Pp. 583-605.
- Ilves E. V. (2016) The effect of precarization of labor on the socio-

economic situation of youth // Dynamics and inertia of population reproduction and generation replacement in Russia and the CIS. T. 2: The demographic potential of the regions of Russia and the CIS: growth dynamics and inertia of changes. P. 78-82.

Didkovskaya Ya. V. (2014) Dynamics of youth professional career strategies under conditions of transformation of a professional self-determination model // Bulletin of the Ural Federal University. Ser. 1. Problems of education, science and culture. No. 2. P. 117-131.

Konstantinovskii D., Popova E. (2016) Youth, the Labor Market, and Expansion of Higher Education // *Sociological Research*. Vol. 55 (4). P. 245-261.

Cherednichenko G.A. (2016) Russian youth: from education to work (based on sociological studies of educational and professional trajectories). SPb.: RCAA. 392 p.

Rosstat (2016) Labor force, employment and unemployment in Russia (based on sample labor force surveys). Stat. Sat M.: Rosstat.

Bauman Z. (2001) The individualized society. Cambridge, Polity Press. 272 p.

Kozina I.M. (2013) Employees of contingent labor // *Sociological studies*. 2013. No5. P. 19-31

**PROTECTION OF PERSONAL DATA IN FRANCE: PROBLEMS
OF IMPLEMENTING A PAN-EUROPEAN APPROACH**Adel I. Abdullin¹Stanislav A. Shadrin²

Abstract: The technological and social expansion of the personal data use including the possibility of their cross-border transfer and exchange increases the risks of their unfair use. The consistency and coherence in resolving issues on legal regulation of relations in the field of personal data protection are demonstrated by the European Union and its member states. Ensuring a uniform and consistent legal regulation at the level of the European Union largely depends on the actions of EU Member States to adopt national laws to implement the European approach, as well as their active participation in the development of new legal acts, the adoption of which is planned at the final stage of the legal regulation reform of protection personal data in the Union. This raises the question of how much the rules of individual states diverge since this significantly affects the practice of

applying the common European law on the protection of personal data. Indeed, when introducing the relevant provisions in their legislation, EU countries went in different ways [1]. This paper discusses the approach to the protection of personal data that was used in France.

Keywords: human rights, information, personal data, collection, processing, transfer, protection, personal data subject, responsibility.

1. Introduction

The next stage in the EU law development in the field of personal information protection for individuals is associated with the adoption in April 2016 of two regulatory documents governing the protection of personal data during their processing. We are talking about Regulation (EU) 2016/679

¹ Kazan Federal University. Email: adelabdouline@yandex.ru. Tel. +7 (917) 267-76-17

² Kazan Federal University. Email: stanislav.shadrin@gmail.com. Tel. +7 (961) 907-69-03

(General Data Protection Regulation) [2] (hereinafter - the Regulation) and Directive (EU) No. 2016/680 (hereinafter - the Directive) [3]. It should be noted that the Regulation by its legal nature is an act that is directly applied in all EU Member States [4]. At the same time, these states must take certain measures when implementing the norms of European acts in their national legislation. So, France decided to adopt a single law to adapt the two European documents mentioned above, and not repeal the fundamental Law No. 78-17 dated January 6, 1978, concerning data, files and freedoms ³ (hereinafter - the Law “On Data, Files and Freedoms”).

In doing so, EU Member States must take into account the fact that any measures that may create obstacles to the direct application of the Regulation will be recognized as contrary to European law according to the case-law of the EU

Court ⁴. Nevertheless, if countries agree to do this, then data controllers throughout the Union will face fragmentation of legal norms and a lack of clarity on their scope.

In cases where the controllers do not fulfil the requirements of the Regulation for data processing, they will be held liable. One of the Regulation’s features is a significant increase in fines. Earlier in France, the National Commission on Informatics and Freedoms (Commission Nationale de L’informatique et des Libertés - CNIL) had the opportunity to impose a maximum fine of 150 thousand euros. Starting May 25, 2018, the European Direct Application Regulation abolished this part of French law and introduced new sanctions in the amount of up to 20 million euros or 4% of the annual global turnover of companies [5].

³ Loi n 78-17 du 6 janvier 1978 relative à l’informatique, aux fichiers et aux libertés. Version consolidée au 25 avril 2019. The official website of the public service for publishing laws. [Electronic resource] – URL: <https://www.legifrance.gouv.fr/affichTexte.do?cidTexte=JORFTEXT000000886460>

⁴ See, for example Case 94/77 Fratelli Zerbone Snc v Amministrazione delle finanze dello Stato. ECLI:EU:C:1978:17 and 101. URL: <https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX%3A61977CJ0094>

2. Methods

The methodological basis of the study is composed of general scientific and particular scientific methods such as dialectical materialism, systemic, structural-functional, historical, general logical, formal-legal, and comparative legal.

3. Results And Discussion

First of all, we note that earlier the French approach to the protection of personal data was a kind of conglomerate of national and European norms and judicial provisions. The administrative traditions that are so characteristic of the French state fought European liberalism dictated by the neutrality of information technology and the increasing participation of private individuals in regulating the Internet. The need to protect personal data as an element of the individualism concept that underlies the theory of fundamental rights and freedoms did not raise doubts at the

doctrinal level but required the adoption of adequate legal and technical measures [6, p. 162]. And such measures are now taken.

The Law “On Data, Files and Freedoms” has been amended since June 22, 2018⁵. The initial amendments to this Law were adopted following the accelerated procedure in order to meet the deadlines established by the Regulations. Then Act No. 2018-493 dated June 20, 2018, on the Protection of Personal Data ⁶ introduced new amendments to the Law on Data, Files and Freedoms in order to use the opportunities provided for in the Regulation for derogation and to implement the Directive in French law. Law No. 2018-493 will be introduced in the legal system of France in stages.

The following should be highlighted among the main changes in French law adopted under the influence of European legal acts in this area.

⁵, See: <https://www.cnil.fr/fr/loi-78-17-du-6-janvier-1978-modifiee>

⁶ Loi n 2018-493 du 20 juin 2018 relative à la protection des données personnelles. Official website of the public service for

publishing French laws. URL: <https://www.legifrance.gouv.fr/eli/loi/2018/6/20/JUSC1732261L/jo/texte#JORFSCTA000037085954>

Protection of personal data of minors

The regulation in its paragraph 1, Article 8, sets the age of the individual's independent consent to the processing of personal data at 16 years but allows the EU Member States to reduce it to 13 years in their laws. Consent to the processing of the child's personal data must be granted to the legal representatives (parent or guardian).

In the current version of the French Law "On Data, Files and Freedoms", Clause 7-1 is additionally introduced in Section 1 of Chapter II; it stipulates that minors may agree to the processing of their personal data regarding the offer of information services to them independently from the age of 15 (the initial text of the bill provided from 16 years). From 13 to 15 years old, the consent of the child and his/her representatives is required. For those under 13 years old, any data collection is prohibited. The French lawmaker argued for choosing such an age threshold by that 15 years old is the age when a minor usually goes to high school, and when his/her maturity allows him/her, in principle, to control the use of his/her data on the Internet [7].

Processing special categories of personal data

Article 9 of the Regulation gives the EU Member States some discretion with regard to the determination of additional legal grounds allowing the processing of special categories of data (for example, ethnic origin, state of health, union membership, political, religious or philosophical beliefs, etc.).

According to article 32 of the Law on Data, Files and Freedoms, the processing of personal data carried out on behalf of the state and associated with the genetic or biometric data necessary for authentication or verification of the identity of a person must be previously authorized by decree of the State Council of the French Republic. This decree is adopted after obtaining a reasonable and publicly disclosed opinion by an independent oversight body - the National Commission on Informatics and Freedoms (Commission Nationale de L'informatique et des Libertés - CNIL). In addition, in exceptional cases, the processing of sensitive data is authorized by a decision of the State Council adopted after obtaining a reasonable and publicly disclosed

opinion by CNIL (Section 31 of the Law on Data, Files and Freedoms).

According to the new pan-European approach, CNIL is preserved in France, but the functions of this body are significantly changed. So, the Regulation provides for the cancellation of prior coordination with supervisory authorities. Unless otherwise specified, no declarations or applications for authorization are needed prior to the processing of personal data. On the other hand, CNIL is tasked with monitoring the implementation of the Law on Data, Files and Freedoms and, therefore, European regulation. To solve this problem, supervisory authorities are vested with important powers, including in the area of investigation of offences and the application of sanctions. In this way, CNIL and supervisory authorities in other EU member states are becoming national agents of the European policy of reconciliation, and the development of the digital economy and the people's privacy protection [8].

