

Gênero & Direito

Periódico do Núcleo de Estudos e Pesquisas sobre Gênero e Direito

Centro de Ciências Jurídicas - Universidade Federal da Paraíba

V. 8 - Nº 04 - Ano 2019 – Special Edition

ISSN:2179-7137



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:

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- **Gênero, história, Espanha:** movimento feminista, direitos civis e políticos, história da dominação, micro história, discurso social, reformas políticas

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THE EVOLUTION OF CINEMATOGRAPHY IN RUSSIAN LITERATURE OF THE 1920S

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Abstract: This paper concerns the issue of the interaction of literature and cinematography in the cultural process of the 1920s. The main emphasis is placed on the phenomenon of literary cinematography, which became widespread in the third decade of the 20th century. The content of the concept of “cinematographic literature” is defined, its significant characteristics are singled out (special compositional-syntactic organization of the work, representation of the situation of observation, the use of cinema techniques) and the development of cinematography in the work of poets and writers of the period is studied. In the course of the analysis of the texts, specific techniques and cinematographic functions characteristic of this decade were singled out. Experimenting with artistic time and space, the authors attach

an innovative character to the works, develop new ways of constructing the plot. In addition, cinematography makes it possible to add the text documentary and agitationality. The study revealed a close relationship between the development of cinematography in the literature and the general tendencies of the cultural process of the early 20th century.

Keywords: synthesis of arts, literary cinematography, LEF, Russian literature of the 1920s.

Introduction

A tendency to the synthesis of arts was a characteristic feature of the culture of the late 19th - early 20th centuries. With the help of such connection, the authors of the works

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attempted to solve a number of problems: from the creation of innovative techniques to the formation of the theories devoted to the global transformation of society. This process was continued in the 1920s, when the visual arts began to attract a keen interest, including cinematography, which was going through an upsurge in development in that period.

The possible and realized interaction of cinema and literature was discussed by both the figures of the first third of the 20th century and contemporary researchers. So, in 1927 the collection “The Poetics of Cinema” [1] covering the specificity of cinematography and its correlation with other art forms, especially with literature, was published. In the beginning of the 21st century N.A. Khrenov printed the work “Cinema: Rehabilitation of Archetypical Reality” [2], studying the history of the development of cinematography in the cultural aspect, taking into account the beginnings of rise and influence on the historical and cultural process.

A number of works dealing with the impact of film art on artistic literature have been created. These are the large-scale studies that determine the

essence of the concept of “cinematographic literature” [3], and the proceedings which analyze the works of certain authors [4, 5]. But the problem of the literature-cinema relationship cannot be called fully studied, since there are the questions having not been considered individually. The latter concern the development of cinematography in the Russian literature of the 1920s.

Methods

Poetic and prose works of literature, articles and creative manifestos of the 1920s were used as an empirical basis. The structural-typological method enabled to study the specificity of cinematographic manifestations in literary texts, to define the specific techniques and principles.

Also, the study is based on comparative historical and cultural methods that help to consider the interaction of literature and cinema in the context of culture, to single out the tasks and causes of such relationship within a certain historical period.

Results and Discussion

Interest in cinematography in the 1920s was associated in many respects with its great advance in development. Until now, cinema has often been perceived as something imperfect: the result of a joint influence of literature and theater, “light” booth, etc. [6]. By the third decade of the twentieth century, cinema has acquired its own language, specific techniques and has been finally recognized as an independent type of art [7], which cannot only conceive the features of painting, literature, etc., but also influence them.

The collection “The Poetics of Cinema”, the authors of which, among other things, drew a parallel between literature and cinema, made the idea of the proximity of these arts particularly popular. Most often they argued about the similarity of cinema and poetry – the division of the text into lines was compared with the filmshot change. Many writers and poets deliberately included the elements of cinema in the pieces of art, created related genres (the poem was called “a lyric film”, a travel essay – “the path of a film”, etc.). There was a plunge into the world “behind the screen”: for example, in the poem by N. N. Aseev “Bomb” the story of a soldier, designated as a literary work («Как тиф

начинается стих» / “The verse begins like ” [8, p. 49]). turned into the film with credit titles. In some cases, it was just following “the fashion”, but more often than not synthetic searches helped the authors to solve intellectually demanding tasks in a new way.

First of all, it is necessary to clarify the content of the concept of “cinematographic literature”. Already in the mid-1920s. there appears the term “cinema-literature” [9], implying the works of literature, created under the influence of the cinema. The main feature of these texts was the striving for the dynamism of the narrative. Modern researchers consider this phenomenon not so categorically. Cinematic is considered to be a work, in which a set of features is inherent, which is characteristic even of cinema. It does not matter whether the author wanted to make his text this way or he made it unconsciously - it is significant how the work is constructed. First of all, it will differ by a specific composition-syntactic organization. The text is often divided into small paragraphs. The author of such work aims not so much at giving a detailed description of the artistic world, but forming an impression of it with the help of a number of vivid

figures and details. Separate elements are connected by editing [3, 4, 10]. Another important principle of cinematographic literature is its visuality set. The text does not just seem “visual” - the narrative is organized as a mix or alternation of the points of view of specific characters watching what is happening. And this observation must go on in motion [3, 4]. As a result, artistic time and space in the cinematographic work attract attention, they are formed and written with special care and allow of doing creative experiments. And the most obvious feature of literary cinematography is an attempt to carry over its specific methods of cinema into the literary sphere.

These features are in many respects not unique. So, the montage was quite widespread in the literature of the turn of the 19th–20th centuries [10, 11]. In the 1920s, this device had been still relevant. The creation of a single picture from disparate elements becomes an important part of the cultural process on the whole. It is reflected in the cinematography, which in the 1920s was called “editing” in photo art, in painting, etc. N. A. Khrenov, studying the role of film montage in the cultural space of the third decade of the 20th century, comes to the conclusion that the cinema helps to

form a new artistic norm; the editing narrative principle begins to be perceived as something ordinary. Thus, cinema influences literature, but this dependence is not direct, but indirect [2, p. 203-204]. A tendency to dynamism in literature was also developed independently, especially in the creative work of the futurists who tried to reflect the rhythm of modernity and the movement towards the future. That is, separately taken elements of cinematography existed in the literature before, moreover, they received special development in the art of the beginning of 20th century in general. But the cinematography contributed to their dissemination, popularization. Thanks to the influence of the cinema, there appeared the texts, where these characteristics are concentrated, intertwined, and therefore cinematographic works differ from the usual, more traditional ones.

The mutual influence of cinema and literature is already in the Silver Age, for example, the reception of “pullback” was repeatedly reflected in the works of the early twentieth century. In the 1920s this interaction comes to a new level. The poets, writers try to find original ways of creating text, and the

cinema becomes a source of inspiration for many of them. This process was most vividly carried out within the framework of the LEF activities.

LEF is a literary group created by former futurists who continue to develop the creative principles of the current under new historical and cultural conditions. The works of the futurists reflected largely the cinematic characteristics: their literary texts were montage, dynamic, which was noted by both researchers and authors of futurist manifestos [12, 13, 14]. In the 1920s they declare the need to strengthen the innovative component of works by creating new ways of plotting [15, 16]. The members of the association define a spatio-temporal organization being characteristic of cinematography as their orientation. Literary texts created according to new principles are published in the journals of the association – “Lef” and “New Lef”. Not only the works of Lef are printed, but also poetry and prose of other authors, corresponding to the views of the literary group (for example, the texts of V. P. Kataev, I. E. Babel, L. A. Kassil, etc.) - i.e. the process of creating cinematic literature was not restricted to the

activities of the association, many poets and writers were engaged in it.

As an example of a text of a new type, one can analyze the novel by B.A. Kushner «Незатухающие колебания»/ “Undamped Oscillations”. The main principle of the organization of the work is editing one, and there are combined not only different events, stories, but also the points of view of the characters and the narrator. The novel begins with a description of the place observed through the wire fence:

«Ниже шоссе кольцом обегало гору – белое, серое, пыльное, как новая автомобильная камера.

Еще ниже переплелись колеи железной дороги.<...>

Русские окопы были за рекой» [17, p. 55]. /

“A mountain was enclosed by the highway below with the ring - white, gray, dusty, like a new car camera.

Even lower the railroad tracks interwove. <...>

Russian entrenchments were beyond the river”

The picture is presented in three dimensions, but it is limited by the narrator, the part of it disappears of sight

(for example, it is stressed that it is impossible to see the further way of the car speeded by). Then, without an obvious switch, the escape of the captured soldiers is described, which are the observers in the first lines of the text (and this fact becomes clear only through the repetition of the phrase, there are no the authors' comments on this matter). The novel is a combination of three different storylines, and the switch from one story to another is rather original:

«Врач не знал, умирать ли раненному или нет. И сам раненый не знал этого.<...>

Лежал неподвижно. Плечо, разбитое бревном, набухло, как подушка. Видел удивительные вещи.

Видел Тиргартенштрассе. Асфальт, отполированный шинами двадцати тысяч городских автомобилей.<...>

Ганс Рабе шел по мягкой дорожке под деревьями вдоль асфальтовой реки...»[17, p.68-69]

“The doctor did not know whether a wounded person to die or not. And the wounded himself did not know this. <...> He was lying motionless. The shoulder, broken by a log, swelled like a pillow. I saw amazing things.

I saw the Tiergartenstrasse. The asphalt, polished with tires of twenty thousand city cars. <...>

Hans Rabewas walking along a soft path under the trees along the asphalt river ...”

The reader, through the eyes of a wounded soldier, redirects his attention to the events from the life of a new character. This description resembles a cinematic fade-in, when through one picture gradually appears another one. In this case, the transition is mechanical, it is just an unusual change of place of action, a connection between the characters is not justified logically. This is not a recollection of the past, not a fantasy and not a dream - the further narrative is connected with the story of the revolutionary, to be the most meaningful in the work. All parallels between the story lines are associated with visual images: «Чугунная решетка сада ничего не мешает видеть, как не мешали проволочные заграждения видеть весь путь от австрийских окопов до русских»[17, p.62]/ “The cast-iron lattice of the garden does not prevent from seeing like the wirefences did not prevent from seeing all the way from the Austrian trenches to the Russian

ones”. The narrative turns out to be abrupt, the narrator draws scattered pictures of the observation of the characters, the juxtaposition of which should lead the reader to the author’s idea. The attempt to escape from captivity to freedom, to find the lost beloved in a foreign city, to help people getting rid of the yoke of power (having arranged a strike at the factory) are all phenomena of the same order, natural desires and aspirations of a person, called “undamped oscillations”. This approach was common in the movies of the 1920s. The relation to the style of the films is emphasized throughout the text: the character’s look is compared with a photographic camera, cinema always attracts the character’s attention, the descriptions often resemble the scenes from popular films.

If in the “Undamped Oscillations” B. A. Kushner conducts experiments with the artistic space, then in the “The Native Land” A. Vesely focuses attention on the time, more precisely, the speed of narrating. The passage published in the journal “Lef” depicts people’s festivities. The narrative consistently goes through several stages. From the beginning the reader observes the individual villagers:

«Обедали братья Огурцовы.

Побросали ложки. За ворота. Вчетвером. Споленьями, стяпкой – туча» [18, p.63]. “Brothers Ogurtsovs were dining. They threw the spoons. For the gate. Four together. With logs, with a hoe - a cloud”

Then the general plan of the village is represented: «Девки, бабы, парни, мужики, ребяшня. Хрусткий визг. Хрипутьробный» [18, p.64]. “Girls, women, guys, men, children. A squeal. Death-rattle”. And everything flows into a general festive noise:

«Ор.

Буй.

Гик» [18, p.64].

After that, the chain of pictures passes the reverse “path” - and again it repeats, and so it happens throughout the text. One forms the impression that the narrative is slowed down so that you can see specific characters, then it accelerates to such an extent that the entire image becomes indistinguishable. This is way the character and the scope of the national holiday are conveyed.

Similar techniques were used in poetic works.

In the second half of the 1920s the creativity of the lefs acquires the characteristics of socialist realism, and the members of the association pay attention to other possibilities of cinematography that are applicable in the literature. Lefs needed to form a certain point of view among the readers, and it is most naturally to do this. For this purpose, emphasis is placed on the documentary beginning. The most common genre of LEF in this period is the travel essay, which receives the symbolic designation “the path of a film” (S. M. Tretyakov in this way defined the genre of his novel “Moscow – Beijing” [19], which set a certain tone for the narrative of subsequent essays). The author has set himself the task of conveying as much detail and naturalness as he saw during the journey. The text is constructed as a sequential observation of the narrator for the surrounding, unfolded in time. Attention to specific details and at the same time the dynamic narrative, the accented description of really existing routes and familiarity with them as if in real time make the author win the readers, form the credibility of the text. In this case,

despite the statement of the lefs that the reality is rendered as objectively as possible in their essays, in fact a certain standpoint is represented in the works. Another essay by S. M. Tretyakov expressly determines the desire to make the reader’s view more “productive” so that he immediately to draw a line between the representatives of the “old” world and the “new” one, the socialist, and to rejoice at the achievements of the latter [20, p.24].

Summary

Thus, there are several reasons for which the poets and writers of the 1920s created cinematographic works. First, the turn to the techniques of the cinema enabled to update the approach to creating aliterary text. New ways of plotting based not so much on the logic of the narrative but on visual associations, the desire to create an experimental work are being formed. The authors play with artistic time and space, include the cinema devices in the literary text.

Second, with the help of cinematography, the documentary nature of the works is emphasized. The image of the real pictures and actions, despite

the apparent conventionality, evoked the sensation of reliability of the described. Documentary texts help to disguise their agitation task.

Third, attention to cinematography was largely due to the prevalence of the idea of the interdependence of literature and cinema. Writers and poets created new genres, plunged the characters into the world “behind the screen”, not only attempting to create a qualitatively new artwork, but also wanting to embody the popular trend in their work.

Conclusion

The development of cinematography in the work of the poets and writers of the 1920s. was associated with the characteristics of the literary and cultural process of the first decades of the 20th century. Attention to the visual beginning, the use of editing, the desire to convey the dynamics of the modern rhythm of life - all these are meaningful elements of different types of art, not formed under the direct influence of cinema. But the cinema, as developed, contributed to their strengthening in the culture of the 20th century.

It was in the 20th century when a shift from literary-centricity to the predominance of visual arts took place, which led to changes in the field of literature. The further study of the cinematography of the literature will make it possible to understand and describe this process more comprehensively.

ACKNOWLEDGEMENTS

The work is performed according to the Russian Government Program of Competitive Growth of Kazan Federal University.

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THE CURRENT STATE OF RUSSIAN REGIONAL INTERNET MEDIA (ON THE EXAMPLE OF THE REPUBLIC OF TATARSTAN)

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Ramis R. Gazizov²

Abstract: The paper concerns the determination of the state of development of the Internet mass media (on the example of the Republic of Tatarstan). It considers the issues of formation and the regional peculiarities of this type of media environment, summarizes the experience of the Internet media of the Republic of Tatarstan. The authors focus special attention on multimedia, as a factor in the development of networked media at the present stage. The specifics of the Internet media has significantly changed the nature of the presentation of materials, the work of journalists, the target audience, as well as the system of functioning of the media in general. The authors analyzed the nature of the influence of multimedia on the features of functioning of regional networked media. In recent years, the Republic of

Tatarstan remains among the most reading regions in Russia. As of today in the given region of Russia there is registered 1067 mass-media. In connection with the development of the Internet media, which today determine the leading trends in the functioning of all the mass media, it seems to us necessary to consider the peculiarities of the Internet media of the Republic of Tatarstan.

Keywords: Internet media, the Republic of Tatarstan, multimedia, online space, target audience, regional media.

INTRODUCTION

Over the past 10 years, the Republic of Tatarstan remains among the most reading regions in Russia. Currently, in the given region of Russia

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there is registered 1067 mass media. In connection with the development of the Internet media, which today determine the leading trends in the functioning of all the media, it seems to us necessary to consider the peculiarities of the Internet media of the Republic of Tatarstan.

To date, two positions concerning the role and essence of the Internet have been defined in the theory: anthropomorphism and mediamorphism. Anthropomorphism goes back to the ideas of organ projection, according to which the tools and things created by man with the help of tools are the projection of his organs (M. McLuhan [1]). Mediamorphism, on the contrary, assumes that in the global networks there emerge fundamentally different ones from human organization (M. Castells [2], E. Toffler [3], etc.) due to the action of systemic and synergistic mechanisms. The tension between these two positions, according to the author, will determine the strategy of development of information and communication means.

The specifics of the Internet media has significantly changed not only the nature of the presentation of materials, the specifics of the work of journalists, but also the whole system of functioning of the media in general. The

Internet has become an integral part of modern civilization. Strikingly breaking into the spheres of all social life, it generates new forms of communication and learning, commerce and entertainment [4].

The studies about the development of Internet journalism highlight, today, the idea that the Internet media are a new variety of the media or an integral part of the media system is becoming more and more clear. Comparison of traditional and on-line media reveals a number of undisputed advantages of the mass media functioning in the global network.

It is important that the networked media are not limited to space and time in the same way as traditional media [5]. Besides, the advantage of mass media on the Internet is almost unlimited circulation and the relative cheapness of the work of employees [6].

1.METHODS

In Russia in general, and in the Republic of Tatarstan in particular, the formation of the Internet media system goes through certain stages, including the search for its audience. If in 2005 the Internet-press of Tatarstan had less than

ten actual networked media and about 50 websites close to understanding traditional media on the Internet, then, starting in 2007, the number of electronic media has significantly increased. It is encouraging to note that the quality of these publications has also been improved. Since 2007, the site of the urban news “ProKazan ru” has been appearing. Today, this edition is the third largest by the number of views, conceding “BUSINESS Online” and “Kazanfirst”.

At the end of 2014 online edition “Real Time” began to come. In our opinion, the rubric “All Analytics” and “Photo Gallery” are of interest. The audience is the readers aged from 18 to 55 years old. Moreover, men read this edition more than women

On-line offices of the newspapers “Business Quarter”, “Kazan Gazette”, “Evening Kazan”, “Arguments and Facts” and “Intertat.ru” [7] can be referred to the category of electronic versions. Their characteristic feature is the wide coverage of city, republican and federal news.

It is necessary to distinguish another category of on-line media of the Republic of Tatarstan. It includes the portals “E-kazan.ru”, “ProKazan.ru” and

the site “Kazan24.ru” [8]. The pages of these publications cover mainly the news of Kazan. They write enough about the city events and they often contain many details. Sometimes journalists turn to a certain topic more than once. Media content of these mass media is significantly expanded, thanks to photos, audio recordings and video recordings.

2. RESULTS

According to the results of the rating of media resources of the Republic of Tatarstan for the third quarter of 2016, according to the company “Medialogy”, the first positions for the last several years is occupied by business electronic newspapers “BUSINESS Online”, the second – by information agency “Tatar-Inform”, and the third – by Internet resource “Realnoevremya.ru” [6]. Moreover, “BUSINESS Online” and “Tatar-Inform” have been occupying the first positions for the past few years [9].

Carrying out a structural analysis of the materials of these newspapers and the news agency for the period from January 1 till December 31, 2016, we found that the newspaper “BUSINESS Online”, as stated in the title, specializes in representing the

materials on business topics. However, it does not restrict itself only to this topic. Here you can find materials from almost all spheres of Tatarstan's public life: politics, culture, education, science, sports, etc.

The appearance of completely original Internet publications - the portal "Inkazan.ru" and the Internet magazine «Инде» testifies to a new stage in the development of electronic media in Tatarstan. Internet magazine «Инде» specializes in photographs. On-the spot snap shots are accompanied by small comments[10].

The Internet magazine «Инде» can serve not only as an example of the representation of the materials for youth, but also as an example of the organization of feedback - newspaper - reader - newspaper. Practically there are no a comment of the readers that would remain without attention of journalists.

Among the specialized online media in the Republic of Tatarstan, publications specializing in small business, automobiles and construction are popular.

One more characteristic feature of the Internet publications of the Republic of Tatarstan is multimedia. According to A. A. Nikitenko,

interactivity, multimedia, intertextuality are the determining typological characteristics of online publications" [11]. I. Kiria writes that the multimedia language is interactive, because it allows using various variants and various semantic schemes to obtain information using the data by nature itself to the person's opportunity"[12].

From the point of view of M. McLuhan [13], those intensive details that characterize modern visual series are a sign of already automatic, and not more archaic, machine, that is the photographic technology. The essence of the changes that occur with visuality can be explained via the concept "virtual". In this case, the referent of the image, that is, the real thing, is deprived of its status, and the paramount importance is given the image itself.

3. DISCUSSION

In recent years, Russian scientists pay enough attention to the Internet media issues. However, this cannot be said about the Internet media of the regions of the Russian Federation and the Republic of Tatarstan in particular. A. A. Netikenko, I.Kiriya, etc. studied the general multimedia issues of

the Internet media. The necessity to determine the place of on-line media in the system of modern mass media called forth the turn to the works by A.I. Akopov, R.P. Ovsepyan, E.P. Prokhorov, L.L. Resnianskaya, I.D. Fomicheva, M. V. Shkondin.

In considering the problems of the functioning of the Internet media, it is necessary, from our point of view, to refer to the work by E. Dennis and J. Merrill, I. I. Zasursky, A.I. Chernykh.

It should be noted the works that most fully reflect the principles of working the network media and their features. These are the studies by A.A. Kalmykov and L. A. Kokhanova, V.V. Kikhtan, M.M. Lukina and I.D. Fomicheva, E.P. Prokhorov.

Among the works dealing the regional Internet media of the Republic of Tatarstan, it is necessary to cancel the works by T. A. Nagovitsina, R. R. Gazizov, V. Z. Garifullin, and others.

4. CONCLUSION

Thus, we came to the conclusion that Tatarstan, as well as throughout Russia, has accumulated quite a lot of experience in the work of

the Internet media. The very fact of the appearance of mass media, the work of which is based purely on the use of multimedia content, is evidence of the wide development of the republican Internet publications in the field of convergence.

Such elements of multimedia as photos and video materials on the virtual pages of “BUSINESS Online” appear in almost all the categories. Video, as a multimedia function, gives the reader an opportunity to penetrate the problem. The materials of this publication are distinguished by their large volume and profundity of presentation.

In the context of studying the multimedia problem on the Internet - mass media of the Republic of Tatarstan, it is also worth highlighting the portal “Inkazan.ru” in which the photo-reports are taken as a basis for the media addition.

We believe that the role of the multimedia factor in development and the place for the formula of the Internet media requires further investigation. Studying it as one of the features of the 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.

The Conflict of Interests

The authors confirm that the presented data do not contain any conflict of interests.

Acknowledgements

The work is performed according to the Russian Government Program of Competitive Growth of Kazan Federal University.

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**BACIS THEORETICAL CHARACTERISTICS OF INTERNAL
CONTROL**Firdaus I. Kharisova¹Alisa V. Samoilova²

Abstract: The question of the existence of an effective internal control system is now of particular relevance. The current stage of the economic entities operation in the Russian Federation is a stage of changing the external and internal environment of management, characterized by a high level of uncertainty and instability, which consists in toughening of competitive relations. Domestic organizations have to operate in the conditions of rapid change and development of technologies, a tough competitive environment, growing business diversification, and inconsistency of domestic legislation. One of the main factors for creating the competitiveness of organizations is effective management, based on quality, reliable and complete information

about the managed facility. The paper reveals key questions about the internal control of commercial organizations in the non-financial sector. The main interpretations of the term "internal control" and components of the internal control system are considered, the stages of internal control formation are outlined, the place of internal control in a corporate governance system is substantiated, and official powers in the internal control system are identified. Also, the authors present the main documents which should be noted when studying the issue of internal control. The main methods used in this work are the information systematization, processing and generalization.

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Key words: internal control system, components of the internal control system, evolution of internal control, delineation of powers within the internal control system.

INTRODUCTION

For a long time, the term "internal control" was associated exclusively with accounting activities. The essence of internal control was the verification carried out by the accountants in order to identify errors and facts of fraud. In fact, the English word "control" comes from an understanding of the essence of ancient accounting control, which consisted in bilateral fixation of transactions and verification of their correlation.

In the second half of the twentieth century, the internal control system in organizations began to be considered as a starting point for conducting external audits carried out by independent companies representing the interests of shareholders. The introduction of internal control allowed an independent auditor who found that

controls were working well, spend less time searching for evidence from other sources to assess the reliability of the company's financial statements [6].

With the expansion of companies' activities, their complication, as well as computerization, the importance of internal control as an element of external control grows. At the present stage, the necessity of introduction of the internal control system is enshrined in legislation. So in the Russian Federation, the issue of internal control in organizations is disclosed in Article 19 of the Federal Law No. 402 "On Accounting": an economic entity which accounting (financial) statements are subject to obligatory audit, is obliged to organize and carry out internal control of accounting records maintenance and preparation of accounting (financial) statements [1].

The evolution of the term "internal control" understanding is schematically presented below.

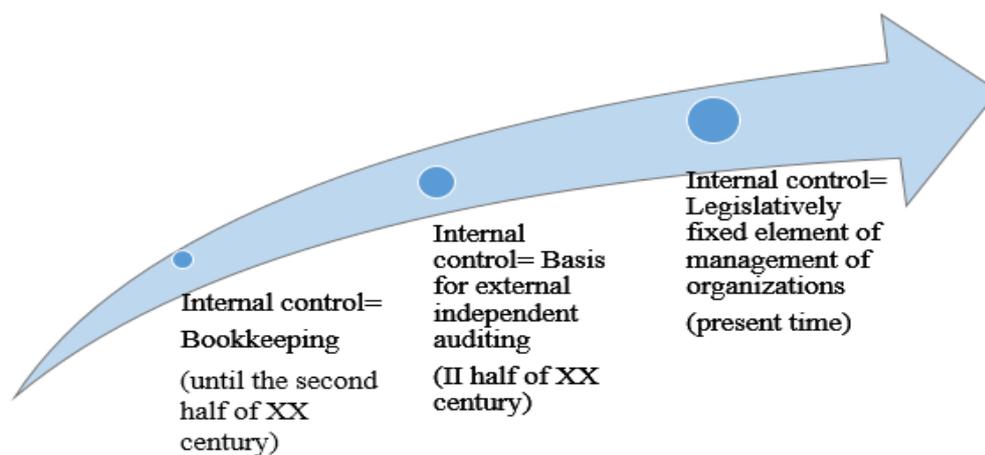


Fig. 1. The scheme proposed by the authors "Evolution of the term "internal control" understanding

Materials and Methods

Currently, there are various interpretations of the term "internal control". The definition of internal control in the territory of the Russian Federation is reflected in the letter of the Ministry of Finance PZ-11/2013 "Organization and implementation by economic entities of internal control of the operations which concern economic life, and also accounting records maintenance and preparation of accounting (financial) statements": internal control is the process aimed

at obtaining sufficient confidence that the economic entity provides:

- a) Efficiency and effectiveness of its activities, including the achievement of financial and operational indicators, and the safety of assets;
- b) Reliability and timeliness of accounting (financial) and other reporting;
- c) Compliance with the applicable law, including in the case of committing economic life operations and accounting records maintenance [2].

In 1992, the Committee of Sponsoring Organizations of the

Treadway Commission (Eng. - COSO) issued a document containing a definition of internal control. According to this definition, internal control is a process designed to provide a reasonable guarantee of achieving control in three areas:

- Efficiency and effectiveness of operations;
- Reliability of financial statements;
- Compliance with existing laws and regulations [4].

In accordance with the International Standard on Auditing (ISA) 315, "Identifying and Assessing the Risks of Material Misstatement through Understanding the Entity and Its Environment", internal control is the processes developed, implemented and maintained by persons responsible for corporate governance, by management and by other employees of the organization to ensure reasonable assurance about the achievement of the organization's objectives in the preparation of sound financial reporting, efficiency and

effectiveness of activity, and also compliance with applicable laws and regulations [3].

According to the federal rule (standard) of auditing (FR(S)A) No. 8, the internal control system is a process organized and implemented by representatives of the owner, corporate management, and other employees of the audited entity in order to ensure sufficient confidence in achieving the goals from the point of view of the reliable financial (accounting) statements, the effectiveness and efficiency of business operations and the compliance of the entity's activities with regulatory legal acts. This means that organization of the internal control system and its functioning are aimed at eliminating any risks of economic activity that threaten achievement of any of these goals [2].

Comparing and putting together the approaches considered to the interpretation of the essence of internal control in a similar way, we came to the conclusion that they are supplemented by the opinion of R. Hightower, who noted that the

internal control system provides reasonable guarantees and supervision over the processes that:

- establish the parameters for the delegation of authority and regulation of economic activity in accordance with the requirements of regulatory legal acts, internal policies and procedures;
- test and report compliance with the established parameters;
- evaluate operational efficiency and effectiveness;
- assess the reliability of financial statements;
- report on compliance with applicable laws and regulations;

- support compliance with the limits of authority [7].

Next, we consider the place of internal control in an organization. M. Leitch in his book "Internal Control and Risk Management" introduced internal control as the basis for making management decisions at the organization level [8]. The vision of Matthew Leitch regarding the place of internal control in the management of the company is presented in Scheme 2.

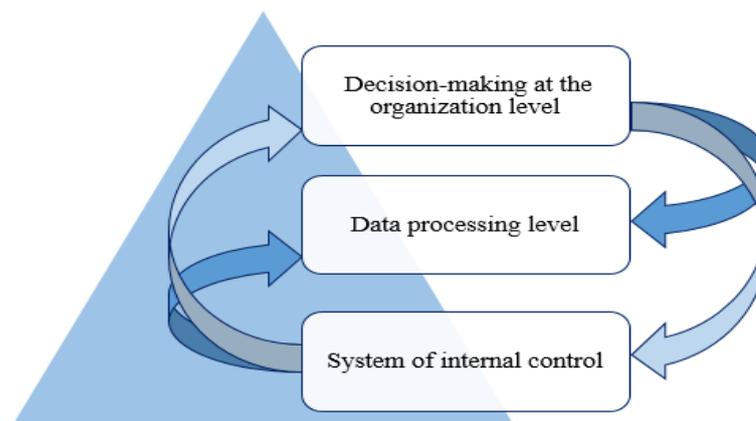


Fig. 2. The place of internal control in an organization

Like any system, internal control includes a number of components. In international

practice, it is customary to distinguish the following elements

of internal control as presented in Scheme 3.

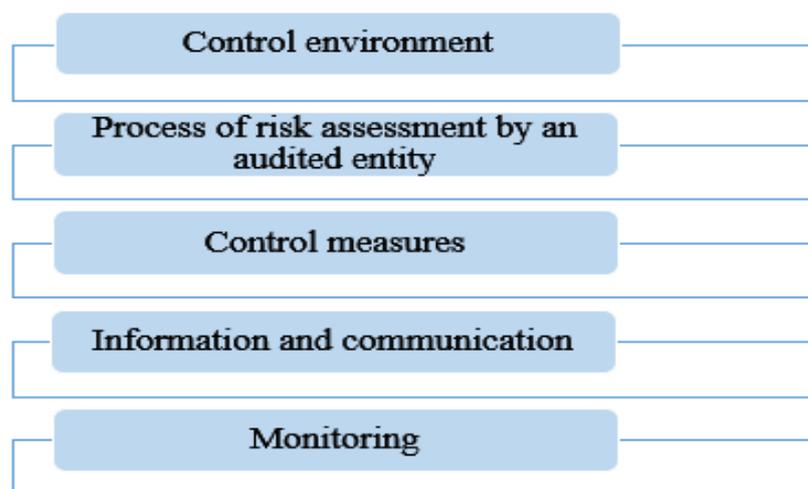


Fig. 3. Components of internal control

Let's consider each of these components in more detail.

1. The control environment. It is a general characteristic of the organization, policies and procedures regarding internal control. It is developed by the company management and includes the following elements:

- The organizational structure of internal control, including the distribution of powers, as well as the accountability of subjects of internal control;

- Style and philosophy of company management;

- Personnel policy;

- Ethical qualities of people taking part in the evaluation of the internal control system [6].

2. Risk assessment by the entity being audited is the process of identifying and, if possible, eliminating the risks of economic activity, as well as their possible consequences [2].

3. Control measures. It is necessary to justify the quality implementation of management orders and to implement measures

that reduce risk situations. Control measures include:

- Comparison of actual data with expected data and data of previous periods;

- Processing of information with regard to the general significant means of control to ensure that the transactions comply with the current legislation, and is fully and correctly reflected;

- Distribution of responsibilities for controlling operations, their accounting and maintenance of property safety in order to reduce the risks of fraud;

- Carrying out of inventories and comparison of actual property with accounting data.

4. Information and communication. These are ways to convey information to employees of all levels and distribute it in a form that supports the achievement of the organization's goals. A widely used method of information distribution in the modern world is computer technologies that ensure the storage and exchange of information in a timely and necessary form. Means of

communication can also be written and oral.

5. Monitoring. This includes observation for the process on assessment of the internal control organization, the structure and timely operation of control subjects, as well as making decisions on the implementation of the necessary adjustments [9].

Hightower R. distinguishes in the definition given above the separation of powers in order to implement internal control procedures as an important element of the system. In our opinion, the element of clear division of powers in the internal control system should be specified separately, since understanding specifically of its field of activity should lead to the effective functioning of the internal control system, which underlines the importance of this component. We consider the delineation of powers under the Committee of Sponsoring Organizations of the Treadway Commission, which is presented in Table 1.

Table 1. Delineation of powers in an internal control system under the Tradewill Commission [5].

Position	Credentials
CEO	Responsible for the organization of the internal control system as a whole. Creates an environment for the functioning of internal control, which reflects its importance, integrity and ethical principles.
Board of Directors	Establishes corporate policies within the organization. Is responsible for the adequacy and effectiveness of the internal control system. Is obliged to take appropriate actions in case of receiving information on the shortcomings of the internal control system. Provides resources for the implementation and monitoring of the internal control system.
Top management	Provides reports in time for the implementation and effectiveness of the internal control system.
Internal auditors	Assess effectiveness of the internal control system. They give recommendations on how to improve it.
Heads of departments	Establish and monitor specific points concerning the internal control of the entrusted department.
Employees	Carry out their duties within the prescribed system of internal control.
Third parties	Provide useful information on improving the internal control system (for example, external auditors).

In practice, it is very difficult to clearly distinguish between the limits of authority. This is demonstrated by the table considered above, where you can see

duplication of authority. For example, the General Director and the Board of Directors are responsible for the overall effectiveness of the internal control

system organization and, consequently, for the elimination of shortcomings identified. Internal auditors and third parties (external auditors) carry out activities to assess the internal control system and make appropriate proposals for its improvement.

Results and their Discussion

Having considered key points regarding the internal control system in an enterprise, it can be concluded that the introduction of an effective system of internal control leads to the adoption of decisions that contribute to the achievement of the goals set by the organization. The importance of internal control is emphasized at the legislative level, where the mandatory availability of an internal control system for a number of companies is enshrined and implementation for all business entities is recommended.

This paper focuses on the system of internal control of commercial organizations in the non-financial sector. The main provisions on internal control of

banking and insurance organizations can be found in the documents below. Concerning the banking sphere [10]:

- Federal Law dated 02. 12. 1990 No. 395-1 (ed. of 2013) "On Banks and Banking Activities";

- Document of the Basel Committee on Banking Supervision "Principles for the Improvement of Corporate Governance", October 2010 (CBR Letter No. 14-T dated 06. 02. 2012);

- Documents of the Basel Committee on Banking Supervision (letter of the Central Bank of Russia dated 13. 05. 2002 N 59-T);

- Document of the Basel Committee on Banking Supervision, September 1998, (letter of the Central Bank of the Russian Federation dated 10. 07. 2001 No. 87-T);

- Document of the Basel Committee on Banking Supervision, April 2005, (CBR Letter No. 173-T dated 02. 11. 2007);

- Document of the International Association of Insurance Supervisors (letter of the Bank of Russia dated 10. 08. 2016 N IN-015-53 / 60).

Regarding organizations operating in the sphere of rendering insurance services:

- Law of the Russian Federation dated 27. 11. 1992 N 4015-1 (as amended in 2013) "On the organization of insurance business in the Russian Federation".

Summary

Modern conditions cause a qualitative change of all the levers of enterprise management. One of the most important components of the system for the adoption and implementation of an effective management decision is internal control, which acquires in modern conditions the character of a foundation that is present at all levels of government. Effective internal control contributes to the achievement of a quality management result providing

managers with timely information.

In accordance with this, internal control at the enterprise is focused mainly on providing the basic performance indicators in modern conditions: the stable position of the organization in the industry markets, the timely adaptation of the organization's production and management systems to the permanently changing external environment, the recognition of the organization by market entities and the public. In a broad sense, an effective system of internal control in a competitive environment is a guarantee of the successful operation of an organization.

ACKNOWLEDGEMENTS

The work is carried out according to the Russian Government Program of Competitive Growth of Kazan Federal University.

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FEATURES OF THE DEVELOPMENT OF BANKING INFORMATION SYSTEMS IN RUSSIA AND FOREIGN COUNTRIES

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Abstract: One of the areas of activity in modern economy, where information technology value is traditionally high, is the financial and credit sphere. Computer banking networks provide a communication function and provide access to shared resources. Information systems of credit institutions allow to provide remote customer service. This article examines the peculiarities of banking information systems in Russia and abroad in two main areas: remote banking services and information technologies for the management of commercial banks. The authors have studied into the features of banking information systems in Russia and

abroad, and have characterized the above mentioned systems, outlined the current trends in the IT development in credit organizations of modern Russia. The research allowed the authors to draw a conclusion that information technologies play an important role in attracting new customers to banks and ensuring interaction with them.. Information banking technologies directly determine the credit organization's ability to develop business and improve internal processes and customer service systems. In this connection, the article suggests the further development of IT sphere as a factor of improving the quality of

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services and increasing the profit of banks.

Key words: banking information systems, computer banking networks, remote banking services, information technologies of commercial bank management, electronic banking

INTRODUCTION

The widespread use of information technology has long been considered as necessity. The range of applications of IT sphere is extremely broad. One of the areas of high value is the financial sector. Despite the fact that ten years ago, lending institutions used manual methods of information processing, nowadays almost any bank is obliged to use computers, electronic terminals and electronic communications.

IT helps to maintain external interactions with customers, bank branches, correspondent banks in Russia and in CIS countries, with international banks and other lending institutions.

Computer networks provide a communication function and access to shared resources (file transfer, access to

remote databases and remote task launch). Local and corporate networks unite the various departments of a bank, thus increasing the efficiency of the credit institution and providing a various protective tools measures against unauthorized intrusion to banking information. [1]

Information systems allow to organize remote customer service e.g. Internet banking, card payment system, "Client-Bank" system; interstate, interbank cooperation in the territory of the CIS countries; international settlements, via the SWIFT system. The transfer of information can be conducted via computer, telephone and mobile networks.

The sphere of credit organizations activity is mostly suitable for the introduction of new computer technologies, since almost all the tasks that arise in the course of the bank's operations are easily managed automatically. Fast and smooth processing of significant information flows is one of the main goals of any major financial institution.

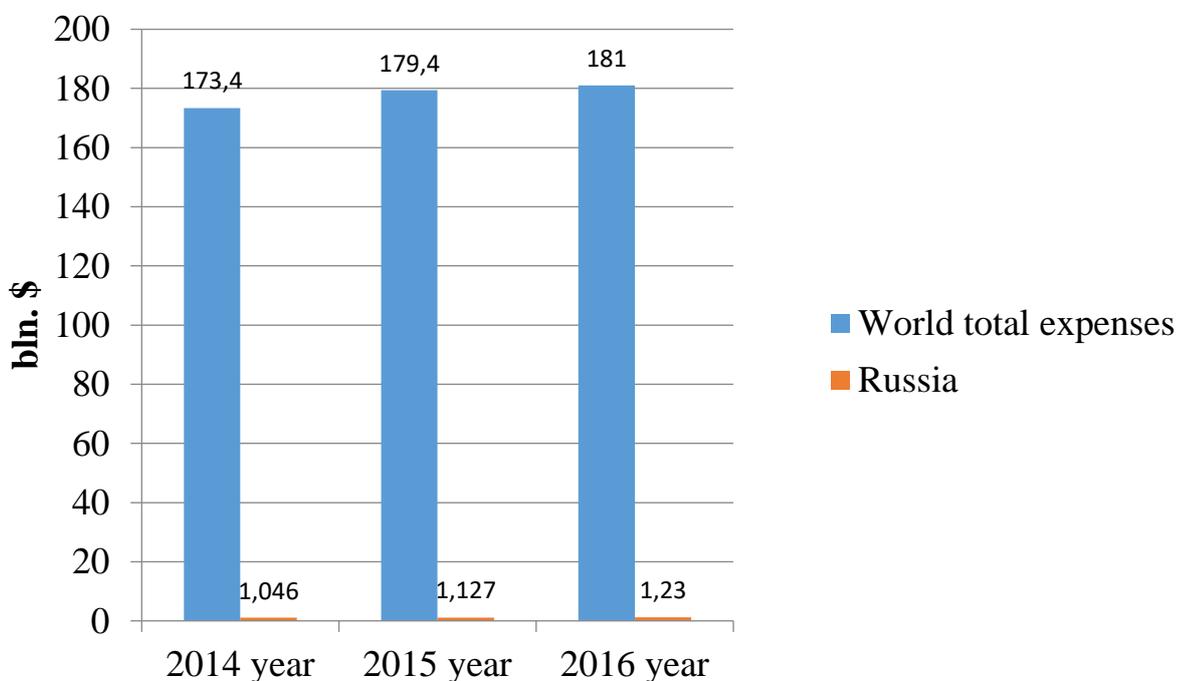
METHODS

The authors consider the features of information banking systems in Russia and abroad in two main areas of application: remote banking services (RBS) systems and information technologies for the commercial bank management.