Criminal measures

A feature of the Regulation is that it allows the EU Member States to provide for criminal measures in their national legislation. The Regulation

contains provisions on sanctions against violators of personal data in Articles 83 and 84. In particular, EU Member States must establish liability for violations that are not subject to administrative fines and must take all necessary measures to implement it.

In accordance with the French Law “On Data, Files and Freedoms”, crimes include the violation of personal data referred to in Chapter VIII “Criminal Provisions”. Sanctions in the form of imprisonment for up to five years and a fine of 300 thousand euros are established for crimes provided for in Articles 226-16 to 226-24 of the French Penal Code.

In addition, Section 51 of the Law “On Data, Files and Freedoms” contains a punishment in the form of one-year imprisonment and a fine of 15 thousand euros for obstructing the actions of the National Commission on Informatics and Freedoms (CNIL) and its authorized officials.

For disclosing information of a secret nature, a person who is the custodian of such information and acts on behalf of the state or in connection with the performance of his/her professional activities or the performance of his duties (including

temporarily) is punishable by deprivation of liberty for a term of one year and a fine of 15 thousand euros (Art.226-13 of the French Penal Code).

The uniform application of the European right to the protection of personal data in the EU member states can be achieved by harmonizing the laws of all EU countries without exception [9, P. 21]. However, when considering the features of the EU legal acts implementation on personal data protection, it is noteworthy that France violates the European rules when interpreting certain provisions of the Data Protection Regulation. As examples, we consider the cases of processing the most sensitive data.

To resolve disputes, the European Commission may initiate lawsuits against violating states in the courts of the EU. It should be noted that the case-law of the EU Court of Justice has already influenced the process of

implementation by states of the provisions provided for in the Rules. Thus, when establishing the right to challenge by the independent supervisory authority (CNIL) the legality of decisions on the adequacy of the EU Commission, French lawmakers refer to the existing judicial practice of the EU Court, in particular, to the decision on the “Shrems case”⁷ on the invalidity of the adequacy decision regarding the Safe Harbour Agreement adopted by the USA on the basis of Articles 25 and 28, Directive 95/46 / EC and the EU Charter of Fundamental Rights. CNIL is entitled to apply to the State Council of the French Republic to file a complaint when in doubt as to legality of the decision on the adequacy of the EU Commission regarding the transfer of data to a third country. A statement to the State Council may require the suspension or termination of the transfer of relevant personal data.

⁷ In its decision on the “Shrems case” dated 10/06/2015, the EU Court ruled that national data protection authorities in the Member States of the European Union should retain the power to protect personal data, in accordance with Directive 95/46 / EC and the Charter of Fundamental Rights EU, and

these powers cannot be limited by the decision of the European Commission. CJUE, 6 Oct. 2015, aff. C-362/14, Schrems vs Data Protection Commissioner, ECLI:EU:C:2015:650. URL: <http://curia.europa.eu/juris/document/document.jsf?docid=169195&doclang=DE>

Based on such an appeal, the State Council may, if it considers necessary, apply to the Court of Justice of the EU to assess the validity of the decision on adequacy, as well as other acts of the EU Commission, if such transfer of data is not carried out by the courts within their jurisdictional powers (Art.43 of the Law “On Data, Files and Freedoms”).

The decision on the “Shrems case” is significant of that it removes existing restrictions on the powers of national supervisory authorities that could prevent the latter from examining an individual’s claims regarding the level of personal data protection in a third country, despite the decision on the adequacy of the EU Commission and, if necessary, take action. The supervisory authorities themselves cannot take measures that contradict the Commission's decision on adequacy, but they receive the right to appeal such decisions in court.

4. Summary

From the analysis devoted to the legal regulation of the personal data protection in France it follows that using the room for manoeuvre provided for in the Regulations in certain cases, France acted on the basis of its internal interests

and needs. However, unlike other EU member states, and primarily Germany and Ireland, France uses fewer opportunities provided by the Regulation. The French Law “On Data, Files and Freedoms” establishes additional conditions for the processing of genetic and biometric data, as well as defines numerous conditions for restricting the rights of individuals for national security and defence purposes. In addition, French law provides for some of the most serious criminal liability measures in the European Union.

However, it should be noted that France, like many other EU member states, has adopted several controversial provisions, the legitimacy of which, apparently, will be established by the EU Court [10]. In particular, Article 79 of the Rules states that claims against a controller or processor are brought before the courts of an EU Member State where the controller or processor is registered. Alternatively, a lawsuit may be filed with the courts of an EU member state, where the individual data subject has a permanent residence. On the other hand, France chose the place of permanent residence of the person concerned as the main criterion for

establishing territorial jurisdiction. It seems that the idea is to prohibit the French from applying the right of another EU member state when using the services of such international companies as, for example, Google or Facebook, which European headquarters are in Ireland. The choice of this criterion for the application of French law to supervisors not established in France may lead to “operational difficulties” with countries that choose a different approach [11].

Thus, it cannot be recognized as a positive point that, in accordance with the Regulation, the EU Member States received certain freedom of action to interpret its provisions. At the moment, doubts are already being raised about the legality of the introduction by states in their legislation of certain provisions in derogation from the Rules. Thus, the French Law on Data, Files and Freedoms

contains numerous references to the provisions of the Regulation and the Directive⁸, despite the fact that most of the definitions and rights were agreed at the EU level within the framework of the Regulation, which means that these provisions have a direct effect and therefore cannot be revised or supplemented in the national law⁹. These conflicts may interfere with the uniform application of the Regulation in the EU and create controversial situations, for example, on issues of cross-border transfer of personal data.

5. Conclusions

In conclusion, we note that while the State Council of the French Republic confirms the importance of simplification and the quality of the law [12], the legal regulation reform of the personal data protection largely does not

⁸ The final text of the French Law contains 54 references to Regulation (EU) 2016/679, including 10 in the titles (of chapters, sections) which are also related to the transposition of the Directive (EU) 2016/680.

⁹ A precedent of the EU Court is the provision that the adoption of national

measures aimed at revising the provisions of a regulatory act with direct effect is a violation of the European Union’s legislation. See ECJ, February 7th. 1973, approx. C-39/72, Commission against Italy, ECLI: EU: C: 1973.

meet this noble objective. It is still unknown whether the new European acts on personal data protection can prevent the occurrence of lawsuits and contribute to the effective protection of the rights of individuals. However, the expectations from the reform of personal data protection are enormous [13].

6. Acknowledgements

The work is performed according to the Russian Government Program of Competitive Growth of Kazan Federal University.

References

Status of Member States on the transposition of Directive (EU) 2016/680 dated 10/02/2017: Expert Commission on Regulation (EU) 2016/679 and Directive (EU) 2016/680 (E03461). URL: <http://ec.europa.eu/transparency/re>.

Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data (General

Data Protection Regulation). Adopted in Brussels on 04/27/2016 // Regulations in English was published in the Official Journal of the European Union. - 05/04/2016. - L 119. - P. 1. The document has entered into force on May 24, 2016. URL: <https://eur-lex.europa.eu/eli/reg/2016/679/oj>

Directive (EU) 2016/680 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data by competent authorities for the purposes of the prevention, investigation, detection or prosecution of criminal offences or the execution of criminal penalties, and on the free movement of such data, and repealing Council Framework Decision 2008/977/JHA. Adopted in Brussels 04/27/2016 // Directive in English was published in the Official Journal of the European Union. - 05/04/2016. - L 119/89. - P.1. The document has entered into force on May 24, 2016. URL: <http://data.europa.eu/eli/dir/2016/680/oj>

Abdullin A.I., Khasanova L.A. Negotiating Disputes in the WTO: Using Procedural Advantages Introduced by the System / Abdullin AI, Khasanova LA

// QUID: Investigación, ciencia y tecnología. - 2017. - N 1. - p. 1389-1394.

Barraud B., Nouvelle Réglementation Européenne des Données Personnelles: une Simplification Limitée mais une Protection Augmentée // La Revue Européenne des Médias et du Numérique. - 2017. - N 42-43. - Printemps. - <https://la-rem.eu/2017/10/nouvelle-reglementation-europeenne-donnees-personnelles-simplification-limitee-protection-augmentee/>

Talapina E.V., Legal protection of personal data in France // Law. - M.: HSE. - 2012. - No. 4. - Pp. 152-162.

Forteza P., Projet de Loi Protection des Données Personnelles: Trouver le Juste équilibre Entre Innovation et Protection
URL:
<https://forteza.fr/index.php/2018/02/05/projet-de-loi-protection-des-donnees-personnelles-trouver-le-juste-equilibre-entre-innovation-et-protection/>

Levallois-Barth Cl., Données Personnelles Comment le RGPF Rebat les Cartes en Europe // Up-magazine. 2018. 6 Avril. <http://www.up->

magazine.info/index.php/transition-numerique/transition-numerique-2/7648-donnees-personnelles-comment-le-rgpd-rebat-les-cartes-en-europe

Kassenova M.B. Some comments on the diversification of the legal regulation of personal data protection: the approach of the European Union // Jurisprudence. - 2018. - No. 2. - Pp. 17-26.

Abdullin A.I., Intellectual Property Law in the European Union: Genesis, Unification, Development Prospects. Abstract of the thesis for the degree of Doctor of Law. M., 2006. Pp. 8-9.

Shadrin S.A. Some aspects of the legal mechanism for personal data protection in France // Problems and prospects for the development of modern science: a collection of papers of the first international scientific and practical conference. Part 2 (Orenburg, July 23, 2018). - Orenburg: Autonomous Non-Profit Organization of Continuing

Professional Education “Interregional Educational Center”, 2018. - P. 65-70.

Voir étude annuelle 2016 du Conseil d'état, Simplification et qualité du droit, Doc. fr., 2016.

Tambou Ol. Que retenir du projet de loi relatif à la protection des données personnelles? Paris: Wolters Kluwer, 2019. URL: <http://www.wolterskluwerfrance.fr/produits-services/actualite/retenir-projet-de-loi-relatif-a-protection-donnees-personnelles>

ACTUAL ISSUES OF CASH FLOW MANAGEMENT IN ENTERPRISES IN RUSSIA

Alla I.Podgornaya¹Konstantin V. Romanov²

Abstract: In the modern economy, the problem of cash shortages in an enterprise is one of the key problems. Absence of cash shortages contributes to the smooth operation of enterprises and implementation of all types of activities by them. The main reason for the occurrence of a cash shortage, as a rule, is the low efficiency of managing and attracting cash flows, as well as the limitedness of methods, technologies and financial instruments for solving this task. Since methods and financial instruments are based on a theoretical basis, as well as on practical examples, their application and development are especially in demand. Therefore, the issue of cash flow management at Russian enterprises is relevant today. The paper explores current scientific discussions regarding the management of cash flows at an enterprise in Russia. The “cash flow” concept is

clarified; the problems of cash flow management are investigated. The main issues faced by modern Russian enterprises in the process of cash flow management are identified. The author's scheme of cash flow management is proposed taking into account external and internal factors and the financial strategy of an enterprise. The purpose of the study is to identify the main issues of cash flow management in Russia.

Keywords: cash flows, enterprise, financial management, cash flow management; the financial condition of an enterprise; risks.

Introduction

The relevance of cash flow management issue at Russian enterprises is justified, first of all, by the lack of cash and cash equivalents as one of the most acute problems at the enterprises. The

¹ Kazan Federal University, Kazan, 420008, Russia. e-mail: oreola77@mail.ru. Tel.: 89179334990

² Kazan Federal University, Kazan, 420008, Russia. e-mail: oreola77@mail.ru. Tel.: 89179334990

deficit of free cash prevents smooth operation during the implementation of the main activities at the enterprise, and the lack of free cash leads to a reduction in investment activity.

The theoretical component of this work is based on the scientific works of foreign and domestic authors, such as I. Blank, N. Bagautdinova, A. Doronina, A. Podgornaya, E. Strelnik, E. Stoyanova, A. Sheremet, M. Porter, F. Kotler, E. Golubkov., D. Usanova, and others [1,2,3].

The purpose of this paper is to identify the main issues of enterprise cash flow management in Russia.

Methods

When conducting the research, we used statistical methods, methods of strategic analysis, economic analysis of organizations as a toolkit, as well as such general scientific methods as analysis and synthesis, a systematic approach to studying the external and internal environment of the organization, socio-economic phenomena and processes.

Results And Discussion

The study clarified the concept of "cash flow". There are many different interpretations of the "cash flows"

concept. The most common are two main of them. One group of economists, when designating and calculating cash flow, relies on cash balances in the enterprise account until its further use. Based on this method of understanding cash flow, $\text{cash balance for the previous period} + \text{cash flow} - \text{cash outflow} = \text{cash balance for the next reporting period}$ [4]. Based on these considerations, we can conclude that cash flow is tightly connected with cash balances, both at the beginning and at the end of the period. Similar reasoning was used by the English economist P. Wilson. According to the author, such reasoning is not substantiated, because when calculating and understanding cash flows, it is first of all necessary to rely not on the balance sheet, but on the cash flow statement.

Another group of economists includes such scientists as I. Blank, E. Stoyanova, A. Sheremet and others. These scientists calculate cash flow as the difference between cash inflow and outflow. In our opinion, a similar method of determining and calculating cash flow is the most correct for Russian enterprises, because this definition most accurately reflects the result of economic activity and allows us to more accurately determine the structure of cash flow [5].

Thus, cash flow is the aggregate inflow and outflow of funds considered in a certain interval of time and received as a result of the financial and economic activities of an enterprise.

Actual problems of cash flow management are considered here. Cash flows are the clearest indicator of the economic status of an enterprise. The level of cash flows shows the ability of an enterprise to respond to the influence of external factors and represents the prospects for its further growth. [6]

Cash flow management is an essential element of an enterprise's financial policy; it permeates the entire enterprise management system. The importance and significance of cash flow management at the enterprise can hardly be overestimated since not only the stability of an enterprise in a specific period of time depends on its quality and effectiveness, but also the ability to further develop and achieve financial success for the long term [7]. At present, one of the most important problems of Russian enterprises is the problem of a lack of money funds, both in cash and non-cash form. Many even profitable and successful enterprises are close to bankruptcy due to the lack of available funds for the development of current and

investment activities. For this reason, assessing the financial condition of an enterprise based on key indicators of financial stability is not entirely correct. Of course, the revenue and profit level assessment shows the current state of an enterprise; however, not even a significant interruption in the movement of cash flows will lead to a malfunction of the enterprise, and also to unplanned expenses and losses. As a result of the failure of the cash flow, productivity and the level of required reserves will suffer, which will entail a slowdown in the level of sales of products and other unforeseen expenses. All of the above will immediately cause external problems: violation of credit agreements, and also problems with investors and partners. If we evaluate the negative consequences of a violation of cash flows, then the main loss, in this case, will be deterioration in reputation. An economy devoid of reputational mechanisms tends to stagnate. [8] The event of interruptions in cash flow or an increase in cash outflows, of course, increases the risk of bankruptcy of the enterprise. In addition, a violation of the funds' movement entails a violation in the adoption of management decisions, which can lead to more serious

consequences than changes in the movement of funds.

Modern economists pay special attention to cash flow management, but at the same time, they stably disagree, which reasons entail errors in the practical application of their recommendations, since the conditions of the economy make it necessary to take into account various external effects when planning cash flows. The causes of these effects are different: crisis, changes in resource bases, political aspects, etc. For a competent assessment, analysis and planning of cash flows, it is necessary to introduce risk assessment and analysis into the model, such as financial risks, inflation risks, bankruptcy risk, etc. The enterprise is particularly affected by inflation risks. [9] This type of risk is quite predictable, although constantly changing. Inflation risk has a significant impact on long-term contracts. In the process of economic activity, an enterprise performs many financial transactions. Each of these operations is affected to one degree or another by different types of risks. Any risk is the probability of an event that leads to losses, which means an increase in negative cash flow. In consequence of the above, we can

conclude that when planning and modelling cash flow, it is necessary to take into account the impact of various types of risk.

In addition to risk accounting, it is necessary to clearly determine the adequate value of cash flows. The most common approach for calculating the cost of cash flow involves the use of basic formulas and real rates of return. At the initial stage of calculations, it is necessary to correctly determine the rate of return, and then substitute it in a formula that was selected depending on the purpose of the financial transaction.

Another method is based on deflation. This approach implies first determining the nominal accumulated value when using basic formulas, and then deflating to the inflation index and thus obtaining the real value. Next, we need to use the basic formulas, substituting the amount of money in place of the nominal accrued to determine the real rate. An important component for financial calculations is the correct determination of the risk level. This will help to correctly form the necessary level of profitability and avoid negative consequences for the financial and economic activities of the enterprise [10].