RBS are one of the most promising areas for the banking business development. It allows to reduce operating costs significantly, as well as transaction thereby front-office personnel it saves the time of a hick is spent on communication with clients [2, 3].

RESULTS

According to the IDC consulting agency data on November 2015, world IT costs have increased in 2016 as in 2013 they have marked the worst dynamics since the recent financial crisis. At year-end 2015 world IT costs have increased by 4% reaching 2,04 trillion dollars (while in 2013 the growth reached 5%) due to the reduction on the key markets such as Chinese and Russian. The volume of the world IT banking market in 2015 reached 179,4 bln dollars. (See fig. 1.⁵)



⁵Kovalev A. Banking engineering - a new world of finance // Financial director. - 2010. - No. 2.

Fig. 1. The share of expenses for information banking technologies in Russia from the total share of world expenditures

The banks of Asian-Pacific region spend on IT more than other institutions. It is expected that this year their expenses are going to increase by 5,9% reaching 62,3 bln dollars while next year they will peak 66,5 bln dollars. IT budget of North American banks has increased by 4% reaching 56,9 bln dollars in 2015 while it reached 59,4 bln dollars in 2016. The lowest indicators are shown by European banks – 0,4% of growth. According to Forrester Research data banks spend on IT average of 7,3 % from their profit [4].

RBS first was introduced in the USA and was very well developed there. Taking into consideration that almost every American family has a PC, they use the Internet to communicate with their bank rather calling there. Nowadays almost 90% of American banks provide their customers with RBS [5].

Despite the fact that the remote service system has been invented in the United States, it was widely used in Europe. European Internet banking copied a lot from the US banking system, but also has added something new to it.

Thus, European banks, following the example of their American counterparts, started to provide the planning of personal annual expenses service which is used for payment of public and other compulsory services [6].

Currently, the amount of electronic banking in Western Europe (Germany, Spain, France, the Netherlands), twice as big as amount in the US. In Europe, a new branch in the development of remote maintenance systems is gaining popularity. It is a merger of RBS for individuals and small businesses. In the Russian financial sector, there are different opinions on the need to connect these functions. The prospects of this approach were supported by 57% of the polled banks, while the remaining 43% are sure that it is unclaimed [7].

The most important sphere in the development of remote banking services in foreign banks is Internet banking. In Western countries, Internet banking provides the following opportunities [8]:

- payment of bills in real time;

- crediting;
- cash management.

Along with the web-representative offices of traditional banks in America, there is a relatively large number of Internet banks specializing particularly in Internet banking. [9]

The number of traditional banks that provide Internet services 89. Out of the 100 largest US banks, more than 70 percent provide online services. In the spring of 2017, Marksw Webb conducted an Internet banking survey in Russia and issued evaluation to 36 credit institutions. Functionality and usability were assessed, and overall scores according to a 100-point scale were also published. In brackets, there are

estimates of the functionality of the Internet bank a sing a scale of 0 to 10 points and an assessment of the usability using a scale of 1 to 5 points.

For the past year Moscow Credit Bank, Zapsibcombank, Trust Bank, Russian Standard Bank and Bank of St. Petersburg have left the top ten of the Internet bank rating. The following banks entered the list of the top 10: Sberbank of Russia, Bank Uralsib, Mail Bank, Raiffeisenbank and Sovcombank. The Internet banks of Binbank (formerly Internet bank of MDM Bank), Tinkoff Bank, Promsvyazbank, Alfa-Bank and VTB, were recognized as the most efficient Internet banks in terms of interface and functionality. Table 1⁶

Table. 1.

Rating efficiency of Russian Internet banks

Place	Bank	Scores
1	Tinkoff Bank	77,4 (8,2 / 3,9)
2	Promsvyazbank	73,5 (7,9 / 3,7)
3	Alfa-Bank	66,3 (7,2 / 3,4)
4	VTB	65,5 (6,6 / 3,6)
5	Sberbank of Russia	64,3 (6,1 / 3,7)
6	Bank Uralsib	64 (6,3 / 3,6)

⁶Information resource Marksw Webb [electronic source]: The effectiveness rating of Russian Internet banks. 2017. Access mode:

<http://marksw Webb.ru/e-finance/internet-banking-rank-2017/>

7	Mail Bank	63 (7,2 / 3,1)
8	Raiffeisenbank	62,5 (6 / 3,6)
9	Sovcombank****	61,8 (6,8 / 3,2)
10	MKB	61,5 (6,3 / 3,4)
11	Zapsibcombank	61,3 (6,7 / 3,2)
12	Bank Trust	60,2 (6,7 / 3,1)
13	Russian Standard	59,1 (6,3 / 3,2)
14	BCS	58,6 (6,2 / 3,2)
15	VTB24	58,5 (5,7 / 3,4)
16	Renaissance Credit	58,4 (5,4 / 3,5)
17	Bank of St. Petersburg	58,2 (6,9 / 2,8)
18	Bank Eastern	57,3 (5,7 / 3,3)
19	Bank Absolut	57,3 (5,7 / 3,3)
20	Bank of Kazan	54,7 (5,9 / 3)
21	Home Credit Bank	54,3 (5,6 / 3,1)
22	UBRD	53,3 (5,4 / 3,1)
23	UniCredit Bank	53,1 (5,6 / 3)
24	Rosselkhozbank	52,8 (5,3 / 3,1)
25	AK Bars Bank	52,3 (5,2 / 3,1)
26	Bank Avangard	50,6 (6,1 / 2,5)
27	MTS Bank	47,8 (4,8 / 2,9)
28	Rosbank	45,7 (4,1 / 3)
29	Bank Zenit	41,6 (3,8 / 2,8)
30	OTP Bank	40,5 (3,2 / 2,9)
31	Citibank	39 (3,2 / 2,8)
32	Credit Europe Bank	37,1 (3,4 / 2,6)
33	Bank Vozrozhdenie	36,7 (3,3 / 2,6)
34	Gazprombank	33,7 (3,9 / 2,1)

Internet banking in Russia is more focused on legal clients. For them, based on European counterparts, banks developed such applications as "Bank-Client" and "Internet-Bank". With their help, businesses and banks save a lot of time on moving documents, filing applications and transferring funds.

The most widespread system of RBS of legal entities is the "Internet client" - it is installed by 90% of Top 50 and Top 100 banks. The second place is taken by a system of "bank-client" type: 84% of Top 50 banks and 73% of Top 100 banks offer it to users. The system of "centralized management of corporate finances of holdings" is used by 40% of Top 50 banks and 27% of Top 100 banks [10].

Currently, almost half (46%) of residents of Russian cities regularly use banking services on the Internet. Over the past year, the Russian Internet banking market has grown by almost 40% - up to 590 billion rubles. Taking into account the current trends by 2017, the domestic Internet banking market can grow by almost three times - to 1.6-1.8 trillion rubles.

In November 2016, the company "Technoserv Consulting"

presented the results of a study of the Russian market of remote banking services to retail customers. The survey showed that more than half of banks are satisfied with their RB systems without having the functionality and characteristics that are assigned the highest importance. Priority RBS systems of development of in the near future is the management of personal finance (PFM). 43 % of banks will invest in this area until the end of 2017.

All surveyed banks have official websites on the Internet, but only 10 percent of them have a mobile version that allows users to get information about the bank and its services via a mobile phone conveniently.

Thus, the RBS is a key to the activity of banks both, in Russia and in banks of Western countries, but the development of this system has begun in our country recently. At the same time, the main growth in the turnover of the Russian market of banking non-mobile financial services is forecasted in the next 3-4 years. Thus, the growth of the market of banking non-mobile remote financial services is expected to triple in 5 years.

However, there are differences between them: Western banks prefer to outsource their organization and services to their RBS, while domestic banks prefer to organize the entire system themselves, spending additional money for the purchase of expensive equipment for RBS systems.

First of all, it should be noted that the development of informatization in the banking sector depends on a large number of normative documents of regulators (the Central Bank of Russia) and federal legislation (for example, the federal law on personal data). On the one hand, reduces various risks, on the other hand, financial organizations are forced to constantly find a balance between the requirements of regulatory documents and the use of technology for business.

Another important feature of banking informatization is special security requirements. Russian standards in the banking sector are already of the same level with international ones, and compulsory compliance with the same PCI-DSS standard obliges our banks to provide protection at a sufficiently high level.

Comparing the work of various Russian banks with US and European

banks and assessing the possibility of automating their activities, we have to state there is a lack of unification and standardization of banking technologies in Russia [11], which causes problems with training personnel with information technology work on common requirements.

Technologies for performing the above mentioned banking operations differ in various banks. There is a discrepancy between the goals and functions for the same automated sections, the diversity in the technology of documenting of the same operations, the different forms of reporting, the frequency of their presentation in different areas of management connected to the specialization of employees. This led to the appearance of a large number of software tools on the market that provide partial automation of banking activities.

In many banking information systems only the most basic, most important tasks are automated according to system developers` point of view of. This can be explained by the absence of some services factoring, leasing, card services; but there are management tasks that are solved in any bank which, as a

rule, are absent in most domestic banking information systems, for example, automated loan portfolio quality analysis, forecasting and planning of credit resources.

In order to determine the current world system-technical trends in the development of information technology in the banking sector, we have to analyze the most widely known and widely spread integrated banking automation systems offered on the international market on a regular commercial basis. Partnership Leaders are: IBM (USA), DEC (USA), Siemens (Germany), Olivetti (Italy), Bull (France).

- Analysis of the software products of the Russian market (Sistema, BANKIR, ELBRUS, DORA, SADKO, Mercury SOFT, etc.) shows that the practical allocation of subsystems and

tasks in the integrated BIS takes into account their grouping simultaneously using three characteristics:

- management structure;
- transformation of resources;
- management functions.

DISCUSSION

It should be noted that an important place in the functioning of banking information systems is taken by their protection. We came to the conclusion that Russia and the United States have a number of differences in the security of banking information systems (BIS), which we presented in Table 2.

Table 2. Differences in the security of banking information systems in Russia and the United States

		Russia	USA
1	Assessment for strategic risks	FSTEC (Federal Service for Technical and Export Control) has no publications.	No problem
2	Availability of methodological documents for protection	In Russia there is practically no control after the certification of the system, as	NIST (National Institute of Standards and Technology (USA)) has

		well as between the various stages of its certification.	already produced more than one hundred special publications on this subject.
3	The result of the implementation of the protection system and its attestation		US government agencies are accompanied throughout the life cycle of the existence of their information systems. And even at their last stage, decommissioning, NIST offers its recommendations.

The first difference is the risk assessment. Until recently, it was not common in Russia to entrust owners of information systems with assessment of risks. A set of protective measures was determined, and it had to be implemented under any circumstances. At the same time, additional information systems (mobile devices, wireless technologies) were either banned, or regulators ignored them. Now the situation is gradually change, operators and owners of information systems are allowed to simulate the risk by themselves.

The second difference in the total absence strategic risks assessment in Russia and other input data. Personnel absenteeism, weak communication channels, lack of financial resources, territorial distribution, obligatory shift to cloud computing, the need for interaction with foreign organizations. [12]

The third difference is the huge number of methodological documents on the protection of one or another information technology or the implementation of a particular protective process. NIST (National Institute of Standards and Technology (USA) has already issued more than 100 special

publications on this issue.) FSTEC (the Federal Service for Technical and Export Control) has no publications, given the shortage of specialists, especially in the regions, the methodological assistance of the regulator is not enough. Central Bank of Russia Federation is trying to correct the situation.

The fourth difference is what happens after the implementation of the protection system and its attestation. In Russia there is practically no control after the certification of the system, as well as between the various stages of its certification. In the US, the situation is different: there are recommendations for building a process to monitor the level of security, responding to incidents, raising staff awareness, patch management, etc. In other words, US government agencies are accompanied throughout the life cycle of their information systems. And even at their last stage, decommissioning, NIST offers its recommendations, for example, SP800-88 Guidelines for Media Sanitization (a guide to destroying the carriers of protected information).

Thus, the main trends for both domestic and foreign IBS are improving the quality and reliability of the products

and offered services, increasing the speed of settlement operations, and organizing electronic access of customers to banking products. In the future it will contribute to the active introduction of the latest achievements in the field of computer technology, network and information technologies, methods of information protection and data processing into banking sphere.

SUMMARY

In this research, the topic of using information technologies in banking has been considered. Within the framework of this topic it was proved that the transition to the use of modern technologies is justified not only due to the additional functionality that is absent in the old technologies, or due to the increase the productivity of the system as a whole, but also often due to a significant reduction in the regular costs of the production process accompanying.

Evolutionary development of the banking sector changes the requirements for the decision-making process, which entails changing the requirements for the surveyed information, the development of

processing methods, and the visualization methods. Not only the volume of processed information has increased, but its qualitative composition also has changed. Analytical information is gaining importance in banking characterizes the objects and entities involved in the business process.

CONCLUSIONS

Putting the survey, the authors accomplished the following tasks:

- types of information banking technologies have been considered;
- have been considered the features of banking information systems in Russia and abroad;
- have been analyzed modern trends in the development of information technology in Russian credit institutions.

The research allowed us to come to a conclusion that the IT play a dominant role in the new client attraction and integration. The issues concerning banking IT services are of great importance and should be thoroughly considered by top management of financial institutions.

Information technology directly determine the possibility of organizing

business development and the improvement of internal processes and customer service system.

In the consideration of the foregoing, in order to improve the quality of services and the profit of banks, the following IT directions are proposed:

- optimization the banking services and improvement of the customer service quality;
- introduction of innovative banking technologies;
- implementation of service standards quality;
- increase of domestic banks expenses for IT infrastructure.

A key approach to IT management is the need for ongoing improvement and optimization. Another component of the proper IT organization and management is the documented reflection of the main aspects of its introduction and operation. At the same time, during the process of IT infrastructure improvement and new technologies introduction, the bank should also pay increased attention to the security of its information systems.

ACKNOWLEDGEMENTS

The work is performed according to the Russian Government Program of Competitive Growth of Kazan Federal University.

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TECHNOLOGICAL INFRASTRUCTURE OF AGRICULTURE IN PROVIDING ECONOMIC GROWTH OF THE AGRARIAN SECTOR

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Abstract: The purpose of the study is to provide a scientific justification for the advancement of technological infrastructure and development of practical recommendations for improving the level of economic efficiency of technical support for the agrarian sector of the national economy. The paper examines the theoretical foundations of the technological infrastructure of agriculture in ensuring economic growth of the agricultural sector. The structure of the production assets of the agricultural complex is analyzed. The actual and significant in modern conditions, the problem of deteriorating technical support system in the country is considered. The main advantage of the study is identification of a system of machines providing for a comprehensive mechanization and automation of

production processes. The article proposes directions for supporting measures to lease agricultural machinery of a new generation that is distinguished by high technical and economic indicators, both in cash and in kind.

Keywords: fixed assets, material and technical base, capital-labor ratio, economic efficiency, resource-saving, process upgrading, technological capacity.

INTRODUCTION

Production facilities determine the economic potential of agricultural producers, since they represent a combination of basic and current assets of the enterprise. Fixed assets take the most of the material and technical base of agricultural enterprises, they are

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repeatedly used in the production process and at the same time do not change their form, and gradually transmit their value to newly manufactured products. Machines and equipment are considered to be an active part of an enterprise's facilities and include: vehicles, machine and tractor fleet and combined harvester fleet, material-working agricultural machinery, machinery and equipment for livestock farms, measuring instruments, and transfer devices and other mechanisms and assemblies [1].

In agro-industrial complex, transport facilities mean commercial vehicles and tractors. Proper organization of transportation and the use of modern technology determine the main performance indicators of the enterprise: quality and cost of production, labor productivity and social climate in the team. So, transportation costs are 17-38% and more in the cost of agricultural products. The peculiarity of using transport in agriculture is the transportation of a significant part of cargoes in bulk. Another feature of the transportation of agricultural products is its variability due to temperature, humidity and pressure, and short storage

times. A number of requirements are put forward for the carriage of goods in agriculture, depending on the physical and mechanical and agrobiological features of the goods; their total list is 250-300 items.

The degree of utilization of rolling stock is characterized by such indicators as technical availability of the fleet, fleet utilization ratio, rolling stock's capacity utilization rates, loaded mileage proportion, average length of the carriage, average trip distance, contact time, time on duty, cruising speed, operational speed [1, 2].

The indicators of the motor transport facilities utilization efficiency include: the running time of rolling stock on the route, the performance of rolling stock, the transport facilities productivity, the cost of a unit of work. The same indicators are used in assessing the use of tractors in transport operations.

The machine and tractor fleet includes agricultural machines for mechanized production processes. Combined harvesters are considered highly specialized machines as they differ by seasonal fluctuation of their utilization.

The technical and economic level of production directly depends on the availability of machinery and equipment; the indicators of the level are used in planning the development of the material and technical base of agriculture. These indicators are of great importance in the development of the main directions for the development of agricultural policy. In this regard, agricultural engineering industry has an important task to improve the structure and quality of the machine and tractor fleet parameters, that is, increase in engine power, and maneuverability of tractors indicators, and the development of systems of machinery for the production of basic types of products.

A system of machinery provides for a comprehensive mechanization and automation of production processes, reduction in the costs per unit of work and production, and reduces ratio of labour to output for production. The effect of complex mechanization is higher if the technological infrastructure of the specialization corresponds to the scale of the enterprise and to production with the use of advanced technologies. [2, 3]

METHODS

Modern technologies allow lowering material consumption, energy intensity and labor intensity of production. Mastering of resource-saving technologies in plant growing takes place in Russia with high rates.

One of the main conditions for the successful implementation of resource-saving technologies is the use of highly efficient agricultural machinery. It is necessary to develop and implement Russian-manufactured combined soil-cultivating and sowing machines and units [4].

It is necessary to create all conditions for the application of modern agricultural technologies, efficient use and purchase of additional equipment in the agricultural sector. The effect of the introduction of new equipment in agriculture is reflected in reduction of labor intensity. However, an important aspect of the issue when acquiring and implementing a new technology is their financial aspect.

One of the features of the relationship between agricultural enterprises and manufacturing plants can be leasing, both in cash and in kind.

Deliveries of equipment based on leasing play an important role for agricultural enterprises and farm machinery depots having a poor material and technical base. In modern conditions, leasing allows enterprises to solve the problem of acquiring fixed assets. A special leasing fund has been created since 1994 to improve the provision of the agro-industrial complex with machine-building products; the fund has been formed at the expense of federal and regional transfers from the budget, and transfers of funds from machine-building organizations. Budget allocations are made on an age basis to the Ministry of Agriculture and Food of the Russian Federation. The work is coordinated by the open joint-stock company Rosagrosnab, providing material and technical resources to the enterprises of the agro-industrial complex on the basis of contracts with customers and suppliers.

In accordance with the State program for the development of agriculture and regulation of markets for agricultural products, raw materials and foodstuffs for the acquisition and transfer to agricultural producers by the Open Joint Stock Company

Rosagroleasing under leasing contracts for 2013-2020, the transfer of agricultural machinery in the amount of 2,821 units was envisaged, including grain combines - 468 units, forage harvesters - 38 units, tractors - 1247 units, other equipment - 1068 units [1, 5].

Information data are factors of the positive development of the agro-industrial machinery market. Information on prices, manufacturers, maintenance and repair is one of the most important components of the effective development of an enterprise as a whole. At present, there are a large number of machinery manufacturers in the agricultural machinery market, both Russian and foreign, while each of them is fighting for buyers who have an opportunity to buy both for their own and for borrowed funds. Therefore, each buyer must have full information about prices, quality and analogues.

RESULTS AND THEIR DISCUSSION

In this regard, the activities of information and consulting services to promote the creation and development of

wholesale engineering and technical markets are of particular importance.

Rational use of technical facilities becomes possible with a sufficient number of mechanized personnel and repair bases. The high capital-labor ratio makes it possible to use them more efficiently, and the cost savings are achieved through the cooperation with the use of high-power machines and their short period of use, the organization of timely and high-quality maintenance and repair. Farm machinery depots (FMD) can provide technical assistance in carrying out mechanized operations. Abroad, there is a practice on creating agricultural associations for the joint use of machinery. That is, the provision of machinery and equipment, as well as qualified personnel allows optimization of expenditures of enterprises for machinery and its repair, and also provides the opportunity to apply modern technology and the latest methods of work. This experience can be used when creating FMDs in Russia at a new level of production [6, 7].

The technical base of agriculture is under the influence of natural and climatic factors and, in

connection with this, it differs in the location and specialization of production according to the territorial and agroclimatic characteristics. The most part of Russia's agricultural lands is located in arid regions, in this regard, one of the ways to improve the efficiency of agriculture through technical modernization is land improvement. The development of a reclamation system in agriculture can be helped by investing in the construction of new land reclamation systems, reconstruction and restoration of existing ones.

High capital intensity level of the material and technical base in the agro-industrial complex is affected by the seasonality of the functioning of its elements. That requires additional costs for the storage of machines, formation of seed and feed stocks. Also, production in large areas requires expensive mobile technological infrastructure and mechanisms, the creation of transport and road infrastructure [8].