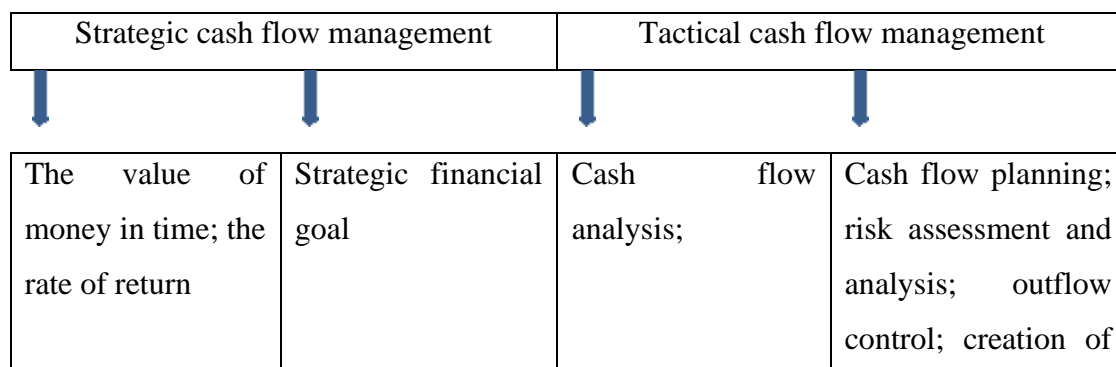
An equally important component in assessing cash flow is accounting for the liquidity of an enterprise in relation to the objects of investment and obtaining the planned rate of return. The rate of return should be taken into account, given the possible understatement of cash flow as a result of reinvestment.

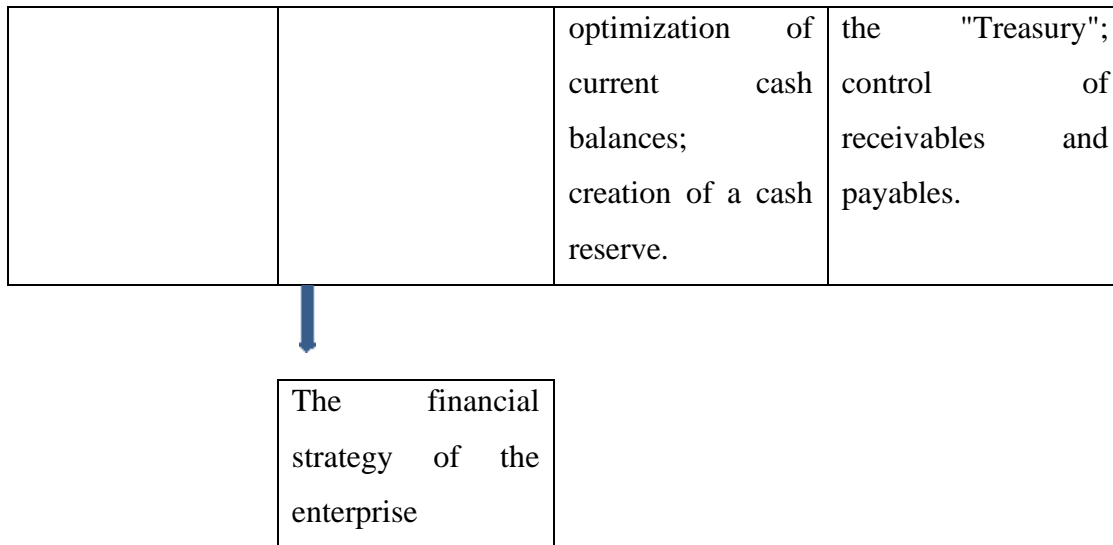
One of the effective methods of cash flow management is the organization of the treasury. A centralized treasury is a treasury service organized in such a way that all financial flows go exclusively through it. Other departments of the enterprise participate in the process only by submitting applications for making payments, receipt plans and advising on the priority of payments. [11]

The centralized treasury unit manages the cash flows of the enterprise,

combines the functions of financial risk management, which greatly simplifies the planning of cash flows and reduces the risk of unplanned losses. The Central Treasury is responsible for: monitoring expenditure operations; cash flow budgeting; organization loan portfolio management. As a result of using the central treasury, the risks of overspending are minimized, the sequence of payments is optimized, an adequate operational plan is formed, expenses are optimized, and control over the fulfilment of credit obligations is improved. [12]

Thus, cash management can be divided into strategic and tactical. Figure 1 summarizes the cash flow management mechanism in accordance with the current financial strategy.





Scheme 1. Enterprise cash flow management

Banking services have a major impact on cash flow. The enterprise management needs to choose the right bank based on the cost and timing of operations.

The effect of using borrowed financing instruments can be determined using an expanded interpretation of financial leverage:

$$ROE = ROOA + (RONOA - k_d) \times D/S + (ROOA - k_o \times OL / NOAX [1]$$

D/S - financial leverage;

OL / NOA - leverage for short-term liabilities;

k_d - post-tax rate on loans;

k_o - analytical rate on “interest-free” obligations;

$$k_o \leq k_d$$

Summary

To summarize the study, we identify the main pressing issues of cash flow management.

1. The main reasons for the reduction in cash and cash equivalents are their improper use and low investment attractiveness of the enterprise. The most obvious reason for such shortcomings is the lack of financial solutions, tools and mechanisms that can replenish the most liquid assets.
2. Cash flow management of an enterprise is an integral part of financial management, which is based on the strategy goals chosen by the enterprise. Management of the enterprise's cash

flows has a direct impact on the enterprise's activities, therefore, their analysis and planning should be considered as part of the planning of the enterprise's strategy.

3. The enterprise's goal is to make a profit and in the long term increase in the enterprise's value. To achieve this goal, a flexible and effective financial management system and a well-developed financial strategy are required. It is necessary not only strategic but also operational management of cash flows of the enterprise.

4. The rational use of cash and the formation of cash flows contribute to the smooth operation of the enterprise, namely, they influence the processes of sale, production, and therefore the operating cycle of the enterprise. Even a slight violation of cash flow, in relation to the amount or in time, inevitably violates the activities of the enterprise. Disruptions in cash inflows or an increase in outflows entail disruptions in the supply of raw materials, stocks, payment of wages or violation of settlements with counterparties.

5. Particular attention in the planning process and the formation of cash flows deserves the time aspect. Untimely

receipt of even a sufficient amount of cash has the same adverse effect as non-receipt of these funds.

6. Balanced cash management helps to reduce the operating cycle and, accordingly, accelerate the turnover of capital. This process significantly reduces the enterprise's need for borrowed and credit funds and contributes to additional income as a result of the formation of own funds and investment activities.

7. The effectiveness of measures aimed at planning the movement of cash flows has a direct impact on the liquidity, profitability and overall financial stability of an enterprise.

The reasons for the violation of cash flows lie in the lack of free cash, non-performance by counterparties of their obligations or ineffective and improper use of the cash flows.

Conclusion

Cash flow management is a system of valuation methods and management decisions aimed at the formation, use and distribution of cash flows to organize financial growth and stability of an enterprise. All financial management systems are aimed, to one

degree or another, at increasing profits or increasing the market value of the enterprise. To ensure the above goals, we need to achieve and maintain a constant financial balance of the enterprise, which provides stable positive net cash inflow. In addition to the main task of financial management, there are current tasks for cash flows:

- a) The formation of the necessary-sufficient positive cash flow;
- b) Optimization of the distribution of cash resources in accordance with current activities;
- c) Ensuring the necessary level of financial stability, without losing the speed of development of the enterprise;
- d) Supporting the required level of solvency of the enterprise;
- e) Minimization of losses in the value of cash during use.

All the considered problems of enterprise cash flow management are closely interconnected, although some of them are of a multidirectional nature (for example, maintaining constant solvency and minimizing losses in the value of money in the process of their use). Therefore, in the process of enterprise cash flow management, individual tasks should be optimized among themselves

for the most effective implementation of the enterprise's main goal.

For high-quality financial analysis and control over the financial situation, it is necessary to choose the right planning, control, information systems for process automation. Incorrect selection of mechanisms will immediately lead to unpredictable cash gaps. Lack of funds at the end of the billing period leads to non-fulfilment of financial obligations, loss of reputation and conflicts with suppliers and creditors. If we will not pay attention to oversights in the analysis and cash flow planning, a similar situation will repeat in the next billing period and, having accumulating it as a "snowball", will definitely lead the enterprise to bankruptcy.

Side effects of insufficient attention to the formation of cash flows are a decrease in liquidity, violation of payment terms for contractors and other creditors, and the attraction of additional funds. Even the presence of a complete budgeting system cannot guarantee the absence of cash gaps.

Acknowledgements

The work is performed according to the Russian Government

Program of Competitive Growth of Kazan Federal University.

Director, 2010. - Access mode: <http://www.1fd.ru/>, closed

References

Bagautdinova N.G., Galieva G.T., Pakhmutov Ya.O., Pratchenko O.V.(2014). Methods of Regulation of Processes of Innovation Business Development. Mediterranean Journal of Social Sciences. Vol.5. No12. p.75-80.

Alla Podgornaya, Svetlana Grudina, Sofiya Avdonina. Anticrisis Potential Of Innovative Enterprises (Russia and Germany Case Study)//The Proceedings of 6th World Conference on Educational Sciences. (Malta 2 June 2015). - Volume 191. - P. 275 - 279.