CONCLUSIONS

Thus, ensuring the highly effective use of a technological capacity in agriculture implies accounting the

specifics of the industry, the rational production specialization of rural producers and their needs for equipment and technology, the implementation of strategies for intensification and development of modern progressive forms of organization and machinery use.

SUMMARY

The role of the technological infrastructure of agriculture in ensuring the economic growth of the agricultural sector is to participate in the increase in the value of the gross national product. The objective of the country's economy should be finding directions and economic justification for ways to improve the state of the agricultural machinery and upgrading of agricultural processes [1, 9]. The amount and quality of agricultural products directly depend on the level of technical supply of agricultural industry.

ACKNOWLEDGEMENTS

The work is carried out according to the Russian Government Program of Competitive Growth of Kazan Federal University

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**IMITATION MODELING FOR THE PURPOSE OF FORMATION OF THE
OPTIMUM ASSORTMENT SALES POLICY**Irina Atyunkina¹Alexey Kirpikov²

Abstract: Within the framework of the scientific work, the algorithm for formation of an optimal mix of the sold commodity items in the conditions of managing the risk of changing the capital structure and obtaining the required effectiveness of the financial and economic activity of an economic entity is investigated. A methodological algorithm for solving the problem is proposed using the tool of simulation modeling. Consideration of alternative approaches to financing the structure of commodity stocks of an organization taking into account possible scenarios of changing market conditions determining the efficiency of the company's operating activities served as the target for the formation of an array of simulation experiments. Based on the provisions of the corporate finance theory, a functional relationship was established between the productive and factor characteristics of

the simulation model. Justification of the author's position on the specific features of the solution of the problem posed stipulated the inclusion in the methodological algorithm of the basics of ABC-XYZ analysis, as well as the VAR toolkit. Analytical processing of the results was based on the interpretation of descriptive statistics indicators, the most important of which was the share of experiments demonstrating the possibility of maintaining the required margin of financial strength, as well as the absolute amount of profit before tax, obtained as a result of the mathematical expectation of profit in conditions of optimistic, probable and pessimistic scenarios.

Keywords: simulation modeling, financial stability, scenario analysis, financing strategies, ABC-XYZ

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analysis, VAR methodology, assortment sales policy.

Introduction

In applied economic science, the development of methods for the effective management of financial sustainability is often limited solely to monitoring key economic indicators of the status of the company and the basics of forming its financing strategies. Such approach does not allow the task in full to realize, since multistage methodological algorithms combining economic-mathematical and calculation-analytical tools are needed to achieve it. The generalization of methodical techniques presented in specialized literary sources and subjected to author's interpretation in the context of the specifics of the task posed allows an integrated financial stability management system within the assortment sales policy to develop.

Methods

The research was based on the results of application of traditional financial indicators, identification of scenarios for the development of events in the operations of an economic entity

[7, 8, 9] and various strategies for financing the purchase of goods. In addition, ABC-XYZ analysis [4] was used in the work, which application is necessary to identify the most important commodity items for the company, as well as the processing of the forecast data used in the course of building the simulation model [3, 6, 10] using methodology VAR [1, 2, 5], which gained considerable popularity in the process of corporate finance management.

Results

The algorithm of the original author's compilation of methodological approaches with an independent status, but combined with the purpose of solving a specific management problem, is presented in the paper. This set of instructions describing the order of actions, allows us to form the optimal assortment sales policy for a trading company. The proposed algorithm is based on the solution of the following problem: "To determine the amount of additional sources needed to finance the purchase of goods in terms of their payback within three months, with the organization's striving to get the

maximum possible amount of the aggregate financial result with establishing an acceptable level of risk".

The main stages of the developed algorithm are detailed in Figure 1.

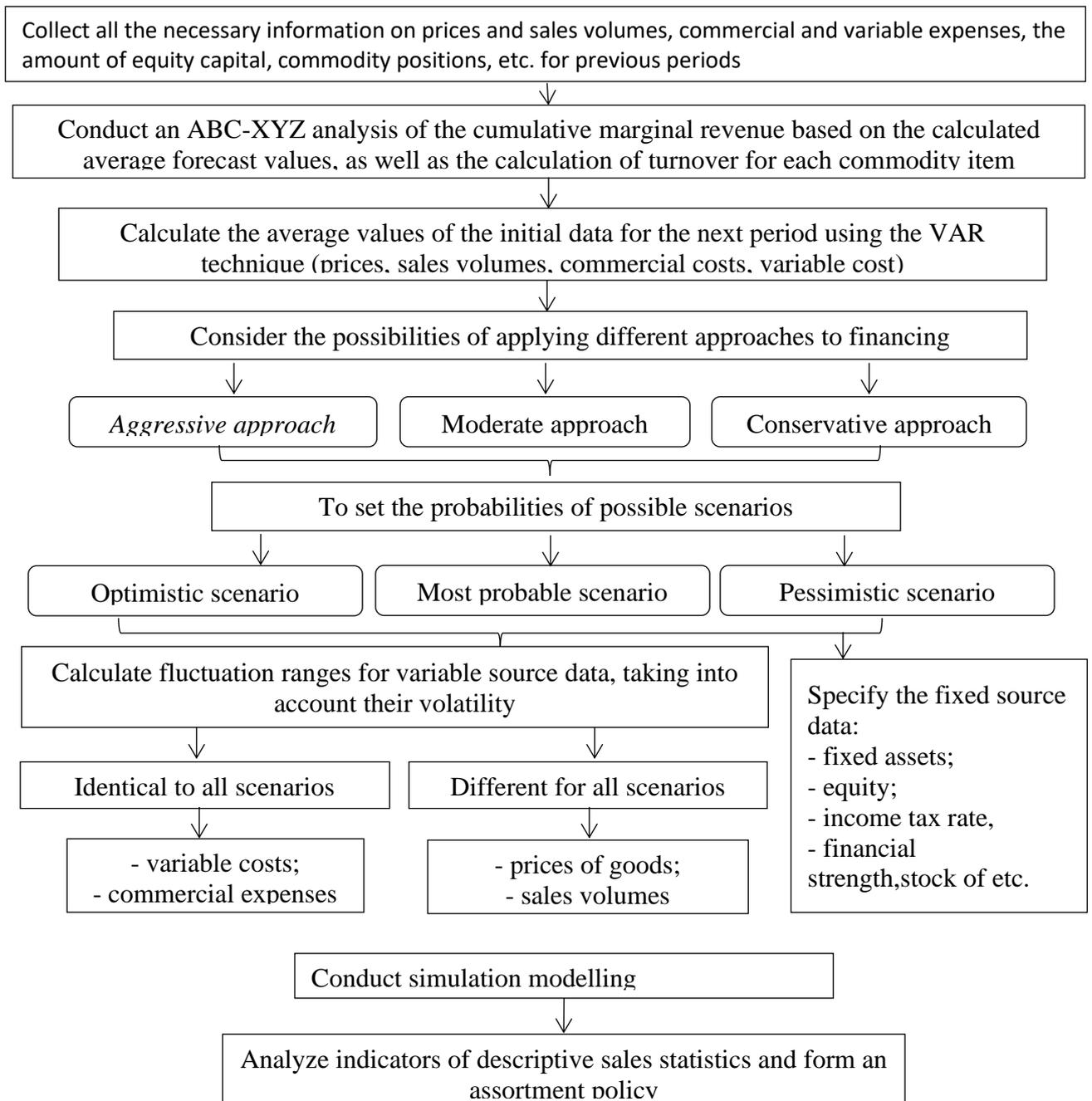


Fig. 1. Algorithm of analytical justification of the sales policy

Preparation for simulation is a complex work package which includes several key steps.

At the first stage, there should be obtained all the required information which serves in the capacity of the initial basis for building the simulation model and conducting the analysis. Information sources for the collection of data such as prices and sales volumes, commercial and variable expenses, commodity positions, etc., are the accounting financial and management reporting of the business entity, as well as consolidated operational records for previous periods.

The second stage of the preparatory work stage is the conduct of a comprehensive analysis of available commodity items. In the event that the economic entity sells disparate goods, they should initially be grouped together by the same characteristics with the aim of their possible comparison with similar ones. The authors suggest using the following indicators as the key evaluation criteria: aggregate margin income determined as a result of ABC-analysis; the volatility of sales calculated in the course of XYZ-analysis, and the

period of turnover for each commodity item.

The calculation of the predicted mean values and ranges of their changes, which will become the basis for building a simulation model, is proposed to implement using the VAR methodology.

The complex structure designing of the model includes consideration of various financing strategies and variants of the development of events. Conservative, moderate and aggressive approaches are suggested as the main approaches to financing. The difference between these approaches lies in the financing of a different number of items of purchased goods and their volumes with their inherent characteristics. For example, the financing of all goods is characteristic for an aggressive approach, except for those that have negative marginal revenue. The conservative approach is characterized with financing of goods with constant and periodic demand, with the exception of those that have a low turnover and cost-effectiveness ratio. Three alternative scenarios for the development of events are considered within each financing strategy:

optimistic, most probable and pessimistic, with specific for each price and projected sales volume.

An important step in the preparation for building the simulation model is the formation of a system of indicators (Figure 2).

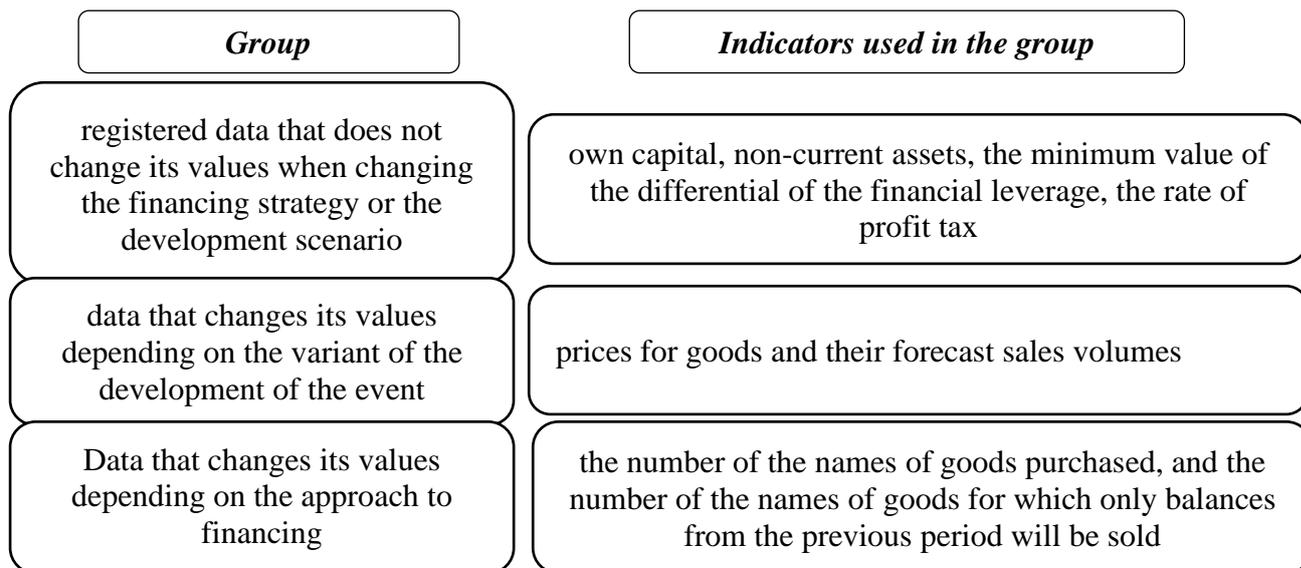


Fig. 2. Initial data for the simulation modeling

Analytical indices calculated in the course of simulation experiments can also be assigned to a separate group.

Having developed the structure of the simulation model and having prepared all the required information, an analyst can move to the next stage of the work, which is the key one - the simulation. The building of the simulation model is implemented with the use of the software application package Microsoft Excel. This stage is quite laborious, and for the purpose of

more clear visual representation the simulation process is schematically shown in Figure 3.

Figure 3 is quite informative and describes the process of building a simulation model in complex. The simulation model consists of a large number of experiments, in our case 1000 for each approach, which model possible situations of events with randomly selected initial data set in a system of indicators with fixed values or ranges of changes. An increase in the number of

experiments conducted will contribute to an increase in the accuracy of the combined results. Based on randomly selected initial data for each experiment, analytical indicators are calculated and a decision is taken to attract additional sources of financing, based on checking data describing the results of building the simulation model using the example of a moderate financing strategy with an optimistic scenario.

the preservation of the minimum value of the differential of the financial leverage and the possibility of repaying the loan while maintaining an acceptable level of financial stability of the company. Table 1 presents a fragment of the calculated

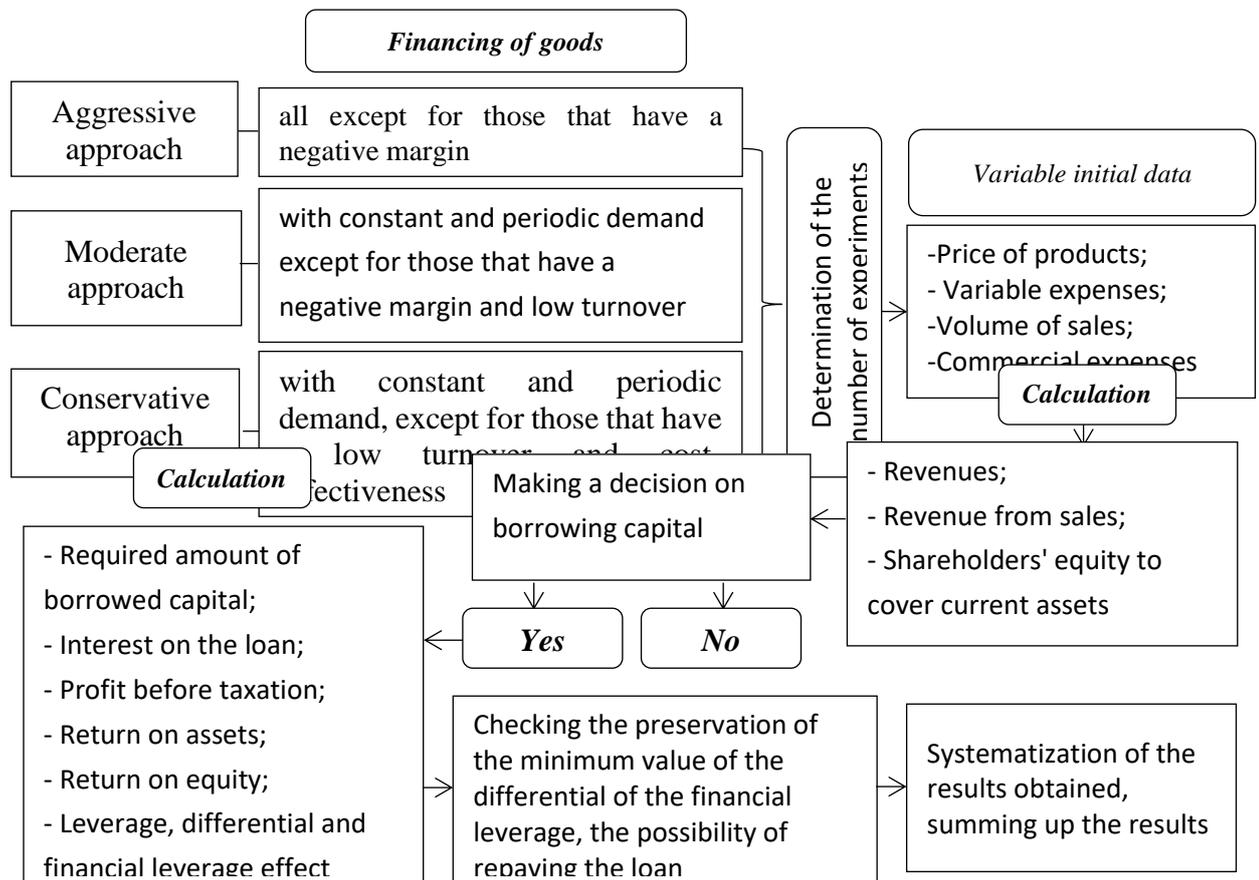


Fig. 3. The simulation modeling process

Table 1: A generalized algorithm for the format of initial data and results presentation for simulation modeling using the example of a moderate approach with an optimistic scenario of events

Indicator name		Letter designation	Experiment 1	Experiment 2	...	Experiment n
Sale under the forecast	Prices, USD (per item)	Ii	316	319		317
	Variable costs, USD (per item)	Ii	238	238		238
	Number of goods sold, USD (per item)	Ii	1294	1304		1225
Sale of balances	Prices, USD (per item)	Ii	177	178		176
	Variable costs, USD (per item)	Ii	200	200		200
	Number of goods sold, USD (per item)	Ii	240	240		240
Total revenue, USD		R	2 386 880	2 449 129		2 412 554
Commercial expenses, USD (per item)		Oi	733 342	756 327		743 597
Total profit from sales, USD		R	306,962	315,851		314 436
Own capital, going to cover current assets,		F	450 000	450 000		450 000

Quantity of goods left in the warehouse, units. (by element)		Phi	43	43	43
Minimum quantity of goods purchased, units (by element)		Pi	1316	1326	1244
Required amount of borrowed capital, USD		R	815,611	847 505	823 953
Average annual interest rate on the loan, %		F	16	16	16
Interest on the loan for the whole term, USD		R	32,624	33 900	32 958
Total profit before tax, USD		R	274 338	281 951	281 478
Analytical indicators	Financial Leverage	R	1.48	1.54	1.50
	Return on assets, %	R	28.94	28.91	29.42
	Differential of the financial leverage, percentage points	R	24.94	24.91	25.42
	Preservation of the minimum value of the differential, "YES" / "NO"	R	YES	YES	YES

	Effect of financial leverage,%	R	29.59	30.71		30.46
	Return on equity,%	R	52.75	53.84		54.00

The letters in each line should be interpreted as follows: "Ii" - the ranges of the indicator values change are different in each scenario, "Oi" - the ranges of the indicator values change are the same in all development scenarios, "P / Pi" is the data received by the calculated way, "F / Fi" - the value of the indicator is fixed for all experiments. The lines, in the names of which the phrase "by elements" is present, presume the examination of prices, variable expenses, the quantity separately for each commodity item, commercial expenses for elements of costs, such as: rent of premises and equipment, transportation costs, labor costs, communication services and etc.

Similarly, the remaining tables are formed considering all possible

strategies for financing purchases of goods and scenarios. In order to simplify the collection of the results and form a single summary table, it is recommended that all calculations be made in the same format.

Summary

It is most convenient to summarize the results in a tabular form structuring the results separately for each scenario of events development within the framework of a specific approach with a view to their possible comparison and identifying an appropriate strategy for financing the purchase of goods. A fragment of the final indicators of the simulation model is shown in Table 2.

Table 2 :A part of the simulation modeling results

Indicator name	Aggressive approach	Moderate approach	Conservative approach
----------------	---------------------	-------------------	-----------------------

		O.	MP	P.S	Tot	O.	MP	P.S	Tot	O.	MP	P.S	Tot
		S.	S.	.	al	S.	.S.	.	al	S.	.S.	.	al
Average indicator value	Return, thous. dollars.	2 674	2 432	2 186	2 382	2 424	2 193	1 959	2 146	2 024	1 834	1 648	1 797
	Profit from sales, thousand dollars	310	192	72	168	302	182	65	159	202	97	-6	77
	The borrowed capital (without %), thousand dollars.	1 090	962	829	934	837	721	599	695	521	432	347	416
	Financial leverage	1,9 8	1,7 5	1,5 1	1,7	1,5 2	1,3 1	1,0 9	1,2 6	0,9 5	0,7 9	0,6 3	0,7 6
	Return on assets, %	23, 23	15, 92	6,7 3	13, 8	27, 9	18, 89	7,7	16, 32	26, 36	14, 37	- 1,1	10, 75
	Differential of the	19, 23	11, 92	2,7 3	9,8	23, 9	14, 89	3,7	12, 32	22, 36	10, 37	- 5,1	6,7 5

financial leverage, percentage points													
Effect of financial leverage, %	30,51	16,69	3,31	14,08	29,13	15,62	3,24	13,31	16,97	6,54	-2,55	4,93	
Return on equity, %	49,1	29,43	8,69	25,12	51,45	30,73	9,39	26,37	38,06	18,04	-3,43	13,53	
Profit before taxation, thousand dollars	267	154	39	131	269	154	41	131	181	80	-20	60	
Specific weight of experiments with preservation of safety	0,15	0,46	0	0,61	0,15	0,5	0	0,65	0,15	0,29	0	0,44	

factor on differential												
Specific weight of experiments in which profit before tax is positive	0,1 5	0,5	0,3 5	1	0,1 5	0,5	0,3 5	1	0,1 5	0,5	0,0 4	0,6 9

The letters denoting the column names are treated as follows: "OS" is an optimistic scenario, "MPS" is a probable scenario, "PS" is a pessimistic scenario. Forming this table on the basis of practice, it is recommended to calculate other indicators of descriptive statistics, such as maximum and minimum values, mode, median, etc. in addition to the average values in which most of the indicators are presented.

A comprehensive analysis of the results allows us to make a choice regarding the most optimal strategy for financing the purchase of goods and determine the amount of borrowed capital. Thus, the value of the pre-tax profit indicator, which characterizes the financial performance of the company, with an aggressive and moderate approach is located at around \$ 131

thousand, while at a conservative approach this indicator is more than half the amount. This is explained by smaller purchases and sales volumes than in other approaches. In addition, with a conservative approach, the specific weight indicator of experiments with preservation of the safety margin on the differential, the minimum value of which was taken at the level of 10%, is much lower than for other approaches. The current situation can be explained by the fact that the return on assets under the conservative approach is at the level of 10.75%, which is lower by 5.57 percentage points of the indicator obtained with a moderate approach, and by 3.05 percentage points - with an aggressive approach. Thus, with a decrease in the profitability of assets for an unchanged average three-month

interest rate, the differential of the financial lever with a conservative approach in most cases does not withstand the minimum required value.

Analyzing the financial leverage, you can see that with an aggressive strategy, this indicator is 0.44 points higher than the leverage value calculated with a moderate approach to attracting borrowed sources of financing, which indicates a greater dependence of the company on creditors, and, consequently, on risk.

In the example considered, in our opinion, it is more rational to apply a moderate strategy to financing the purchase of goods, which represents the best correlation between the accepted risk and the financial performance obtained. Thus, the average size of attracted borrowed sources will vary from \$ 599 to \$ 837 thousand.

Conclusion

Thus, the construction of an algorithm with the use of a comprehensive approach and the integration of elements of methodological tools in the formation of the assortment sales policy allows us to go beyond the traditional financial

diagnostics of an organization and create prerequisites for effective business administration aimed at achieving a compromise between the performance and financial stability of the economic entity.

Acknowledgments

The work is carried out according to the Russian Government Program of Competitive Growth of Kazan Federal University.

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FORMING AND DISCLOSURE OF INFORMATION ON RISKS RELATED TO FOREIGN BUSINESS

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Lidiya I. Kulikova²

Abstract: Currently it is difficult to overestimate importance of work of the enterprises of fuel and energy branch, in particular the oil-extracting companies, the majority of which foreign divisions have. Conducting foreign activity involves numerous external risks, many of which are capable to influence a financial position and financial results of the company negatively. Practice shows that most the enterprises very formally belong to disclosure of information on the risks interfaced to foreign activity. The PEST analysis which is carried out by us allowed revealing risks to which the PJSC Tatneft Company having representation in Libya is subject. In this article practical implementation of requirements of IFRS regarding disclosure in the reporting of information on risks by the PJSC Tatneft Company having division abroad is also

considered. On the basis of the analyzed disclosure merits and demerits in the reporting of information on the risks interfaced to conducting foreign activity the uniform technique of disclosure of similar information was developed. In our opinion, the recommended format of disclosure of relevant information will simplify work of the accountant by drawing up financial statements, and to users of such reporting will allow to estimate consequences of foreign activity, to create idea of a financial position of the organization and will provide adoption of rational economic decisions.

Keywords: foreign activity, risk, IFRS, estimated obligations.

Introduction

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The domestic companies functioning today in the conditions of globalization and internationalization understand that their financial and economic activity, as well as the economy of our country, came [12] to absolutely new level of cooperation and competition.

It is known that on oil and gas production, the Russian Federation takes the second place in the world, and 37,4% of the budget of our country make the oil and gas income. These figures and the facts emphasize importance of work of the enterprises of fuel and energy branch, in particular the oil-extracting companies, the majority of which foreign divisions have now.

Conducting foreign activity is accompanied by numerous external risks, many of which are capable to influence a financial position and financial results of the company [11] negatively. The majority of the risks interfaced to foreign activity have unpredictable character and to avoid consequences of their emergence it is represented impossible. In that case in advantageous situation there are enterprises capable to quickly reveal similar risks and to quickly eliminate their consequences. It means that

competitive advantage of conducting activity abroad depends on successful risk management, connected with such activity.

The concept of foreign activity reveals in IFRS (IAS) 21 "Influence of changes of exchange rates of currencies" [3] in value of the company which is the affiliated, associated or joint venture, or division of the reporting enterprise which implementation of activity happens in the country or in the currency different from the country or currency of the reporting enterprise.

Today the lion's share of the domestic companies of an oil and gas complex conducts activity not only in the territory of Russia, but also abroad. So, PJSC Lukoil has oil refineries in Ukraine, in Romania and Bulgaria; PJSC Gazprom will enter foreign activity in Belarus, Namibia, Kyrgyzstan; PJSC Tatneft - in Ukraine, in Belarus, Libya, Syria and Turkmenistan. Therefore, success and prosperity of such companies is directly proportional to their ability to work in rapidly changing conditions of the world environment. We will call such conditions of uncertainty and unpredictability risk.

Materials and Methods

Formation and disclosure by the accountant of information on the financial risks connected with foreign activity was analyzed on the basis of accounting (financial) reports of the export company - PJSC Tatneft. This reporting reflects a financial position and financial results of activity of the company for 2016.

On the basis of the consolidated financial statements (further - KFO) the PJSC Tatneft company kept according to requirements of IFRS analyzed practical aspect of formation and disclosure of information on risks of implementation of foreign activity.

The information which is contained in standard and legal sources and concerning the risks interfaced to conducting activity abroad was analyzed (IFRS, IAS, the Information letter of the Ministry of Finance of the Russian Federation, etc.).

PEST analysis of risks of the PJSC Tatneft organization in a section of the division conducting activity in Libya was carried out.

Results and Discussion

IFRS standard (IFRS) 7
"Financial instruments: disclosure of

information" [2] is defined the operating classification of financial risks which includes credit risk, risk of liquidity and market risk. The last is subdivided on percentage, currency and other price risks. This classification of risks is presented also in the Information letter of the Ministry of Finance of the Russian Federation No. PZ-9/2012 [5].

We believe that the given classification of risks is applicable for disclosure of information on foreign activity of the companies. So, activity of foreign division, say, by PJSC Lukoil in Romania is really accompanied by credit risk (risk of non-performance or untimely performance by the borrower of the company of the financial obligations), risk of liquidity (when there is a probability that losses in connection with impossibility of the company to fulfill the obligations in time will be suffered) and market risk (risk of possible depreciation of assets as a result of the change in price for them).

At the same time, this classification is not information, universal and rather full for disclosure, in accounting reports about foreign activity of the companies. Let's consider risks to which the PJSC Tatneft company having representation abroad (in Libya), on the

basis of PEST analysis (tab. 1.1) is subject.

Table 1 - PEST analysis of risks of foreign activity of PJSC Tatneft in Libya

Political risks	Social risks
Risk of military operations and civil disorders (civil war in Libya, 2011); Risk of a rupture of the contract because of changes in the legislation of Libya (unprofitable conditions, trade barriers, increase in duties, taxes, etc.); Risk of a transfer (difficulty of converting of Libyan dinar in currency of submission of the reporting because of actions of the government of Libya).	Risk of change of level of education of the population of Libya (qualification and professionalism which have shots); Feature of mentality and important cultural values; Changes in social groups of the population of Libya; Risk of change of tastes and preferences of the population of Libya; Risk of change of the settled values and prejudices.
Economic risks	Technological hazards
Risk of change in the exchange rate of currencies (currency risk); Change of unemployment rate; Change of the rate of inflation; Risk of change of the located income per capita Libya; Number of tendencies of a banking system of Libya.	Risk of possible changes in the main technologies used at investigation, drilling and oil production in the territory of Libya; Innovations in information technologies, a certain business model, ways of the organization and business; Risk of influence of mobile technologies and the Internet on development of cooperation at world level.

As a rule, the risk of conducting foreign activity has negative financial consequences. For example, suppose, that the resident of the Russian Federation, the oil-extracting company PJSC Rusneftdob, conducts foreign activity in Kuwait. As a result of unforeseen circumstances, say, of the fire which happened because of arson of oil wells, activities for extraction of "black gold" stopped. The independent organization assessed damage caused by natural disaster at a rate of 37 850 Kuwaiti dinar: oil reserves were destroyed, boring wells demand considerable repair and office buildings are not subject to restoration. Thus, PJSC Rusneftdob will suffer considerable financial losses, trying to stabilize the reeled financial stability of the company.

As similar situations exert direct impact on results of financial activity of the economic subject (the company incurs losses, there is an outflow of its money, an expenditure of financial, labor, material and production resources), so this information has to be reflected in accounting reports of the enterprise. It is urgent also because according to requirements of IAS 1 "Submission of financial statements" [1], information on risks reflected in the

reporting has to be relevant, convenient and demanded by the users interested in information on foreign activity of the organization.

According to requirements to disclosure of information on risks in the reporting the company is obliged to provide to users information on all types of risks in a part:

- susceptibility of the company to risks and reasons of their emergence;
- concentration of risk (the company has to describe a concrete general characteristic which distinguishes each concentration on contractors, regions, currency of calculations and payments);
- the risk management mechanism (disclosure is more whole, politicians, the applied procedures in the field of the risk management and methods used for risk assessment);
- changes on all above-mentioned points current reporting year in comparison with previous.

Now in activity of the largest companies questions of management of political risks as mechanism of maintenance of stability of functioning and development of economic entity are

very urgent. However, despite considerable importance of formation of information, for the purpose of improvement of quality of financial statements, the analysis of accounting reports of one of the largest export companies of Russia which is carried out by us showed that it very formally treats disclosure of information on risks.

Let's consider how information on the risks connected with a political situation in the reporting of PJSC Tatneft is opened. In the Note 27 "Conditional and contractual obligations" the company describes the susceptibility to political risk in Libya, specifying the reason (The civil war in Libya) and consequences (the enterprise was forced to suspend completely the activity in Libya and to evacuate all the employees) its emergence. Data on the sum of the assets connected with operations in Libya (5 752 million rubles) as a part of which there are capitalized costs of investigation (5 532 million rubles), inventory holdings (210 million rubles) and money (10 million rubles) are here too provided.

However in the analysis of the Note 30 "Management of financial risks" it was revealed that PJSC Tatneft has no strategy of management of political risks

directed to minimization of potentially possible negative effect on a financial position of group. In other words, the situation in Libya is described only in the Note of the 27th annual reporting of PJSC Tatneft.

Lack of such order of disclosure of information, in our opinion, is lack of data as about the size of the risks connected with a political situation in Libya and about the size of consequences of their influence on activity of the company in terms of money. There is also no information on risks of foreign activity in Ukraine, Belarus, Syria and Turkmenistan.

Conclusions

On the basis of the carried-out PEST analysis it is possible to draw a conclusion that the existing classification of financial risks is not full and, in our opinion, can be applicable to foreign activity at its addition with a new qualification sign - the risks connected with a political situation in the world or political risks. Risks which possibility of approach is probable in connection with political actions of the government of that country in which the reporting enterprise has the division will belong to

this category. As recommendations we would like to offer such way of submission of information on risks of conducting activity abroad which, in our opinion, draws the fullest picture of risks, improving transparency and reliability (qualitative characteristics) of financial statements (fig. 1). He will allow users of financial statements to have more detailed and objective idea of a financial position of the company with the smallest expenses of time for search of necessary relevant information. This way of submission of information is based on assessment of risks of foreign

activity according to PEST analysis where risks are ranged on extent of their influence on economic security of business. It is necessary for those risks which have the high level of threat for a continuity of activity of the organization:

- to open consequences of their influence (in particular, their influence on indicators (articles) of financial statements in terms of money);
- to specify the tools used for assessment of the arising risks;
- to develop methods of their minimization and the subsequent control.

Article of financial statements subject to risk of foreign activity	Political risk		
	Libya	...	Country n
Long-term assets			
Capital expenditure according to the section	5 532	...	Σn
Search NMA	1 321	...	Σn
...
Total long-term assets	6 853	...	Σn
Short-term assets			
Money and their equivalent	10	...	Σn
Inventory holdings	210	...	Σn
...
Total short-term assets	220	...	Σn
Share capital			
...
Total akpitat joint-stock	Σn
Long-term circumstances			
Estimated obligations for a conclusion of operation of an asset	3 578	...	Σn
...
Total long-term obligations	3 578	...	Σn
Short-term obligations			
Estimated obligations for payment	5	...	Σn
...
Total short-term obligations	5	...	Σn

Figure 1 - The data representation form offered by authors about the risks connected with foreign activity of PJSC Tatneft

This approach can be realized by means of the analysis of sensitivity which helps, changing initial risk components, to estimate their influence on final characteristics. The analysis of sensitivity in practice is carried out by means of application of special computer programs which part of tools methods of imitating modeling (Project Expert, "Alt-Invest"), or the Microsoft Excel programs are (the analysis "that-if"). Thus, application of modern methods of forecasting and disclosure of the received results in the reporting will lead to improvement of quality of the last that will raise its representative characteristics.

It is also necessary to think over methods of registration ensuring formation of information on the risks interfaced to a political situation. In our opinion, creation of estimated obligations for similar situations is expedient [6,7].

First, consequences of this political situation in Libya gets under definition of the estimated obligation opened in IFRS (IAS) 37 which are understood as the obligation with an

uncertain date of performance or the obligation of uncertain size [4,13]. Really, terms in which PJSC Tatneft plans to resume the activity in Libya remain unknown to this day.

Secondly, according to the last audit inspection of the reporting of PJSC Tatneft by the PricewaterhouseCoopers company (PwC) the used importance level in relation to each concrete enterprise made from 130 million rubles to the maximum level making 5 400 million rubles. It turns out that the unaccounted sum of assets on operations in Libya for the sum of 5 752 million rubles is essential.

In this regard, we consider that PJSC Tatneft needs to create the estimated obligation for a conclusion from operation of assets of investigation and assessment in the sum calculated for requirements of IFRS (IAS) 37 "Estimated obligations, conditional obligations and conditional assets". The article "The Estimated Obligation for a Conclusion from Operation of Assets of Investigation and Assessment" will be included in the report on a financial position of PJSC Tatneft in the section of

long-term obligations. In the report on the cumulative income the sum of the created estimated obligation will be reflected under the article "Other expenses". Information on this estimated obligation needs to be opened in notes to financial statements of the company.

All this will allow PJSC Tatneft:

- to secure itself against possible losses which can be suffered in the future in connection with the developed political situation in Libya (in the sum of the created estimated obligation);
- to provide registration and analytical formation of information on risks of foreign activity;
- to provide to users and investors information which is precisely reflecting a financial position of the company.

Conclusion

Thus, the classification of risks presented in IFRS (IFRS) 7 is applicable to risks of conducting activity abroad, but is not limited to credit, market risk and risk of liquidity, and can be added with risks political. Information on the

risks of foreign activity connected with a political situation has to be opened in notes to accounting (financial) reports. Risks have to be ranged through the PEST analysis prism on extent of influence on financial and economic activity of the economic subject. Influence of the most essential risks has to be counted by means of the analysis of sensitivity and is reflected in quantitative (monetary) expression in a section of the countries where foreign activity of the company, and under articles of accounting reports is conducted.

Also creation of estimated obligations in those situations when the date of performance or size of such obligation cannot be precisely defined is recommended. Such event is the termination of trade operations of PJSC Tatneft in the territory of Libya because of the developed political situation in this country.

Only set of the above-stated actions is capable to improve quality, transparency and appeal of the provided accounting information from the point of view of the interested users that, in turn, will promote adoption of rational administrative decisions by the management.

ACKNOWLEDGEMENTS

The work is performed according to the Russian Government Program of Competitive Growth of Kazan Federal University.

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**DEVELOPMENT OF THE CONTENT AND FUNCTIONS OF A FIRM WITH
THE ACCOUNT OF THE ECONOMIC DISEQUILIBRIUM CONDITIONS**Kabir Saubanov¹Mikhail Nikolaev²

Abstract: The paper examines the actual problem which is a complex and contradictory process of origin, formation and development of a firm and its functions. It is shown that the structure of a firm, the features of its organization, the nature of the functions performed and the changes occurring therein have a great influence on the efficiency of management, on the properties and characteristics of economic systems. It is within its framework that a complex process of interaction between all factors of human life activity: historical, natural, cultural, economic, including the basic principles and types of long-term behavior of economic agents are formed. All that has been said undoubtedly confirms the relevance of the topic under research. However, despite the importance of solving these problems, up to the present

time there is no single understanding of the concept “firm”, nor a generally accepted view of its nature and functions. In the paper, all these issues are considered in relation to various stages of economic evolution and in the context of several main approaches: classical, institutional, evolutionary and behavioral, in which the concepts of the firm, its nature and functions are significantly different. The main directions of gradual changes in views on the institution of “firm” are shown: a consistent departure, and then a complete rejection of the principle of rationality, which was decisive at the stage of domination of the classical approach; weakening the importance of the theory of general equilibrium; creation of “company” models, first, describing its behavior in the real conditions of economic uncertainty and a

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disequilibrium environment, secondly, orienting in making decisions not for the best, but for an acceptable result.

Keywords: firm; institute of “firm”; market; the nature of a firm; economic transformation; economic disequilibrium.

Introduction

A company is one of the main links of the economic system, the transformation in which affects the efficiency of management, the properties and characteristics of the system as a whole. A single point of view on the causes of origin, the content of a firm, and its functions does not exist. Representations about its purpose changed significantly as social and economic relations and socio-cultural environment developed. At the same time, these views played an important role in the formation of a stable, full-fledged and effective institution of a firm that is able to successfully resist negative and crisis phenomena in the economy. Especially relevant is to ensure full compliance of the firm with the goals and directions of industrial policy, as

well as the tasks of ensuring the competitiveness of the economic system.

Especially large changes in the content and functions of a firm take place during periods of economic transformation, as happened, for example, in the Russian Federation and other countries of Eastern Europe in their transition to the market economy. These changes were caused by numerous violations of the previously established links between individual elements of the economic system, including the most significant of them which determine the type of economic disequilibrium that has developed at the moment. These include the interaction between organizational forms of production, the relationship between personal and material factors, the regional and branch structure of the economy, and the structure of investment.

These violations are inevitably accompanied by changes in the position of a firm in the system of economic relations and its functions, as well as by the growth of all types of their costs: production, transaction, and dissipative. This, in turn, complicates the functioning of the economic system due to the impossibility of timely receipt of

undistorted management and price signals into its subsystems and to individual economic entities.

The result of changes in the transforming economy is the redistribution of product releases between individual firms and companies. In this case, unlike the conditions of the usual market system, where it would have occurred in favor of the most effective actors, in a transforming economy everything takes place in another way. This circumstance makes it necessary to investigate the development of the concept “firm” content and functions of a firm, taking into account economic disequilibrium.

Methods

The following methods were used by authors in the work:

1) Historical, in accordance with which the content and functions of a firm were examined at various stages of their economic evolution, which made it possible to trace the temporal sequence and features of the emergence and development of their main elements and forms;

2) Comparative analysis method, through the prism of which the features of the concept “firm” content and functions of a firm were analyzed in the context of economic transformation and the accompanying pronounced economic disequilibrium;

3) Abstract-logical method, which is the main tool of economic modeling and scientific analysis, that made it possible to clarify the general scheme of the evolution of the institution of firm.

Results and discussion

One of the first attempts to understand the causes and conditions of origin of a firm, the variety of their sizes and types belongs to A. Smith, who identified the development of trade as such, as well as the scale of demand. A firm seemed to him as a way of production, which provides technical progress and an increase in labor productivity, illustrating this statement using the example of a pin factory [1].

In principle, A. Smith believed that a firm emerges and operates in a competitive market environment, which allows it to find and use equilibrium prices. Although competition was

considered by him only as perfect one, and according to him, any role of the state in regulating the activities of firms should be completely denied. In fact, this was the principle “the lesser is the state influence, the better”. A. Smith believed that the purpose of a firm is achievement of maximum efficiency of management, what corresponds to a strictly rational type of behavior of economic entities.

Smith's approach was later developed in the works of A. Marshall, J. Robinson, J. Schumpeter, and others.

Thus, A. Marshall supplemented and developed the idea of a firm as an organization, one of which functions is to ensure economies of scale, and thus he explained the formation of large economic structures. A. Marshall approached to the problem of formation of an equilibrium price in a different way. He showed that equilibrium is not a frozen, static state, but only a moment in a continuous development, which is both the final stage in the process of adaptation to changed conditions, and the starting state for a new process. In addition, A. Marshall essentially considered for the first time the interaction between firms in conditions of disequilibrium, using a

special method for this purpose. He introduced the concepts of short-term and long-term periods and showed that the transition from one state of equilibrium to another is not instantaneous, but only through successive discontinuous iterations [2, 3]. This allowed A. Marshall firstly to look at the problem of the general economic equilibrium developed by L. Valras, according to whom it should be considered unattainable. Secondly, to show that after a violation of an equilibrium state, the economic system can never again come to a new state which is the same as the previous one. And thus, A. Marshall has rejected the main thesis of the theory that economic evolution is an endless process of successive movement from one state of equilibrium to another. This state proved to be an exception to the rule rather than a stable state to which the market mechanism automatically leads.