Strelnik E.U, Usanova D.S, Khairullin I.G, Shafigullina G.I. , Khairullina K.T. Tax Burden in KPI system of corporation//Journal of Engineering and Applied Sciences. - 2018. - Vol.13, Is.2. - P.332-336.

Khoroshev, Mikhail. How to optimize the enterprise's cash management [electronic resource] M. Khoroshev - Electronic Journal 75. Financial

I.A. Blank. Cash flow management. M. 2007 Publisher: Nika-Tsentr. Pp.137-141.

A.I. Podgornaya, S.I. Grudina, S.G. Avdonina, An Enterprise Flexible Development Model //Procedia Economics and Finance Volume 24, 2015, Pages 519–522.

Berdnikova L.F., Khokhrina E.V. Influence of cash flows on the state and results of financial activity of an enterprise // Molodoy ucheny. - 2016. - No. 16. - Pp. 137-141.

8. Gabdullin Nail, R. Vakhitov Damir, B. Zamaletdinov Aidar, N. Kondratyeva Tatiana Innovative Systems Influence on the Economic Growth of the Volga Federal District of the Russian Federation// Procedia Economics and Finance Volume 24, 2015, Pages 237–245 International Conference on Applied Economics (ICOAE) 2015, 2-4 July 2015, Kazan, Russia

Bikchantaeva D.K. Modern approaches to the management of sources of financing / Bikchantaeva D.K., Guzelbaeva G.T. // Economics in a changing world III All-Russian Economic Forum with international participation - Kazan 2019. - P.118 - 120.

Doronina A. I. Methods of analysis and optimization of cash flows in modern conditions // Young scientist. - 2016. - No. 3. - Pp. 491-494.

Rybalko O. A. The concept of cash flows and their role in the management system [Text] // Economics, management, finances: materials IV international scientific conference (g. Perm, April 2015). - Perm: Zebra, 2015. Pp. 192-194. 18.

Guzelbaeva G.T, Rakhmatullina D.K, Akhmetshina E.R., Evaluation of the implementation of entrepreneurial potential (on the example of the Republic of Tatarstan)//Journal of Physics: Conference Series. - 2017. - Vol.936, Is.1. - Art. № 012077

**POTENTIAL FOREIGN DIRECT INVESTMENT MARKET IN
GABON**Arnaud N.Nzenguet¹Rustam R. Akhmetov²

Abstract: The article is devoted to the study and presentation of the potential of foreign direct investment in Gabon. Foreign direct investment (FDI) is an international capital movement created to create, develop or support a foreign subsidiary, as well as to exercise control over the management of a foreign enterprise. Foreign direct investment (FDI) is the driving element of multinationalization of companies, the creation of subsidiaries abroad or other financial relations. Reducing investment costs (exploitation of expensive natural resources, even impossible for transportation, using cheaper labor, optimizing taxation) and conquering new markets that are difficult to cover only through exports, are the main reasons for foreign direct investment. Foreign direct investment has risen sharply since the mid-1980s (more than

10.6%) and is one of the main factors contributing to the globalization of the economy. Thus, Gabon remains a potential foreign direct investment market due to the wealth and diversity of its economy. This diversity of the Gabonese economy groups all sectors of economic activity, such as transport, services, tourism, construction, telecommunications, oil and gas, and others. Today, we can say that in Gabon all the conditions for a vision of business and a favorable investment climate are created.

Keywords: investments, foreign direct investment, investment financing, investment climate, investment management, investment policy.

1. Introduction

¹ Kazan Federal University. e-mail: lewis092@mail.ru. Tel. +79872792485.

² Kazan Federal University. e-mail: lewis092@mail.ru. Tel. +79872792485.

The current global economic situation on a global scale is characterized by a dynamic growth of trade (10.6% per year), an increase in household consumption, which, in part, offset the negative effects of the financial crisis over the past ten years. At the same time, there is a slowdown in foreign direct investment in the world.

The market is becoming limited, investment projects are becoming less and less profitable, which leads to the limitation of foreign direct investment (FDI) in the world.

In these conflicting conditions, Gabon (a developing country in Central Africa) has significant economic opportunities. By rating, Breton woods Gabon is a middle-income country, and is also a member of the World Trade Organization (WTO). Gabon is open to economic and commercial exchanges with all countries of the world. The country is characterized by a rental economy based on the exploitation of raw materials, especially oil and wood. After a period of prosperity from 1945 to 1975, (the “glorious thirty years”), since gaining independence in 1960, Gabon raised the limits of domestic economic rent and began to diversify its economy.

The need to implement a policy of economic diversification was reinforced by the devaluation of the CFA Franc (monetary unit of the French possessions of West and Equatorial Africa) in 1994 to increase competitiveness. This diversification should be accompanied by significant investments in services, agriculture, transport and industry. Therefore, Gabon needs funding. The country has many opportunities for the development and diversification of its economy: the extraction of raw materials (oil, rubber, manganese, etc.), forests (timber and timber), the development of natural landscapes favorable for tourism, and the developing craft.

2. Methods, Results And Discussion

Why Gabon? The country is crossed by the equator, has accessibility from the sea, land and air. The population of 1.8 million people, of which 54.6% are under 25 years old, an area of 267.7 thousand km². 50 ethnic groups live in Gabon, more than 30 nationalities live and work together, the urbanization rate is 86%, and literacy is 83%. With access to a regional market with more than 145 million consumers

(ECCAS), Gabon is a real business in Central Africa. A stable democratic country with a genuine culture of the world, a liberal economic system, Gabon pursues a policy of attracting foreign direct investment. Gabon set itself the goal: "the horizon of a developing country until 2025". This target has two axes:

1. The first strategic axis - sustainable development, aims to develop key factors of Gabon's competitiveness through four aspects: sustainable development, management, human capital and infrastructure.

2. The second strategic axis is diversification as a growth factor. The implementation of this program will become a reality only if Gabon succeeds in turning a commodity-based monetary economy (hydrocarbons, wood, mines) into a value-added economy. [one]

Economic trends. The economic situation in Gabon in 2015 and 2016 was difficult, but was supported by numerous reforms that helped to strengthen public order due to the positive dynamics in such sectors of the Gabonese economy as agriculture, education and professional skills, small business, and infrastructure

development. Positive developments in the country's development led to the development of the Gabon Economy Recovery Plan (PRE) in 2017. This plan contains 8 priority sectors and 13 basic development projects that have been budgeted in order to strengthen recovery and foster growth. The inclusion of these projects in the country's budget for 2017 provides a reliable guarantee for the development of potential business relations between various investors and Gabon.

At the end of 2017, various messages received from international donors (AFDB, IMF, World Bank, AFD) inspired hope that allows us to consider the ambitions of the Gabonese state in its three-year economic recovery plan. Alex Segura-Ubierno, deputy head of the Africa Department's Department at the IMF, said at a press conference in Libreville in November 2017: "Some clear forecasts should allow us to diversify the economy" [5].

Gabon is a member country of the Central African Economic and Monetary Community (CEMAC), serving more than 45 million consumers in the Congo, Equatorial Guinea, Cameroon, Chad, the Central African

Republic and Sao Tome. In an effort to strengthen the legal security of business, the country is a member of the Organization for the Harmonization of Business Law in Africa (OHADA) and has signed many international agreements, in particular with the WTO and the World Bank. At the national level, Gabon has an Investment Charter and industry codes that provide many tax and customs benefits for investors [2]. Institutional conditions have been created in the country that are in line with the best international practices, allowing

for the effective coordination of investor support. Fiscal policies are applied to encourage exports and investment in priority sectors.

Tax and customs regulations for investments in Gabon. Value added tax is 18%. Other taxes may apply (e.g. 10% or 5%) depending on the nature of the product. Table (1) provides a comparative study of taxation of companies. Based on this comparison, Gabon takes the longest time to complete paperwork.

Table 1: International comparison of corporate taxation

Indicators	Country (region)			
	Gabon	Sub-Saharan Africa	USA	Germany
Amount of tax payments (year)	26,0	38,8	10,6	9,0
Time required for paperwork in hours	488,0	304,2	175,0	218,0
Total Taxes in % of profit	45,2	47,0	44,0	48,9

Source: Doing Business 2018- World Economic Forum 2017 [2]

Most FDI entering the country is for the oil sector. Total Gabon, Shell and Perenco are both the largest producers of petroleum products and major investors. Mining and forestry also attract FDI. The dominant investment in Gabon is France. Hundreds of French

companies have established subsidiaries in various sectors: oil and other mineral extraction, timber, the agri-food sector, construction, financial services, water and electricity concessions. An international comparison of investment protection is shown in the Table 2.

Table 2: International comparison of investment protection (in percent)

Index	Gabon	Sub-Africa saharan	USA	Germany
Transaction transparency index *	7,0	5,0	7,0	5,0
Manager's liability index **	1,0	4,0	9,0	5,0
Shareholder equity index ***	5,0	5,0	4,0	8,0
Investor protection index****	3,8	4,3	6,5	6,0

Source: Doing Business 2018- World Economic Forum 2017 [2]

Note: * The higher the index, the higher the openness of transactions.

** The higher the index, the more managers are personally responsible.

*** The higher the index, the more opportunities shareholders have to protect their rights. **** The higher the index, the more investor protection is important.

Table 2 shows that the transaction transparency index in Gabon

is 7.0% versus 5.0% in Germany. The shareholder cash ratio is stronger in Germany (8.0%) than in Gabon (5.0%) and the United States (4.0%). Consequently, investor protection is significantly higher in the United States (6.5%) and Germany (6.0%). The development of foreign direct investment in Gabon is shown in the Table 3.

Table 3: Foreign direct investment in Gabon for 2015 to 2017 (Millions of US dollars)

Indicators	Years		
	2015	2016	2017
Inflow of foreign direct investment *	990	241	1498
Volume of foreign direct investment**	6750,3	7991,3	9489,3
Number of investment in new projects ***	1,0	1,0	0,0

Inflow of foreign direct investment in % of VNOK ****	12,5	13,4	n/d
Volume of foreign direct investment in % of GDP	47,2	52,3	n/d

Source: UNCTAD (United Nations Conference on Trade and Development) [8]

Note: * UNCTAD Performance Index is based on the ratio of a country's share in total global FDI inflows and its share in global GDP. ** UNCTAD Potential Index Inside FDI based on 12 economic and structural variables, such as GDP, foreign trade, FDI, infrastructure, energy use, R&D, education, country risk. *** The number of investments in new projects corresponds to domestic subsidiaries. **** Gross fixed capital formation (GFCF). [3]

Gabon amounted to \$ 9.4 billion (70.6% of GDP), which is a constant increase since 2012.

The process of starting a business consists of 7 stages and lasts about 50 days. This duration is linked to an accurate institutional and regulatory framework to guarantee partners and investors in Gabon a reliable and secure contract. It guarantees the reliability of the state, and also studies the sources of financing. These procedures are shown in the Table 4.

In 2017, according to UNCTAD, foreign direct investment in

Table 4: Business creation procedures

Procedures	Country (region)	
	Gabon	Sub- Saharan Africa
Procedures (number)	7,0	7,80
Time (days)	50,0	27,0

Source:

BNP <https://www.tradesolutions.bnpparibas.com/fr/implanter/gabon/investissements> [10].

The Gabonese economy offers a potential investment market with diverse and affluent sectors. Taking into account new ways of world growth, such as a clean or green economy, biodiversity, environmental protection, new products, green products have spawned. Today, one of the advantages of African countries, especially in the Congo Basin, is the exploitation and marketing of products derived from forest conservation. The Gabonese forest covers 80% of the country and covers 22 million hectares. The forest sector is the second largest employer after civil service in Gabon. In 2006, it accounted for 9.1% of exports. The high potential of the Gabonese forest may provide certain economic benefits in the future. Gabon, with its forest, is eligible for a carbon prototype fund managed by the World Bank to finance projects in the green economy. Developing countries are offered a compensation mechanism in exchange for reducing their carbon dioxide emissions from forest loss. The Gabon initiative, adopted in 2002 to create 13 national parks (10.06% of the country's territory), is a factor that will make investment in biodiversity profitable.

Tourism sector. For decades, developing countries have diversified their economies through the development of tourism. An example is Morocco, Tunisia, Egypt. The creation of tourist routes in protected areas would allow the use of the discovery of landscapes and reliefs of remote areas (Bateke plateau, waterfalls, etc.). Data show that the number of tourists visiting Gabon has been increasing since 2000, despite seasonal trends in this sector. By 2030, this number will be estimated at 450 thousand people, which will be 1.5 times more than in 2003. Despite the increase in the number of tourists, revenues from this sector tend to decrease. Therefore, the tourism sector needs investments to have a significant impact on Gabon's GDP.

Given the average cost of 545.15 thousand dollars per tourist, by 2030, Gabon can count on resources of about 245.25 million dollars [11].

Building. In the 1970s, Gabon began gigantic construction work for the railway and preparatory work for the OAU summit. Fifty years after independence, the development of the construction and public works sectors remains an indispensable lever of the

economic boom in a country where the only type of minerals - oil reserves - cannot yet provide double-digit growth rates. Since 2006, the Gabon authorities have decided to invest heavily in infrastructure, including roads, artwork and stadium construction, in order to prepare the African Cup of Nations in 2012. The period 2006–2030 It has prospects to become good for the construction sector, since it will occupy 40–45% of the government's annual investment budget. This may have the ripple effect of attracting FDI in this sector. [9]

Fisheries and agriculture. As part of the African Development Bank (AfDB) fisheries and aquaculture support project, it has become available to the Gabon fisheries and aquaculture sector, CFAF 13 billion equipment to upgrade the sector. The deadlines for the implementation of the PSPA project are set at the end of 2011. The implementation of this project should allow the fishing and aquaculture sector to contribute 4% of GDP, compared to 1.5% at present. In the long run, PSPA should benefit 21,500 operators in this sector, 56% of which are women, and should have a real impact on the position

of 55,800 people. The project covers all 9 provinces of the country.

The mining and oil sectors. Gabon is the second largest manganese producer with 25% of global demand. There are many places that are still not used, including Okondzha in Upper Ogue or Njola in Middle Ogue. France remains the main partner for the exploitation of manganese. Gabon has a mineral that is among the best in the world in quality. The discovery of a new field, whose reserves are estimated at 60 million tons in the south-east of the country, where the French subsidiary ERILET COMILOG planned to produce 3.3 million tons in 2010 against 2.2 million tons in 2009.

As for oil production, it has a new future. The launch of a tender for 42 blocks (110,000 m²) of deep-sea and ultra-deep oil exploration revived Gabon's oil prospects after a steady decline in production over the past two decades by 5% per year. The government of Gabon has developed a marketing plan to convince oil operators in Paris, Houston, Singapore, Canada and London. Already, Total, Shell, Perenco, Addax Petroleum, Maurel & Prom, the Chinese company Sinopec and the

American group Chevron Corporation are interested in purchasing lots. Interest from these and other international oil groups shows growing opportunities, although exploration and operation remain very high [10]

3. Summary And Conclusions

According to the report of the UN Conference on Trade and Development (UNCTAD), the increase in FDI flows to Gabon is explained by the country's new openness policy: active reforms, tax cuts in a number of sectors, new opportunities for diversification in the domestic market. In 2013, several new countries appeared in the ten leading importers of Gabon: Turkey, South Africa and Spain. Now they occupy 7th, 8th and 10th places, respectively, while Great Britain, Russia and Japan have lost their positions. Since 2014, FDI has grown (+ 100% between 2009 and 2014) and reached 5 billion Swiss francs. However, a reduction in investment in African countries in 2015 did not spare Gabon, and investment fell by 62%. The downward trend in commodity prices, which began in 2016, reinforced this process. This was especially noticeable in sub-Saharan

Africa. However, growth was observed in Gabon - mainly due to FDI from China and Morocco.

The country's government should emphasize its comparative advantages, in particular, human capital, a favorable geographical location, incentive rules, easy access to raw materials, undiversified exports and growing purchasing power depending on the level of GDP per capita, estimated at 5500 US dollars in 2030. Gabon also provides real opportunities in several sectors, such as the environment, tourism, mining and oil, construction, fisheries and aquaculture, and wood processing.

4. Acknowledgements

The work is performed according to the Russian Government Program of Competitive Growth of Kazan Federal University.

References

<http://www.anpigabon.ga/index.php/fr/investissements/secteurs-prioritaires>
Doing Business -World Economic Forum
№ 11, p.220-300, 2017.

<https://www.tresor.economie.gouv.fr/Pays/GA/les-investissements-directs-etranangers-au-gabon>

<https://www.tradesolutions.bnpparibas.com/fr/implanter/gabon/investissements/>
<https://www.amazinggabon.com/fr/investir-au-gabon>

BUCH C.M, «Investissements Directs Etrangers au Gabon», PIAZOLO-eco, p. 75-99, 2003.

Foreign Direct Investment in Europe: Is There Redirection From the South to East, Journal of Comparative Economics, Nº 31, p. 94-109, 2014.