A significant contribution to the improvement of the theory of a firm was made by J. Robinson. Considering the behavior of firms and the development of their functions under conditions of imperfect competition, and in fact in conditions of disequilibrium, he revealed

new characteristics and factors of their behavior, for example, competition between manufacturers of differentiated products, price discrimination, etc. J. Robinson also drew attention to the possibility of a multiplicity of equilibrium states, showing that the market system functions in reality in more complex way than it was previously thought [4].

New provisions concerning the theory of a firm were proposed by J. Schumpeter, who developed the theory of an entrepreneurial firm, which he understood as a special economic agent not aimed at maximizing profit or utility, as opposed to other concepts, but at forming strategic advantages in competition [5].

A new approach to the analysis of the content and functions of a firm was proposed by R. Coase, who used as the theoretical basis not the theory of general equilibrium, but the institutional concept, according to which a firm is no longer an integral organic element of the market, but, on the contrary, contrasted to it being a domestic production opposing to an external one. According to R. Coase, who viewed a firm as a system of relations, where the resources

are completely dependent on the entrepreneur, its formation is associated with special transaction costs, and a firm itself is created in order to minimize them.

In addition, on the basis of the institutional approach, it was found that although a firm is created to minimize transaction costs, they are never completely destroyed because of the asymmetry of information. This means that one can judge the degree of economic disequilibrium by their magnitude.

A new and important step in deepening the understanding of a firm and its functions was made within the institutional framework by M. Jensen, W. Mekling and especially O. Williamson, who presented a firm as a set of long-term agreements or a "network of contracts" between economic agents specifying rights and obligations of parties [7]. According to this point of view, if the contracts were always perfect, that is, they could provide for any possible complications in relations between agents, a firm would not be needed. But since such contracts are not possible in principle, they all do not exclude opportunistic behavior of

partners; hence the understanding of a firm arises as a network of such long-term contracts each of which is best suited to the specifics of a particular relevant transaction. The functions of a firm are presented here as an opportunity to choose such an optimal contract form that ensures maximum savings on transaction costs.

Another important step in developing an understanding of a company operating under conditions of a disequilibrium environment was made within the framework of evolutionary and behavioral theories, where the very understanding of a firm and its functions is fundamentally different from traditional ones.

So, in the first of them a firm is regarded as an almost complete analogue of a living organism, which continuously develops reacting to any changes in the external environment and, in turn, changing the rules of its behavior and thereby achieving effective results [8]. R. Nelson and S. Winter created a number of models describing the reaction of firms to changes occurring in the environment, for example, to the growth of investment, to rising prices, to

structural and technological shifts in other industries. With the help of these models, they showed that such a reaction is really a reciprocal change by firms of the principles and norms of their behavior that were formed earlier on the basis of accumulated skills and techniques. These principles and norms they called routines, highlighting several of their types: those managing of short-term behavior; those managing of long-term behavior; and those determining the principles of changing other routines of a lower order or search routines.

Upon that, the main task of a firm is to find a structure of those routines, in which their compliance with external conditions would be maximum. From this not only the effectiveness of their activities, but often the survival of a firm in a competitive struggle directly depends.

It follows from the foregoing that the process of the evolution of firms can be considered and represented as a continuous and consistent change in their behavioral characteristics or routines in interaction with the external environment. Schematically this can be represented as follows (Fig. 1):

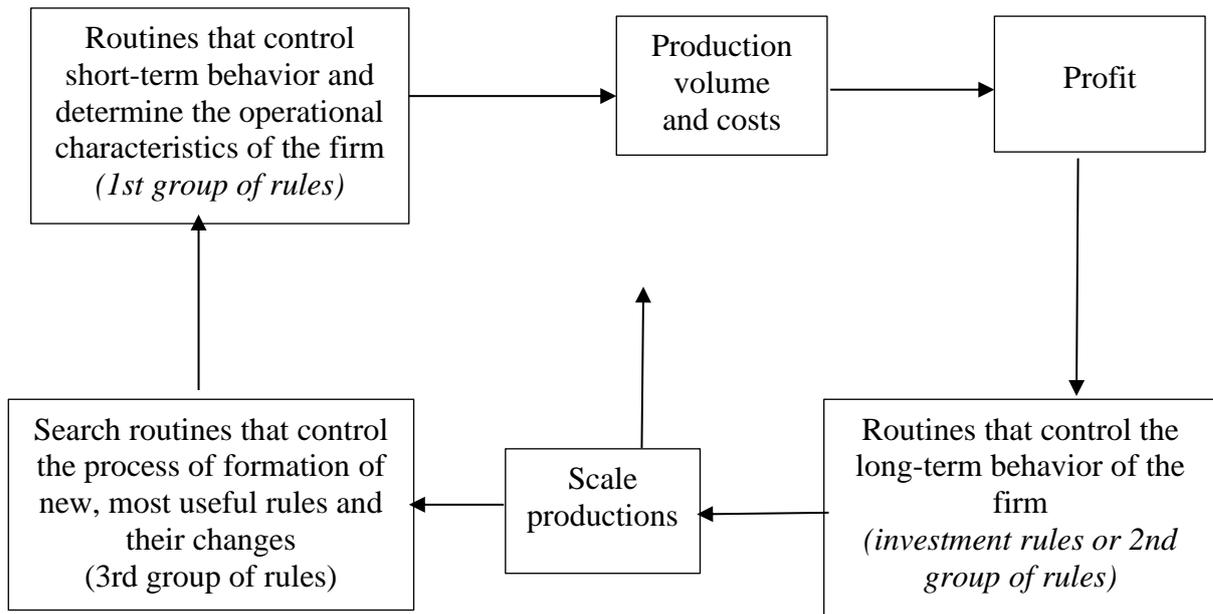


Fig.1. The evolution of a company from the standpoint of evolutionary theory

In the figure, we see that the routines that govern the short-term behavior of a firm determine the volume of output and costs. Taking into account the conditions of demand, supply and prices, this volume determines the amount of profit. The level of profit through another set of routines that control long-term behavior, i.e. with the help of investment rules, set the scale of production. The latter, in turn, determining the level of output and costs, affects these characteristics of a firm through a third set of routines aimed at finding the most useful rules and rules. Thus, the development of a firm is carried out through the process of

continuous interaction, search and selection of routines and their adaptation to the constantly changing environmental conditions.

The given model of firm evolution differs radically from models based on the concept of general equilibrium, including due to complete lack of even the concept of maximizing efficiency. According to its ideas, the maximization of results does not occur at all in the process of evolution, but simply the search for the best option of management from all possible ones applicable only to these specific conditions. This option is usually far from the equilibrium and optimal. This

approach to the evolution problems made it possible to take a completely new look at the established concepts and categories of traditional economic theory, and in essence opened up for the research and analysis in general not previously considered problems.

It should be noted that evolutionary selection illustrated by the example of only individual firms, is also implemented in economic systems of a more complex level of regions, industries, and the economy as a whole. However, here, for example, at the sectoral level, it consists not only in selecting the most useful routines for a firm, but also in the formation of new ones through the gradual extraction of them from a set of repetitive, analogous situations, and, in addition, the selection of firms themselves, the result of which is change in the industry structure. The process of development and selection is endless, and therefore it cannot be asserted that at some point the best industry structure was established, the most sophisticated routines were selected or the most effective firms were selected.

Thus, we see that with regard to the industry, as with the individual firm,

from the point of view of evolutionary theory, too, it makes no sense to talk about any maximization of efficiency. It is only possible to find the best solution possible in the given circumstances.

The ideas of the evolutionary theory are echoed by the views of behavioral theory, where research and analysis of a real decision-making process taking place in households, firms and organizations are also at the forefront, and with this in mind a generalized new model of behavior of economic agents in a disequilibrium environment is constructed [9; 10].

Among those basic provisions, there is an assertion that the decisions made by business entities are not based on the principle of rationality. In fact, they obey the generally accepted rules and conventions. An economic agent, unlike neoclassical notions, seeks not to maximize utility or profit, but to find a satisfactory option for it and when the first more or less acceptable result is reached, the search for new options ceases.

The acceptability or non-acceptability of the option is determined only by the subject itself, and is related to its level of claims, which correspond

to its personal perceptions of what it should and can count on. If the result of economic activity is negative, then the level of personal claims is reduced, since the subject begins to treat its capabilities more critically. If the result is successful, then the level of claims is increased, and a new and higher goal is put in this case.

Strictly speaking, the considered model of behavior is based on a personal intuition of the head of the firm and does not allow making reliable unambiguous predictions. And nevertheless, it is closer to the real decision-making process in comparison with the concept of equilibrium. It is also confirmed by economic practice, which provides many relevant testimonies. Following the rules a firm makes only a satisfactory choice, because in the conditions of uncertainty of the disequilibrium environment, it is still impossible to calculate everything in advance, it often gets better results than in cases of attempts to optimize firm's activity. Most firms tend to prefer to adhere to these same rules, even when a deviation from their original position might be more beneficial than upon compliance with it.

Summary

On the basis of the study, we can draw some conclusions:

1. A firm which is an independent primary economic link, has, as its functions, a complex content that continuously develops in time and reflects in itself all the numerous changes that are happening objectively in economic systems in the course of their evolution. Therefore, it cannot be fully described by the means of any one approach or by one model.

2. Each of the approaches, theories and concepts that in their own way define the essence and content of firms and explain their behavior and functions, has its strictly limited scope depending on the conditions and circumstances in which firms operate. Thus, situations close to equilibrium can be described with sufficient reliability even today by the production function, and situations characterized by a high degree of uncertainty and incompleteness of information are models of institutional, behavioral or evolutionary approaches.

3. The general trend in the development of the theory of a firm and its analytical tools is for today the

growing interest in the apparatus of evolutionary and behavioral theory that are more adequate to today's economic realities.

Conclusions

In conclusion, we note that the analysis of evolutionary changes in the content and functions of a firm, their description, modeling and forecasting of development are most difficult to apply to a transforming economy where different types of economic disequilibrium collide simultaneously, and firms interact under conditions of transition from one of them to another, being simultaneously influenced by restrictions of a different nature. Therefore, it is impossible to satisfactorily describe their behavior using a single model. This imposes particularly stringent requirements on the analysis of the problem of the formation and development of the modern institute of the company in transformational systems. It should be implemented on the basis of an integrated system approach, taking into account the positive experience of other countries.

Acknowledgments

The work is carried out according to the Russian Government's Program of Competitive Growth of Kazan Federal University.

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TRANSFORMATION OF THE EVOLUTIONARY ECONOMICS THEORY

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Abstract: The evolutionary economics was separated into an independent direction of research only after the appearance of the works of R. Nelson and S. Winter. The theory they propose is based on similar processes in economics and biology. Thus, the evolutionary economic theory was built on the inconsistency of two processes based on Darwin's theory (variability and selection). When transferring this into the economic reality we create the following model: a competitive struggle is created between the firms as a result of which the most adapted ones "survive" in the process of industrial innovation. At the same time, the evolutionary ideas arose much earlier. In the XVIII century

B. Mandeville, A. Smith, and later T. Malthus expressed their ideas that could be attributed to the evolutionary approach today in connection with the assertion of a natural-science worldview that undermined the idea of a divine creation, though with some reservations. The purpose of this article is to trace the change in the ideas of "evolutionary economics" in various technological orders.

Keywords: evolutionary economics, large cycles of conjuncture, technological order.

Introduction

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The definition of the term "evolutionary economics" is ambiguous, there are various terminological differences, connected, first of all, with the ambiguity of the word "evolution". The approaches differ depending on the research methods used, whether they accept Darwinian ideas or not and the views on the necessary policies. The sources and nature of some of these discrepancies will be discussed below.

However, the general emphasis is shifted to the issues of economic changes and transformations in the works of all evolutionary economists. Often, the evolutionary economists do not take institutions or technologies as a reality: they are focused on how they arise and develop. It is also assumed that the complex phenomena usually do not arise during design. Complex phenomena are the result of processes of self-organization and competition as in the nature.

Method

We consider the historical roots of the evolutionary economics, the general ideas of researchers based on a retrospective analysis in this work.

Results

Long waves in the economy or "big cycles of conjuncture" have been being investigated by the economists since the middle of the XIX century. So the cyclicity between two world "economic catastrophes" of 1793 and 1847 discovered by H. Clark, the repeated long periods of growth and fall in the series of prices analyzed by V. Jevons, the theory of cyclical crises of K. Marx, as well as the theory of cyclical crises formulated by A.I. Gelfand were the prerequisites for the creation of the theory of long waves. [1]

The pre-industrial orders are based on the application of muscular, manual, horse energy of human and animals. All inventions of that time concerned the strengthening of muscular strength of human and animals (screw, lever, wheel, reducer, potter's wheel, fur in the smithy, mechanical spinning wheel, hand loom).

An important feature of technological orders is the fact that the origin and theoretical comprehension of any invention occurs in one technological order, and mass use - in the following order. There is an inertia of business and political thinking of business and political elite. A capital

moves into new technological segments of the economy, in which the management is ready to move [2].



The beginning of industrial periods of technological orders coincided with the end of the XVIII - the beginning of the XIX centuries, but the technologies had existed before this period and it became obvious that the scientific community fully realized the cyclical nature of the processes taking place in the economy much later, thus, the only possible option was a new economy (transhumanist civilization).

In the context of this problem, the main attention should be paid to non-interactivity of the results of individual actions. Many scientists stressed that the change of technology affected public life, quality of life and welfare in a broader sense. For example, the French economist J. Fourastié gives the leading role to technology as an independent factor, which has a direct impact on welfare. He notes that the technology changes: "life expectancy, time of working capacity, essence of a

profession, habits, urbanization, comfort".

The origins of evolutionary ideas in the social sciences originate in the works of Greek philosophers: Heraclitus of Ephesus, Plato and Aristotle. "Struggle is the father of everything and the king of everything," said Heraclitus, and subsequently this principle was successfully applied to the organic nature by Charles Darwin. Plato's works consider the model of "ideal state". In the writings of Aristotle, the evolutionary method is used in the construction of physical, biological and social doctrine, although, it remains on the metaphysical positions to a large extent in this case.

In the Middle Ages, under the primacy of the ideas of religion, the principles of evolution were forgotten and received a new stage in development only in the era of Modern Times in the XVI-XVIII centuries. The greatest

contribution was made here by such philosophers and scientists as N. Copernicus, J. Bruno, I. Newton, G. Galileo, R. Descartes, J. Locke, T. Hobbes, I. Kant, P. Laplace, J. Cuvier, J. Lamarck, C. Lyell et al. For example, Kant and Laplace developed the first cosmogonic hypothesis in the world about the origin of the Solar System, Cuvier and Lamarck created the first major doctrines on the origin of the organic world, Locke and Hobbes proposed a theory of the society development from the "natural", primitive state to the "civil" state, etc.

In the XIX century the idea of an evolutionary economics was widely developed. For the first time the evolutionary principle as the principle of survival of the strongest ones in the struggle for existence was formulated in the theory of the great English economist Thomas R. Malthus (1766-1834). In his work [3], he formulated the following main points: a) the population of our planet is growing exponentially; b) the growth of subsistence means (first of all, food products) with the maximum speed of development grows in arithmetic progression; c) the unlimited population growth represents a threat to the planet and must be limited by the growth of

livelihoods; d) to limit the population growth, it is necessary to use the "moral curb" (warning of early marriages, limiting the number of children, etc.) of the lower classes, since they are the ones who contribute the highest percentage to this growth, and if this does not help, then poverty and vices are useful in themselves as they restrain the population growth of the poor class. In this case, competition is considered as a necessary element of development.

In 1859, in the work "The Origin of Species by Natural Selection, or the Preservation of Favored Races in the Struggle for Existence", C. Darwin proposed an evolutionary theory, which in modern terms could be described as an "economic model of competition for the limited resources, in which selection is carried out on an individual level". According to this theory, the evolution is based on the processes of variability (there are individual differences in the population), heredity (there is a correlation between parents and children), selection (some individual forms are more successful than others in the struggle for limited resources and therefore survive better and leave more offspring). [4]

The term "evolutionary economics" was first used by Veblen in 1898 [5]. He confirmed that breeding processes were carried out both in the society and in the nature. Thus, Veblen defines social evolution as "the process of selective adaptation of temperament and habits under the influence of circumstances". Thus, when a certain inclination or point of view is fixed in the society, it begins to form stereotypes of society's thinking that will determine the tendencies and desires of people. Those who do not comply with these behavior patterns will be excluded from the society. The basis of Veblen's economic analysis is undoubtedly the concept of "institution". Veblen identified the institution as "the generally accepted stereotypes of thinking and behavior". In this sense, the institutions reflect the totality of habits inherited from the past and are considered as the main elements that form the tendencies, preferences and values of individuals in Veblen's analysis.

The philosophy of utilitarianism has a decisive influence on the mechanistic approach in the economic science. Many researchers associate the idea of utility calculation with I. Bentham. Equilibrium was

understood by the economists as a kind of perfect state with the coordinated individual plans and maximum utility. In this case, the natural-science analogy for the economic theory had to be sought no longer in biology with its theory of evolution, but in mechanics, more precisely, in the theory of gravity, which considered the point of attraction (equilibrium) as a point of free zero energy (i.e., lack of motion).

Schumpeter used the concept of circular equilibrium in his work "Theory of Economic Development". The economic development is a process in which the innovations lead to some changes, so the system is out of balance. Thus, progress is possible only through the process of "creative destruction", which includes both losers and winners. [6]

Another trend in evolutionary thinking emerged within the framework of the Austrian school of economists, in particular, in the works of Karl Menger, Ludwig von Mises and Friedrich Hayek. Menger's theory of the money appearance is often represented as an evolutionary one, as it is an attempt to understand the emergence of institutions. But the evolutionary ideas of the Austrian school were much more widely

developed in the works of Hayek. He introduces the concept of "evolutionary selection" and compares the development of society and evolution in the world of nature. But at the time, he sees Darwinism as one of the stages in a long chain of evolutionary thinking. [10]

The concept of technological orders of S.Yu. Glazyev essentially develops the theory of innovation. In accordance with its interpretation, the technological order is a group of technological sets connected with each other by the same type of technological

chains and forming the reproducible integrities. To date, it is possible to single out the life cycles of five successive technological orders in the world of technical and economic development (starting with the industrial revolution in England). At the present time the sixth technological order is being formed. [7]

Transformation of the evolutionary theory of development can be represented in the form of the following scheme.

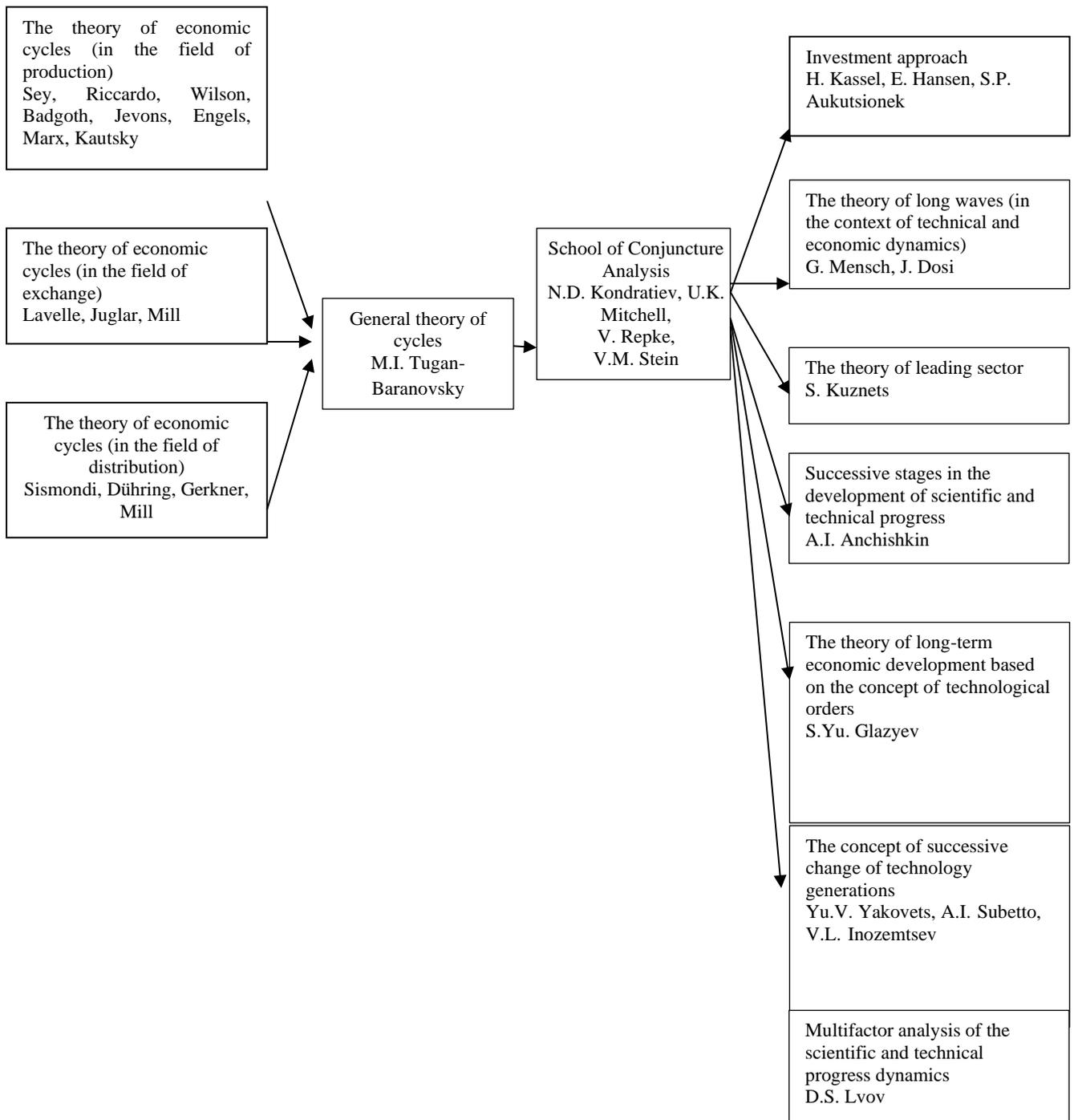


Fig. 1. Transformation of the evolutionary theory of development.

One of the main contributions to the new area of the evolutionary economics was the publication "Evolutionary Theory of Economic Change" by R. Nelson and Sidney G. Winter. [8] These authors focused mainly on the issue of changes in the technology and sub-programs, suggesting a framework for their analysis. If this change is constantly taking place in the economy, then some kind of evolutionary process must work, and it has been suggested that this process has some Darwinian features.

Then we should identify the mechanisms that provide a choice. The authors introduced the term "sustainable change" to emphasize the evolutionary aspect of economic processes and contrast it with the notion of "stable state", popular in the classical economy [8]. Their approach can be compared with the approach of organizational ecology in the sociology. [9]

Conclusions.

Due to the results obtained in the evolutionary economic, it became possible to identify the interconnection of technologies of social and economic relations in the dominant socioeconomic

order. The "new economy" represents not only an intra-system changes that emerge from new industries, but in most cases it reflects the system-wide changes in which qualitative transformations affect the structure and all levels of the social system, accompanied by a change in the technological order, social and political organization. The objective conditions for the development of informal institutions and relationships are created in the "new economy", which is due to its increased dynamism, socially multi-aspect nature.

Summary.

Evolutionary economics is a new direction in the economic science, in which the economic processes are viewed as spontaneous, open and irreversible; they are generated by the interaction of external and internal factors and are manifested in a change in the structure of the economy and agents operating in it. Particular attention is paid to the innovation process - emergence, consolidation and distribution of the new; competition as a selection process, as well as problems of information, uncertainty and time. In

general, going beyond the strict frameworks of the economic theory in its orthodox interpretation is apparently connected with the difficulties of studying the problem of development in its broad formulation. It is difficult to say how successful and justified such a trend is, but the approaches to solving a number of problems proposed in the framework of the evolutionary economics are the innovative moments in the process of economic knowledge growth in themselves. Apparently, the success of the evolutionary economics is associated with the possibilities of synthesis of different directions and approaches on a single unified methodological and ideological basis. It seems that the entropy approach has all the chances to become such a unifying base, as, as already mentioned above, the evolution of all living things, including social and economic systems, has a general tendency to entropy reduction.

Acknowledgement

The work is performed according to the Russian Government Program of Competitive Growth of Kazan Federal University.

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THE EVALUATION OF THE INFRASTRUCTURE PROVISION OF THE ENTREPRENEURSHIP OF THE REGIONS OF RUSSIA BASED ON THE INDEX METHOD

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Abstract: The system of the infrastructure provision in the Russian Federation and its regions is not allowed, which is due to its fragmentation in certain areas, the inadequacy of infrastructure of various types, the underestimation of factors that impede the development of the infrastructural provision of entrepreneurial activity, and the imperfection of the methodological apparatus for investigating its level of development. In particular, it is worth noting the current state of transport infrastructure in cities and regions. The article considers the infrastructure of entrepreneurship in the regions of Russia. In general, it can be noted that the activities and effectiveness of physical infrastructure are largely dependent on the regulatory actions of

the regions themselves. As a result of the study, the authors identified the three leaders in infrastructural provision: the Krasnodar Territory and the Republic of Tatarstan (0.72-0.80), and the Tyumen Region (0.9). Also, based on the results obtained, it can be concluded that in most regions there is a shortage of basic infrastructure, as well as its insufficiently efficient functioning.

Keywords: infrastructure provision, index method, entrepreneurship, Russia, regional development.

Introduction

Increasing the competitiveness of the economy, including at the regional level, is impossible without providing it

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with modern infrastructure facilities. Infrastructural provision is the basis for the activity of small and medium-sized enterprises, which is an instrument for innovative development of the economy. In Russia and its regions, the functioning and development of business structures faces a number of problems, most of which are related to infrastructure provision.

Methods

To assess the level of infrastructure provision of business in the context of the regions, it is proposed to use the integral indicator, which is calculated for the regions of Russia for 2016. The regions are selected according to the level of the balanced financial result of the organizations' activity: five subjects of the Russian Federation with the highest index and five with an average, similar in structure to the economy with the first five.

At the first stage of the analysis, 22 qualitative and quantitative indicators were selected, reflecting the level of equipment, availability, and quality of the infrastructure. The choice of indicators was significantly influenced by the availability of statistical indicators

for the analyzed period for all the regions studied.

At the second stage, the selected indicators are converted to a comparable form by the method of linear scaling. When feedback of the estimated indicator was calculated using the following formula:

$$I_j = \frac{X_{\max} - X_i}{X_{\max} - X_{\min}}$$

With the direct connection of the estimated indicator, the formula was used:

$$I = \frac{X_i - X_{\min}}{X_{\max} - X_{\min}}$$

Where: I - index of the indicator of infrastructure provision; X_i is the actual value of the i-th indicator; X_{\min} and X_{\max} - the minimum and maximum values of the indicator in the period under consideration among all the regions studied, i is the number of indicators.

In the third stage, three intermediate indices are calculated by the method of the arithmetic average of the corresponding indicators.

The integrated index of infrastructure provision of the enterprise of the region

is determined by the method of the average arithmetic intermediate indices:

$$I_i = \frac{1}{n} \sum_{i=1}^n \bar{x}_i$$

Where I_i - is the value of the integral indicator for region i ; n - is the total number of intermediate indices; \bar{x}_i - is the value of the intermediate index, $\bar{x}_i = [0;1]$, in which the value "0" corresponds to the minimum, and "1" - maximum value of the indicator among the analyzed regions.

The share of own expenses in the general expenses in the state programs on infrastructure development is determined by the following way:

$$Xi = \frac{Cr}{TC}, \text{ where } Cr - \text{ program costs}$$

of the region, TC - total program costs.

The program costs for one inhabitant of the region are estimated using the formula:

$$Xi = \frac{TC_{2016}}{N}, \text{ where } TC_{2016} - \text{ is the}$$

program expenditure for infrastructure development in the region in 2016, N - is the population of the region.

Results and discussion

The cost of programs in 2016 aimed at developing infrastructure in the

region amounted to an average of 200 rubles per person on the studied regions. Most funds were allocated in the Krasnodar territory - 380 rubles per person, in the Murmansk region and in the Republic of Tatarstan 64% and 57% less than the regional average were allocated.

The largest share of own expenses allocated for the implementation of programs is concentrated in the Tyumen region - 95.7%. In Irkutsk, Kemerovo regions, as well as in the Republic of Tatarstan and Udmurtia, the share of own expenses for the implementation of programs was about 81-82%. The lowest total of own expenses was allocated in the Murmansk region (0.4%), Krasnoyarsk territory (2.3%) and Tomsk region (16.2%). It is worth noting that, on average, this indicator, the share of own expenses for the implementation of state programs is high - more than 58%, which is due to the low level of income of the region. In 2016 in the regions studied, an average of 26 banks and branches operated, which is almost 3 times less than in 2010, due to the raising of the Central Bank of the Russian Federation by the minimum amount of authorized capital and changes in other standards in order to

consolidate the banks, which entailed processes of mergers, acquisitions or closures of banks, as well as in connection with the macroeconomic situation. Most of all credit institutions are registered in the Krasnodar territory and in the Republic of Tatarstan, which is 50 and 49, respectively. Outsiders in this indicator are the Murmansk region and Udmurtia, where values are less than 10.

Consequently, the number of structural units also tends to decline, which averaged 9% in 2016 in relation to 2010. The average value of internal structural units in 2016 was 683.

One of the most important objects of financial infrastructure is microfinance organizations that issue micro-loans up to 3 million rubles for a period of up to 5 years. Thus, the number of operating MFO on the average for the subjects studied was 75 organizations. The leader in this indicator is the Krasnodar territory, where the number of MFO exceeds the average by 55% and is 137 organizations. Less than 20 MFO are observed in the Murmansk and Tomsk regions, which are outsiders in this indicator.

The volume of loans granted to small and medium-sized businesses in

rubles in 2010-2016 decreased by 8.3% on average for the regions in question and in 2016 amounted to 100,247 rubles, which is the result of increased interest rates on loans and tightening of credit conditions. The level of rates for SMEs remains very high - a decline during 2015 and early 2016 was generally quite sluggish, and rates for SMEs lost only 2.5-3 percentage points. Thus, the largest volume of loans granted to SMEs in 2016 is observed in the Krasnodar territory (236,218 rubles) and in the Republic of Tatarstan (224,193 rubles), as in 2010-2015. Differences in the volume of loans granted are due to the number of financial institutions operating in the region. The volume of loans extended to SMEs in foreign currency follows the same trend as the previous indicator, which decreased compared to 2010 more than three times, due to the transition to a floating exchange rate and high volatility of the foreign exchange market.

Among the subjects studied, the vast majority (more than half) have less than 5 funds to support entrepreneurship, which is 35% below the regional average.

Thus, it should be noted that the financial infrastructure is well developed

only in the Krasnodar territory, where the arithmetic mean is 0.9. It is worth noting that the availability of credit in recent years tends to decline in the whole country, due to the macroeconomic situation and the policy of the CBR aimed at consolidating banks.

The physical infrastructure section is the most numerous group of indicators. In this study, the basic infrastructure is understood as the transport and logistics infrastructure, as well as the energy infrastructure, as well as specific infrastructure facilities to support entrepreneurship.

The existence of special economic zones (SEZ) is seen in the world as an active means of state policy, capable of equally resuscitating the depressed territory, and give an additional impetus to regional growth points. However, as Russian experience has shown, not all special economic zones can function successfully and effectively master federal funds. So, in 2016 the existence of 8 SEZs of Russia was prematurely suspended. According to the report on the results of the operation of the special economic zones for 2014 and for the period since the beginning of the operation of the special economic zones, the SEZ is most

effectively functioning in the Republic of Tatarstan (RT), Samara and Tomsk regions (from the regions studied). Also, it should be noted that the volume of investments from residents in these regions exceeded the amount of the invested funds of the federal budget. In particular, in RT in 2014, the volume of investments amounted to 27,966 million rubles, for the period since the beginning of the operation of the SEZ - 78,970 million rubles, which is 95% and 90% respectively of the Development Plan. The volume of taxes paid by residents of the SEZ to the budgets of all levels of the budgetary system of the Russian Federation for 2014 amounted to 1,497 million rubles, the actual figure since the beginning of the operation of the SEZ - 7,323 million rubles (51% and 68% respectively of the Development Plan). The volume of customs payments for 2014 amounted to 4,317 million rubles.

Also, in addition to the SEZ, there are areas of advanced socio-economic development (TOR), which is understood as part of the territory of the subject of the Russian Federation, which establishes a special legal regime for business and other activities. The main difference from SEZ is that TORs are created for specific large investors who

have concluded preliminary agreements with the authorized federal body. To estimate the contribution of TORs to GRP is not yet possible, due to the beginning of their functioning only in 2016.

For 2016 in the regions studied, there are 4 business incubators on average. The leader in this indicator is the Tomsk region with the result of 12 business incubators operating mainly on the basis of technological universities.

The leader in the number of industrial parks and technoparks in 2016 is the Republic of Tatarstan with indicators equal to 19 and 10. Outsiders with a score of one unit are the Kemerovo region and the Krasnoyarsk territory.

Currently, the largest number of retail space in the modern format is for 1000 people accounts for Tatarstan, which is 40% higher than the average in 2016.

Among all the surveyed subjects, the largest number of international airports is observed in the Tyumen region (5), which is primarily due to the geographical location of the subject. The second place is occupied by the Krasnoyarsk territory with a score of 3 units.

Cargo turnover of airports in 2016 amounted to 2 752 180.14 on average for the analyzed subjects, most of which were cargo turnover of international airports. It should be noted that over the past three years there has been an increase in domestic passenger traffic and a reduction in international, due to the devaluation of the ruble, a decrease in the solvency of the population, as well as the lack of communication in three markets - in Ukraine, Egypt and Turkey. Freight traffic increased by 5% on average in Russia.

By the number of sea ports, the Krasnodar territory is leading with a score of 9 units in 2016. In the Murmansk region and in the Krasnoyarsk territory there are 3 seaports registered, and in the Tyumen region - one. In other regions there is no seaport.

The leader in the number of river ports in 2016 is the Tyumen region with an index of 11. The second place is occupied by the Irkutsk region, where 7 river ports are marked.

Thus, we can say that no region is provided with the necessary physical infrastructure, only in the Republic of

Tatarstan the arithmetic mean of this block exceeded 0.5.

Conclusion

In general, it can be noted that the activities and effectiveness of physical infrastructure are largely dependent on the regulatory actions of the regions themselves. In particular, this is noticeable in the functioning of SEZs, TORs, business incubators, technoparks and industrial parks. Also, it is worth noting that most airports, sea and river ports do not meet demand, due to the deterioration of the infrastructure; low bandwidth; lack of logistics centers, airports and ports, as well as the lack of a unified transport network.

The group of indicators of administrative barriers shows the freedom of doing business for small businesses. According to the results of the analysis of the block of administrative barriers, the best result was shown by the Tyumen region, where the arithmetic mean is 0.9, where there is a high level of development of institutes for business (rated ASI "A"), high quality of The Federal Tax Service (5 points) With an indicator greater than 0,7 noted the Republic of Tatarstan and the Krasnodar territory, in which the rating

of the ASI is also equal to "A" and the high quality of services provided by the Federal Tax Service. Most of the pressure on entrepreneurship is in the Krasnoyarsk territory (0.16) and in the Irkutsk region (0.3), in of which rating ASI is «D» and «E» respectively. In other investigated subjects, this indicator has a result in the region of 0.5.

Thus, proceeding from all of the above, it is possible to determine the top three leaders in terms of infrastructural security in all three blocks: the Krasnodar territory and the Republic of Tatarstan (0.72-0.80), and the Tyumen region (0.9). Next is the Samara region with an indicator of 0.69. In a crisis situation, the Krasnoyarsk territory (0.16) and the Irkutsk region (0.31) are located (Appendix 2.23). It should be noted that in most regions there is a lack of basic infrastructure, as well as its insufficiently efficient functioning. In addition, it should be noted that financial resources, to date, most entrepreneurs are not available, as well as relatively high administrative pressure.

Acknowledgments

The work is performed according to the Russian Government Program of

Competitive Growth of Kazan Federal University.

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**DEVELOPMENT OF THE ECONOMIC SOCIAL AND ECONOMIC
DOCTRINE IN THE WORKS OF MUSA AKIEGETZADEH AND
USE OF ITS PROVISIONS IN DEVELOPMENT OF STATE
REGULATION MEASURES FOR MULTIPOLAR ECONOMY**Aidar M. Tufetulov¹Gulnara N. Hadiullina²Andrey S. Zayats³

Abstract: Development of the Russian economy is accompanied by qualitative changes in the ethnonational sphere, what is manifested in the growth of the scales of integration processes, formation of interethnic and supranational regional civilizational communities and megaethnoses. The objective basis for these changes lies in the material and spiritual culture of peoples, but, as the practice of ethnonational relations shows, they come in a contradictory and painful way, what makes it necessary to take them into account when forming measures for state regulation of the economy. At present, Russian society needs a new scientific paradigm reflecting the

positive direction of development of national relations in the country and taking into account the experience of centuries-old cooperation between nations and peoples. The article presents an analysis of the main provisions and conclusions contained in the works of Moussa Akiegetzadeh, the creator of the first major art work in the Tatar language of the last quarter of the 19th century and the founder of the system of economic views, in which the achievements of world and Russian economic science, as well as Islamic traditions were synthesized, and popularizer of these ideas in the Ottoman Empire in the era of Mesrutiat (Parliamentarism) and the following years. The thesis is

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substantiated, according to which historical and economic knowledge acts as one of the sources for elaboration of the program documents of the Russian state in formation of regional development targets; the possibility of their realization is being determined by complete inclusion of the totality of cultural, historical, social, religious features of territorial entities.

Keywords: history of economic doctrines, historical and economic knowledge, Musa Akiegetzadeh(1864-1923), Islamic economy, classical school of political economy, German historical school, etatism, kemalism, protectionism, economic policy of the state.

Introduction

The desire to master the latest achievements of world science and develop new approaches to the study of certain social and economic phenomena, which can become the starting point for formation of effective economic policy in the regions, as well as the desire to revive the memory of thinkers of the past, who gave us an example of selfless

service to the truth. All this predetermined the choice of the topic of research and an appeal to the history of economic thought, elucidating its place and role in the life of the Tatar people, studying the personal contribution of its prominent representatives in the development of domestic and international economic thought.

The historiographic study base includes works by Tatar scholars who study development of socio-economic thought in the Tatar society and the biography of a number of personalities; works of Tatar scientists and public figures M. Akiegetzadeh, Yu. Akchura, S. Maksudi, G. Faizkhanov, G. Bayazitov, M. Bigi, G. Gubaidullin, I. Gasprinsky, R. Ibrahim, F. Karimi, R. Fakhretdin, and others; periodic printing of Muslims in Russia and abroad.

A comprehensive analysis of the socio-economic views of the Tatar foreign diaspora's representatives predetermined the multifaceted nature of the research methodology, the need to use a number of specific methods and techniques that complement each other and allow one to fully disclose the goals and objectives: systematic, statistical, comparative historical and logical

analysis, laws and principles of dialectics. Historical and economic processes are considered in the work from the position of the civilizational approach.

1. Methods

Musa Akiegetzadeh (or Musa Akieget, or Musa Akteregoglu) has a special place in the history of world economic thought not only as a thinker who managed to create an economic system in which the achievements of the world and Russian economic science, as well as Islamic traditions are synthesized, but also as a popularizer of these achievements in the Ottoman Empire of the Young Turks. As modern Turkish researchers recognize his creative heritage, economic science in Turkey did not develop before the appearance of the works of M. Akieget [6; 127].

We know of 3 of his works published in Turkey. The first work, "Avrupa medeniyetine bir nazar" ("One look at European culture (civilization)") was published in 1898 (1314 old style) in Istanbul in the publishing house of Jemal Efendi, Bab-y-Ali district. In 1906, this

work was published in Russia in the journal "Algasreldzhadit" [9; 15] issued in Uralsk. In 1996, in the city of Ankara Turkish Religious Foundation in the series "Read and Think" published the work of M. Akiegetzadeh again, translated into modern Turkish. The preface written by R. Seichuk Uysal [4; 127] describes the author's life path and determines the significance of his works for formation of the consciousness of the Turkish society at the Mesrutiat (Parliamentarism) era.

The second work "Iktisat yahut ilmi seruet: Azadegi ticaret ve usuli himaya" ("Economics, or the science of wealth: Free trade and ways to protect it (protectionism)") in the volume of 62 pages was published in 1899 (1315 old style) in the printing house of the Military Publishing House "Karabat" (Istanbul, st. Babe Ali). This work was written in Old Ottoman and was not reprinted later. Several archival works by M. Akiegetzadeh have been preserved in the archives of the Suleymaniy library in Istanbul.

The third work "Ilmi seruet vuyahut ilmi iktisat" ("The Science of Wealth, or the Science of Economics") had a second, explaining title: "The book

contains important economic information". It dates back to 1900 and was also printed in the printing house of the Military Publishing House "Karabat" (Istanbul, st. Babe Ali).

2. Results

M. Akiegetzadeh devoted a significant place to the study of A. Smith's principle of an "invisible hand". At the same time, the author rejects the vulgar interpretation of this principle according to which the spontaneous coordination of interests occurs in the market conditions, and repeatedly emphasizes that the motive power of personal interest acts in accordance with the interests of society only under certain institutional conditions.

The fulfillment of these duties requires a very large variety of costs, "which for the most part have to be covered by taxes of one kind or another" [10; 151].

M. Akiegetzadeh considered increasing in the level of general and special education as one of the most important sources of economic growth, since the work of an educated and professionally trained person is more

productive than that of untrained workers. This led him to the conclusion about the need for public primary and secondary education using charitable contributions of individuals, public (religious) organizations and business structures. Concerning higher education, he defended the idea of mixed financing (private and public), substantiating this provision, first, by the limited state budget, and secondly, by the need for additional incentives for knowledge acquisition by those who pay (partly or completely) for their education [28; 38, 42].