DJAOWE J, «Investissements Directs Etrangers (IDE) et Gouvernance : les pays de la CEMAC sont-ils attractifs ?», Revue africaine de l'Intégration, vol. 3, Nº 1, p.30-80, 2009.

https://fr.wikipedia.org/wiki/Franc_CFA#Cr%C3%A9ation

UNCTAD

<https://unctad.org/en/Pages/statistics.asp>

x

<http://www.economie.gouv.ga/1205-relation-investisseurs/1208-finances-publiques/>

**PRACTICAL APPLICATION OF THE THEORY OF PRIVATE
MONEY IN THE CRYPTOCURRENCY MARKET**Evdokimov Ilya A¹Frolov Nikita I²Lysanov Denis M³Karamyshev Anton N⁴Isavnin Aleksey G.⁵

Abstract: The article considers the main aspects of the theory of F.A. von Hayek. The effectiveness of competition has been proved as a way to select the best currencies, which are characterized by high liquidity, transparent emission, and active work in the information space. And also in this article, the power of the influence of the press factor on the theory of Private Money by F. A. von Hayek is considered. The effectiveness of this factor, which acts as a filter of a low-quality product, allowing market participants to filter out unreliable currencies, has been proved.

Keywords: market, competition, currency, cryptocurrency, press.

1. Introduction

The work "Private Money" was published by Nobel Prize winner in economics Friedrich August von Hayek in 1976. The main idea of this work is reduced to the following theses [1]:

- liquidation of the monopoly of the government on the issue of funds;
- liberalization of the issue of private funds;
- equating cash to a typical commercial product;
- the creation of a better private currency through equal competition with other cash [1].

At the time this work was published, it was widely believed that only one money should be used within

¹ Kazan Federal University. e-mail: dyxmedia92@gmail.com. Tel.: +7-917-234-76-79.

² Kazan Federal University. e-mail: dyxmedia92@gmail.com. Tel.: +7-917-234-76-79.

³ Kazan Federal University. e-mail: dyxmedia92@gmail.com. Tel.: +7-917-234-76-79.

⁴ Kazan Federal University. e-mail: dyxmedia92@gmail.com. Tel.: +7-917-234-76-79.

⁵ Kazan Federal University. e-mail: dyxmedia92@gmail.com. Tel.: +7-917-234-76-79.

the state, which was in no way questioned.

And also the fact that the state monopoly on the issue of currency is a natural right of the government. This opinion has long been firmly rooted in the minds of the vast majority of members of the world's society. Which, in turn, did not allow the theory to be applied in practice, since the thoughts expressed in it seemed unrealistic [1].

But thanks to the development of high technologies, and subsequently cryptography, in 2009 the first cryptocurrency in the world was developed - "Bitcoin". The development of this technology did not stand still. With each update, this cryptocurrency received qualitative improvements in its technical characteristics and this made it possible to popularize this technology, which gradually led to an investigation that gave rise to a tendency for the emergence of many other various cryptocurrencies, both decentralized and private. The gradually increasing number of cryptocurrencies has generated fierce competition for investment. Thus, considering a private cryptocurrency, we can in practice confirm or refute the theory of F. A. von Hayek [1].

2. Methods

The cryptocurrencies considered in this article were initially formed as currencies completely free from any kind of regulation. To achieve such characteristics, the basis of most cryptocurrencies is laid such a parameter as decentralization. Peer-to-peer network allows you to achieve such conditions where any of the network members has completely equal rights in relation to other participants, and vice versa. This network does not initially provide for the presence of "arbitrators" with privileges in relation to other participants, which allow blocking accounts or influencing transactions between network participants in any other way inherent to traditional currencies. This is one of the main aspects of the theory of F. A. von Hayek, namely the lack of currency control and regulation of cash flows between countries, which in itself is a key feature of cryptocurrencies and their main ideology [1, 4, 5, 6].

The considered instrument of monetary exchange also satisfies such an important parameter of the theory under consideration, as the equal treatment of currencies, being an important factor

underlying the theory. In the event that the state cannot legislatively influence any issuer of private funds in such a way that this government intervention will have a positive or negative impact on the competition of private currencies, then the determined economic environment will positively affect competition between private currencies. It is due to free competition, and not state regulation, that F.A. von Hayek proposes to establish the worst currencies whose value is unstable, or whose emission the issuer abuses, and also to determine the best currencies whose value remains unchanged over time. Here, the state cannot influence issuers of private funds by providing any advantages for specific currencies in the conditions of free competition prevailing in the modern cryptocurrency market [1, 4, 5, 6].

It is the fact that for the most part cryptocurrencies are a decentralized, peer-to-peer network, where all participants in the process are equal participants, where there are no network administrators who are able for some reason to block either the network member's account or his money, and it was a consequence of the fact that cryptocurrencies received widespread

support of society in the world [1, 4, 5, 6].

In turn, one of the fundamental factors in maintaining the value of a currency and its competitiveness is the press. F.A. von Hayek assigns the press the role of a supervisor or, in a word, an "arbiter" who closely monitors every step of the issuers and identifies their suspicious actions, preventing them from destabilizing their currency. This allows the "consumer" to form their own opinion about the reliability of a particular issuer of private currency for subsequent investment. Thousands of different information resources around the world daily publish news reports that can have a strong impact on the capitalization of cryptocurrencies, which should force the issuer to actively participate in the public sphere, introduce new achievements in technical terms and most importantly, tightly control currency emissions in order to. There was no reason for the press to doubt the purity of a particular issuer.

After all, nothing can be worse for a business than news bulletins that tarnish their currency [1, 4, 5, 9].

F.A. von Hayek claims that the most popular will be those currencies that retain their value for a long period of

time, or, in other words, are stable. Most cryptocurrencies are a kind of stock of companies. Where their price depends on parameters such as technology excellence and overall popularity. But there are other types of virtual monetary units, which in our case are optimal for consideration - stablecoins. The purpose of these currencies is to maintain

purchasing power at the same level in an infinite period of time [1, 4, 5, 10].

Next, consider the most popular stablecoin to date - Tether (USDT).

3. Result And Discussion

In the chart below, we can observe fluctuations in the price of the Tether cryptocurrency [3].

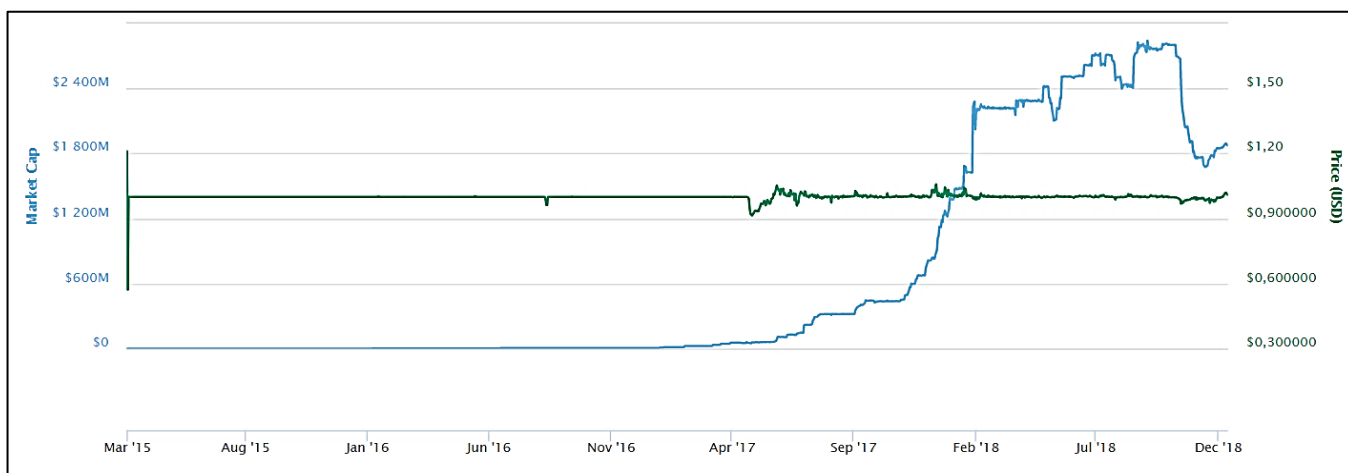


Figure 1 - Graph of Tether price fluctuations for the period from March 2015 to December 2018

According to the theory of F.A. von Hayek, the main factor in the popularity of private currency among the public is its ability to keep the declared value of the currency at the same level. For example, the contents of a consumer basket for an unchanged number of units of conditional currency should not be adjusted over time. In our case, the conditional “consumer basket” is the US dollar. Tether has committed to keep the

value of its currency at 1 USDT = 1 USD [1].

In Figure 1, we can see that for more than 3 years Tether has demonstrated the ability to hold the declared value of its currency. Moreover, the 24-hour trading volume of this currency is more than 160% higher than its market capitalization, which makes it extremely effective in the most important parameter for any currency -

liquidity. The high efficiency of the currency in question contrasts even more with other cryptocurrencies, whose 24-hour trading volume on average does not exceed 15% of their capitalization. Here we can observe the influence of the press [3], in April 2017, it was able to knock cryptocurrency out of action for several

months by publishing information about the termination of cooperation between Tether and Taiwanese banks. The exchange rate is maintained due to controlled emission; currently only 70% of the total issued USDT is used, the rest of the currency is “burned” to maintain the exchange rate [1, 2, 4, 7, 8].