The influence of the German historical school on M. Akgehetzade's economic views was manifested in the appeal to the analysis of various non-economic factors: ethical, political, psychological and legal, which operation guarantees the effective functioning of market signals. "In addition to economic interests, there are other high goals (interests). These are political and national interests, traditions, national culture and others. By observing these interests, people retain their high position in society and win (deserve) national supremacy (victory). Thus, it goes to that it is necessary to live and

make choices for the good of your nation" [9; 151].

M. Akiegetzadeh often referred to the work of Friedrich Liszt "The National System of Political Economy" (1841), who had formulated the principle of "educational protectionism" aimed at supporting the factory industry. As is known, F. Liszt distinguished the following stages of development in the progressive evolution of a national economy: a) the stage of savagery; b) the stage of the shepherds; c) the agricultural stage; d) agricultural and manufacturing stage; e) agricultural, manufacturing and trading stage [8].

M. Akiegetzadeh recognized the positive role of trade unions in contemporary society. They prevented the realization of monopolistic tendencies among employers which can unite in the issue of determining wages and set it below the level allowed by competition. "The number of trade unions of workers is increasing every day in England and in other European countries. In our opinion, this issue is vital... The unions of Western workers are engaged in settling conflicts related to wages as a result of a change in supply and demand for workers. But due to the

fact that a small number of workers are included in these unions, they can not achieve a permanent increase in wages" [2; 180].

Recognizing the effect of the J.-B. Say's law and, therefore, denying the possibility of a general crisis of overproduction, M. Akiegetzadeh pointed out the possibility of imbalance in individual markets, which is caused by the rapid accumulation of capital and the creation of such an amount of production capacity that exceeds the volume of market demand. On the surface of economic life, crises are manifested in inflation and unemployment. Unlike representatives of the classical school of political economy, M. Akiegetzadeh considered certain aspects of anti-inflationary regulation of economic processes [2; 109], as well as labor market regulation. By the author, the problem of overcoming unemployment is considered from the position of the Islamic concept of the world order according to which both conscious and forced idleness is condemned. The position of the work is that the society should provide its members with the opportunity to earn means for their own existence, taking into account their

wishes and recognizing the equal right to work [2; 179-182] are perceived by us as declarative, because they are not supported by any serious recommendations of the author on their implementation.

M. Akiegetzadeh associated overcoming and preventing the crises of the market economy with the activities of the state, in particular, with the implementation of the principles on proportional development of individual territories and industries, primarily industry and agriculture. In the opinion of the author, this principle should become the central link of the "regional physical plan" [1; 48]. This category was used by him in the analysis of the state's foreign economic policy and in the critical analysis of certain provisions of the Liszt system. Indicative planning serves as a main lever that allows solving the problem of equal growth rates of industrial and agricultural sectors. "...The method of protection is not dominant. This is just a measure adopted to develop and strengthen the productive power of one state" [1; 48].

The study of the principles for the budget construction and use allows the author to draw a conclusion about the

advantages of taxation over internal and external borrowings as ways of replenishing income. Analyzing the policy pursued by the Ottoman state of expanding external loans, M. Akiegetzadeh relied on the classical postulate on the unproductive use of productive labor in this case [2; 42, 152].

In accordance with the principles of the social Islamic concept, as an important function of taxes, the author considers not the replenishment of the budget, but the stimulation of the demand for investment and employment. At the same time, he repeatedly emphasized the need to comply with the principle of transparency in the construction of the state's tax system, and also pointed to the educational role that taxes should play in the economic system [2; 201].

4. Discussion

As is known, the program speech of the President of the Turkish Republic Kemal Ataturk at the Izmir Economic Congress in 1924 did not contain etatist principles [7; 194-202]. This was due to the peculiarities of the

concrete historical situation in the country.

Thus, the policy of "milli iktisat" ("national economy") proclaimed by the Kemalist government may be viewed by us as a policy of moderate etatism which differs significantly from the policy of active state regulation that Turkey addressed in the 1930s. The Kemalist authorities' adherence to such a contradictory concept of economic policy is explained by the following reasons:

1. A comprehensive program of state regulation of the economy could not arise immediately after the end of the war, since it took time to develop it;
2. The policy of "milli iktisat" was an expression of extremely contradictory interests in Turkish society.
3. It is necessary to recognize the existing economic and political measures of pressure from the European powers.
4. In Turkish society, there were unjustified hopes for USA and European investments, primarily in the industry and market infrastructure, as well as Turkey's "equal" cooperation with the economically developed powers.

5. In the opinion of most researchers, the main factor that was predetermined by liberal measures within the policy of "milli iktisat" was the position of the commercial bourgeoisie which has been interested in maintaining low import duties (primarily cotton fabrics), what ensured high revenues from imports [5; 17-19] and lobbied this decision in the Supreme Economic Council under the government. The consequence of such government measures was a change in the structure of GDP in 1928-1929, namely: the share of industrial products fell from 13.6 to 9.9% due to the growth of the share of agricultural output [5; 21, 22].

The consequence of these factors was the inconsistency in the economic policy of the Kemalist government in the early years of the republican government, which allows some researchers to view them as a period of a "laissez-faire economics" [3; 3]. Thus, etatism is a broad and multi-purpose interference of the state in the life of a society with ambiguous goals, but in general it contributes to formation of market structures. The core of etatist measures is the economic interaction of

the state and society in the conditions of transition from a traditional society to a modern one.

5. Summary

The study allows us to determine the differences between the medieval economic system of the Ottoman Empire and the states of the East from the classical Western European model of feudalism, which consists in dismembering the functions of landownership, dismembering the property relations into two spheres: the supreme and taxation, and in the special role of the state which acted as a supreme land owner. Forms of realization of this right were a special character of rental relations, a high degree of dependence of subordinate subjects of economic relations on the state, a particular mode of urban economy, and so on. It should also be noted the active role of the state in the Islamic concept of the world order, according to which it is viewed by Islam as an obligatory attribute of an economic system.

The factors listed above predetermined the appeal of Musa Akiegetzadeh to the question of the

nature, forms and extent of state intervention in economic processes. To justify the need for state regulation, the author leads into the economic analysis of a category that, from the standpoint of modern economic science, can be viewed as public goods and externalities. Recognizing the principle of an "invisible hand of the market", the author simultaneously pointed out that the motive power of personal interest acts in accordance with the interests of society only under certain institutional conditions.

Recognition of "market failures" led M. Akiegetzadeh to the need to study the problem of the causes of economic crises and forms of anti-crisis regulation. Crises were interpreted by him as a violation of balance in individual markets, manifested in the rapid accumulation of capital and the creation of such an amount of production capacity that exceeds the volume of market demand. The author associated overcoming of the crisis phenomena with the corrective measures of a state, which consist in development of a "regional physical plan" and ensure the proportional development of industries and regions.

M. Akiegetzadeh considers the fiscal policy as a measure of state regulation of the economy. The author's interpretation of the taxation and budgeting principles shows the author's adherence to the classical principles of economic science. The analysis of credit systems allows the author to formulate the idea of stateization of a number of banks, which should normalize monetary circulation and accelerate the process of concentration of public and private savings, and stimulate investment demand.

6. Conclusions

Thus, the economic system of M. Akiegetzadeh viewed by us as a result of development of the traditions of world and Russian economic thought, is an original symbiosis of the principles of the classical political economy school, the German historical school, and the provisions of the Islamic social and economic doctrine which manifests itself in recognizing the effectiveness of the market mechanism under provision of broad and multi-purpose interference of the state in all spheres of society; denial of the universality of economic laws and the recognition of the national economic

system characteristics primacy in the development of the economic policy of the state; increased attention to political, legal, ethical and socio-political factors of economic development.

In turn, in the context of formation of a multipolar world, consideration of the specific features of territorial entities within which state (regional) regulation measures are implemented, ensures the effectiveness of control measures. Mastering historical and economic knowledge makes it possible to form multicultural competences as a necessary element of human potential, on the condition of which the effectiveness of management decisions aimed at ensuring sustainable socio-economic development of a multinational state and its constituent regions depends.

7. Acknowledgments

The work is performed according to the Russian Government Program of Competitive Growth of Kazan Federal University.

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DESCRIPTION OF THE CONCEPT “OLDNESS” FROM THE CULTURAL LINGUISTICS’ POINT OF VIEW IN SPANISH AND RUSSIAN (BASED ON LEXICOGRAPHICAL SOURCES)Alesya S. Pashonina¹Fatima M. Dadberova²

Abstract: Due to the increased attention of modern science to a man as a representative of culture, conceptual linguistics turned out to be one of the most promising directions in linguistics. The concept is a kind of semantic nest that covers a significant part of the language vocabulary. In this paper, the concept of old age in Spanish and Russian languages was studied on the basis of lexicographic sources. However, lexicographic sources are only an attempt to order a language integrated into the syncretic consciousness of a person for research purposes. The concepts are implemented in a language using semantic fields. The field theory is based on the idea of regularities and semantic links existence between linguistic units. The linguistic-cultural concept as a conventional unit can only

be considered in cooperation with other concepts. The concept of old age was described in connection with the concepts of wisdom, stupidity, respect, neglect, death, life, fear, poverty and wealth. In both languages old age is understood as the phenomenon of predominantly negative nature, but with a higher percentage of units with improvement evaluation in Spanish. The obtained data will be tested in speech by the means of a free associative experiment. The research has an applied value in such related sciences as pedagogy, gerontology and sociology.

Keywords: old age, concept, cognitivism, semantic field, linguistic culturology, Spanish, Russian.

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Introduction

Linguistic-cultural concepts are "the main cell of culture in the mental world of a man" [1], "the result of the collision between the vocabulary of a word and the personal and people's experience of a man" [2]. Concepts reflect and form the way of native speaker thinking [3], combine in themselves both the values of an individual and the values of the whole linguistic-cultural community [4].

The choice of the concept "old age" as a subject of research is relevant in the context of population global aging. In this study, his phraseological and paremiological composition was selected and described; the conclusions were drawn about the similarities and the differences in the linguistic picture of the world among native speakers.

Materials and methods

In order to study the concept of "old age", inscribed in the syncretic consciousness of people [5], comparative, component and descriptive methods were applied. The starting point for the analysis was the idea of a three-layer (nuclear-peripheral) structure of the concept [2], which has no clear

boundaries [6]. The concept of old age was subject to three-dimensional analysis: from the point of view of the internal form, a passive layer and an active layer, grouped around the name of the concept [7]. LU "vejez" is the name of old age concept in Spanish, and LU "old age" - in Russian.

The material of the study was 62 phraseological and 63 paremiological units in Russian language and 53 phraseological units and 39 paremiological units in Spanish language, selected by the method of continuous sampling from the dictionaries.

PU is a combination of words, characterized by six types of stability: the stability of use, structural-semantic, lexical, syntactic, and also evaluative stability [14]. Since evaluation is usually systematic, one can speak of a developed cultural stereotype expressed in PU, which implies that the PUs are directly correlated with cultural concepts, and the concept as a mental entity receives a material expression in the form of PU.

Paroemia includes proverbs, sayings, fables and riddles. The sign of grammatical completeness and the ability to express a completed thought

serves as a factor that allows one to separate proverbs from sayings [8]. Sayings have only a nominative function, and the proverbs express a complete judgment, and these judgments are of a special kind, since they represent the generalization of human experience [9]. For this reason, a particular interest for this study is the proverbs as the most reliable guides to discover the linguistic

and cultural specifics of the Spanish and Russian language picture of the world. Paremiyas demonstrate the most stereotyped perception of old age, since paremiyas are the units which exist in the language for a long time.

Results

Studied PU were divided into 4 semantic groups.

Tab. 3 Distribution of Russian and Spanish phraseological units according to the semantic groups

Semantic group name	Number (Russian)	Number (Spanish)
Old age: appearance	7	8
Old age: experience / wisdom - stupidity	6/5	7/4
Old age: veneration / disregard	6/16	7/1
Old age: death / life	22/2	26/2

PU were also classified according to evaluation component:



Fig. 1. Evaluation of the phraseological units with semantics of oldness in Spanish

Semantic group name	Number (Russian)	Number (Spanish)
Old age: experience / wisdom - stupidity	11/6	10/0
Old age: veneration / disregard	13/2	11/0
Old age: death	4	4
Old age: indisposition	10	8
Old age: welfare	8	2
Old age: cyclicity of life	1	1

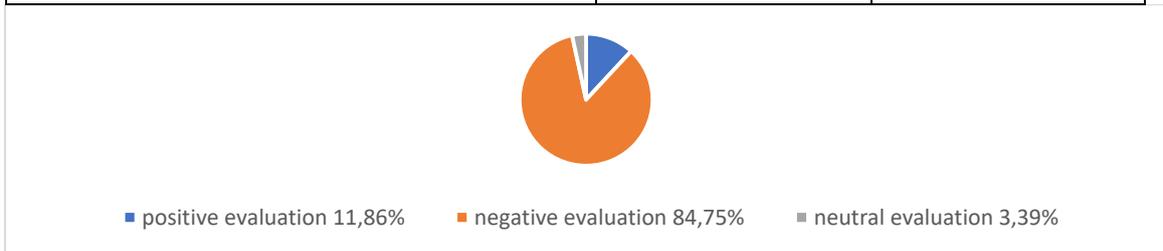


Fig. 2. Evaluation of the phraseological units with semantics of oldness in Russian.

At the second stage of the study material of PU, which were also the concept of old age was studied on the classified according to semantic groups:

Tab. 3 Distribution of paramiological Russian and Spanish units according to the semantic

Also, the studied PU were classified in terms of connotation.

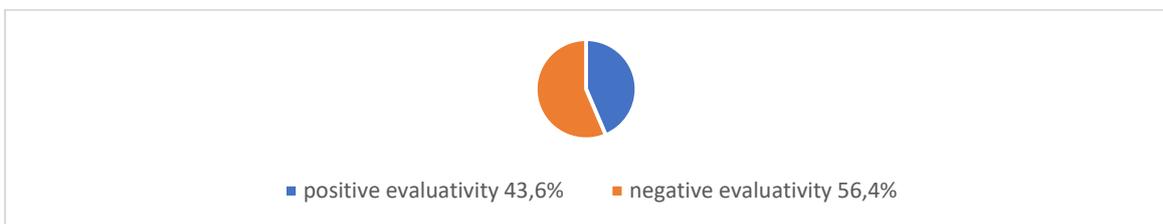


Fig. 3. Evaluation of the phraseological units with semantics of oldness in Spanish.

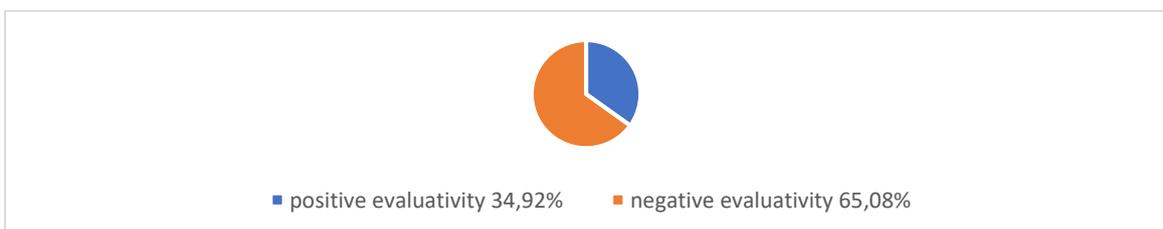


Fig. 4. Evaluation of the phraseological units with semantics of oldness in Russian.

Discussion

The PU of the group "old age: appearance" of both languages is characterized by the presence of an animalistic component (for example, patas de gallo and crow's feet, gray as a harrier) and attributive component (for example, canas - gray and barba - beard) as the symbols of old age in both linguistic cultures. We would like to note especially such phrase as "the old mushroom". The word mushroom comes from Irish gerbach (wrinkle, crease) [10]. This can explain the fact that this PU refers to an old wrinkled person today.

The semantic group "old age: experience / wisdom-stupidity" is prevailed with the animalistic component, and in both languages it is an attribute of wisdom and experience of mostly elderly men (gato, lobo, perro, sparrow, wolf), which leads to the conclusion about the patriarchy of the Spanish and Russian culture. With regard to the perception of old age in connection with stupidity, judging by the studied material, the stupidity of older people is treated not so much as the lack

of mental abilities, but rather as the making fun of their inappropriate behavior of this age (fall into childhood, to have an old head on young shoulders, viejo verde, teñir las canas).

Speaking about the semantic group "old age: veneration / neglect", it is worth noting that if the veneration of old people in Russian and Spanish is transmitted approximately by the same number of PU (7 in Spanish and 6 in Russian), then the concept of neglect is not mentioned in this way (1 in Spanish and 16 in Russian), and these PU emphasize a disdainful attitude towards an old woman (grymza, karga, korzovka, korzukha, an old purse, hrychovka).

The analysis of the PU group "old age: death/life" allowed to make the following conclusions. First, in both languages, at a figurative level, the parallel is drawn between the aging process and certain natural phenomena (sunset of life, at the sunset of days, en el ocaso de la vida, el invierno de la vida). Also, old age is perceived by the native speakers as the stage closest to death (más muerto que mi abuelo, último viaje, irse a para para el cementerio, one foot in

the next world, to kiss the dust, the last hour, to pass away). Secondly, the PU of this group has the attributes of death (sepultura, tumba, sepulcro, cementerio, grave board, grave, white slippers). The PU containing the death attribute component have a metonymic character for the most part, that is, both the Spaniard and the Russian lexeme morir or to die will be preferred by bajar al sepulcro, encontrar su tumba, go to the grave, find a grave. You can conclude about the euphemistic function of death attributes in relation to the words-taboo death and muerte. Thirdly, native speakers tend to associate the concept of old age and death with the concept of "God", "Lord" (God took, give the soul to God, God remembers) "Señor" "Dios" (descansar (dormir) en la paz del Señor, llevarse Dios, acordarse Dios). Fourthly, both languages have the perception of old people as the barriers to the full life of young people (comer el pan de los niños, to spoil another's life). Fifthly, it is interesting that the conceptual sphere of the Spanish language, in contrast to the Russian one, the stereotype perception of old age as death to positive, which could be expressed by the formula "old age =

death, but old age = life" (tercera edad (third age) and cuarta edad (fourth age). If only 3 results are presented, while the corpus of Spanish will give us 730 references. There is a trend towards a positive perception of old age in Spanish, scheduled as the result of social and political actions.

Old age in PU appears, basically, as the phenomenon of a negative nature. In Russian language, the appraisal tends toward peyorativity by 11.16% more than in Spanish. There is a more pronounced tendency towards a positive perception of old age in Spanish: the number of PU with such an estimate in Spanish exceeds their number in Russian by 12, 67%.

The semantic groups "old age: experience/wisdom-stupidity" and "old age: veneration-neglect" intersect. In proverbs, in which experience and wisdom are an indispensable component of old age, a high percentage of the animalistic component is noted. In PU they use different names of animals: a horse (the old horse does not spoil furrows), a sparrow (you can not fool an experienced sparrow on a chaff), a raven (an old raven does not croak in waste), a wolf (an old wolf won't be captured);

pájaro (pájaro viejo no entra en la jaula), pez (el pez viejo no muerde el anzuelo), perro (el perro viejo si ladra da consejo), buey (buey viejo asienta bien el paso). The animalistic component is represented by masculine nouns, which was confirmed by the hypothesis about the patriarchy of Spanish and Russian culture put forward during the analysis of PU.

The proverbs with the semantics "old age: stupidity" and "old age: neglect" were found only on the paremiological tier of Russian language. For example, I have lived to a bald spot, but I have not gained the mind; an old one like a small one, but a small one is stupid; was born small, was growing up stupid and grew drunk; I do not know anything dying old; Fedora is big, but stupid). This was confirmed by the assumption put forward earlier as the result of PU analysis, that in general a more disdainful attitude towards the elderly was fixed in Russian culture.

It can not be said that the carriers of the Spanish language do not consider old age as stupidity mainly, since this phenomenon takes place at the phraseological level. The paremiological fund can be replenished, for example, by

the transition and the rethinking of units at lexical and phraseological levels [11].

The native speakers of Russian and Spanish are characterized by the perception of old age in relation to death (they do not die of old age, they do not live as young people, a la vejez y a la juventud espera el ataud).

In PU, in which old age is associated with ill health, an animalistic component is present usually (a gato viejo - ratón tierno; a galgo viejo echadle liebre no conejo, youth flies as a bird, and old age crawls like a turtle, eat bones if you are young, eat porridge if you are old) which is associated with the loss of quality over the years. Also this group is characterized by the names of illness symptoms (Qué es la vejez? Estornudar, toser y preguntar qué hora es; youth with hunting, old age with dandruff). It is also quite common to recognize the stamina of an elderly person (the broken dishes live for two centuries, the creaking tree lasts longer; no cae todo lo que bambolea).

After the analysis of the proverbs of the group "old age: welfare" [12] it was