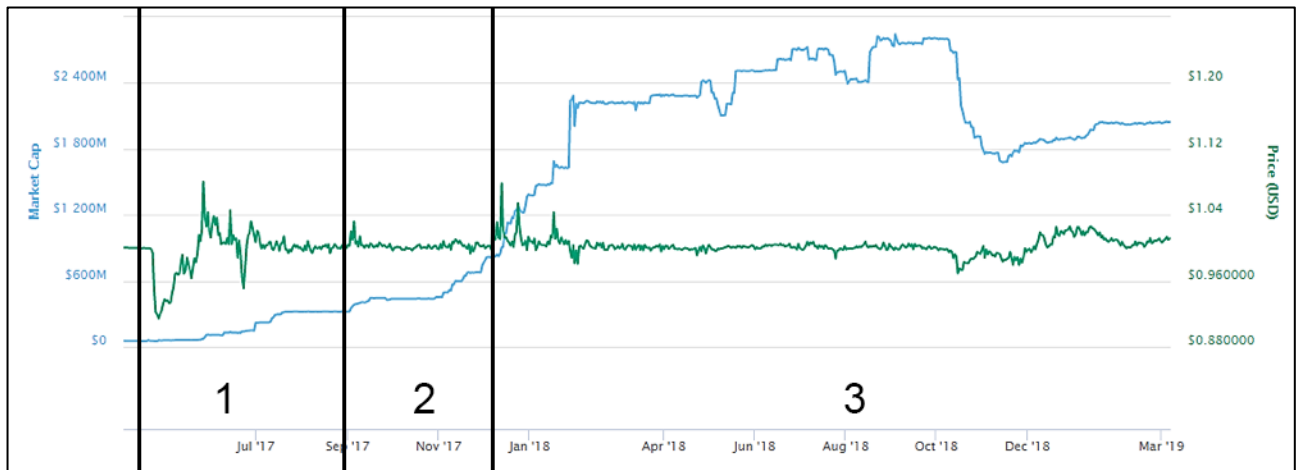


Figure 2 - Graph of Tether price fluctuations for the period from July 2017 to March 2019

The graph shows (1) how in April the cryptocurrency rate fell to \$ 0.89 after the announcement of iFinex Inc. (operator of the Bitfinex exchange) and Tether Ltd on the unilateral termination of cooperation on the part of the American bank Wells Fargo. At the same time, Bitfinex announces the suspension of operations with fiat currencies [3].

Despite the fact that by mid-May parity against the US dollar was restored (operations with fiat currencies were resumed). The situation around Tether and Bitfinex interested a number of media. In particular, the price of Bitcoin (BTC) on the Bitfinex exchange was approximately 10% higher compared to other popular sites.

This situation reminded the community of the bankruptcy of the Mt

Gox exchange, where the BTC price stood out similarly to its competitors. Individual users, and subsequently the media, began to question the availability of Tether with a sufficient amount of US dollars to cover all issued USDT. From that moment, thanks to negative rumors, the unstable mood of various users and the media aggregating this information, the Tether exchange rate was no longer in perfect parity with the US dollar, and the company itself was forced to protect its reputation in the public space [3].

New rumors, which appeared in the fall of 2017, testified to the involvement of Tether in the registration of fictitious companies for the subsequent opening of bank accounts on them. This situation, coupled with the fact that according to media reports from April Tether issued 170 million units of the new currency, made us think about fraudulent transactions of Tether and Bitfinex, which undoubtedly denigrated the company, and made it issue a public statement about the company's prosperity, as well as the results of the company's audit. This case also led to a price jump on the chart (2) [3].

In early December 2017, Tether went to court with a charge of “doubtful individuals” of spreading false rumors.

At the same time, the company representative had to admit part of the rumors about the dubious connection between Tether and Bitfinex, thanks to the “paradise documents” - an array of materials presented to the public in November 2017 regarding the activities of offshore companies. The New York Times refers to the same documents in its article on the relationship between Tether and Bitfinex. Bitfinex was announced to expand the list of partner bank, but nevertheless, there was no direct answer to public criticism about manipulating the price of bitcoin. At the same time, the exchange announces cooperation with the law firm Steptoe & Johnson to protect the interests of the company from accusations from various media about the financial frauds of the company, which Bitfinex considers false. A large number of rumors, the refusal of companies to disclose the organizational structure, generated strong unrest on the price chart [3].

In less than a month, the pressure on companies in public space intensified: Nuriel Roubini accused Tether of manipulating bitcoin; CNBC cited Tether as one of the possible reasons for the cryptocurrency market

crash; Tether itself ceased cooperation with the audit firm Friedman LLP.

The result of the press was the extremely dubious reputation of Tether. A lot of rumors and allegations of fraudulent actions are forcing the company to actively work with the issue to maintain parity to the American dollar 1: 1. And most importantly, the press was finally able to attract regulators to this problem. The US Commodity Futures Trading Commission (CTFC) has begun analyzing Bitfinex and Tether, sending subpoenas to both organizations. From that moment, pressure on the company intensified. It is noteworthy that the press can also help the company maintain its reputation: for example, the media published evidence of Tether banking activity in Puerto Rico, as well as an issue of 775 million USDT. Thus, the press indicates that Tether may have sufficient US dollars to cover obligations, or is working in this direction.

4. Summary

From the foregoing, we can conclude that cryptocurrencies already possess such necessary characteristics of the Private Money theory as: lack of currency control and regulation of cash,

free competition. That allows us to attach the material in question to the proof of the feasibility of the theory.

5. Conclusions

To date, countries do not have a legislative framework for regulating cryptocurrencies. Nevertheless, we can observe the confident work of the press as a regulatory body. It is the media that create the company's reputation through its own investigations, both denigrating it and proving the “purity” of the company. This state of affairs makes the company actively work with emissions (this can be seen from the unstable price chart) in order to maintain parity of the US dollar against USDT and banks (for the possibility of exchanging USDT for fiat currency), thus giving no further reason to doubt its reputation. Tether has been quite successfully defending itself from attacks by the press for more than two years; any of its actions is analyzed by the community, thus preventing fraudulent actions. This proves that in the market of private currencies free of regulatory bodies, the press can successfully replace them, acting for the benefit of consumers.

Cryptocurrencies comply with the following requirements of “private money”:

- lack of a single national currency;
- free issue of cash;
- currencies are represented by some commercial goods that compete with each other for attracting investments.

Moreover, in a competitive environment, issuers are forced to actively work in the information space, improve the technology and carefully handle the issue of currency. Tether considered earlier, whose peak capitalization was close to USD 3,000,000,000 due to intense competition, today occupying the 5th position in the rating of cryptocurrencies in terms of capital, having high liquidity, confirms the applicability of the theory of F.A. von Hayek in practice.

6. Acknowledgements

The work is performed according to the Russian Government Program of Competitive Growth of Kazan Federal University.

References

F.A. von Hayek. Private money. // Institute of the National Model of Economics. 1996.240 p.

Coinmarketcap [Electronic resource]: access mode: <https://coinmarketcap.com>.

Forklog [Electronic resource]: access mode: <https://forklog.com/tag/tether>.

Finances.Social [Electronic resource]: access mode: <https://finances.social/kredit-banki-dengi/teoriya-chastnyih-deneg-35998.html>

Letknow [Electronic resource]: access mode: <https://letknow.news/publications/kripto-valyuty-i-chastnye-dengi-chem-budut-rasplachivatsya-lyudi-v-budushchem-28524.html>

Cyberleninka [Electronic resource]: access mode: <https://cyberleninka.ru/article/n/chastny-e-dengi-osmyslenie-rol-i-i-mesta-v-sovremennom-mire>

Economics.Kiev [Electronic resource]:

access mode:

<http://www.economics.kiev.ua/index.php?id=76&view=article>

Forecast World [Electronic resource]:

access mode:

<https://www.mirprognozov.ru/prognosis/economics/bitcoin-russia/>

Exchange Leader [Electronic resource]:

access mode: [http://www.profi-](http://www.profi-forex.org/journal/number46/page19.html)

[forex.org/journal/number46/page19.htm](http://www.profi-forex.org/journal/number46/page19.html)

[l](http://www.profi-forex.org/journal/number46/page19.html)

Bitcrypto News [Electronic resource]:

access mode:

<https://bitcryptonews.ru/blogs/cryptocurrency/chastnyie-dengi-minusyi-politicheskogo-kontrolya-nad-dengami>

Gênero & Direito

Este periódico está indexado nas bases:

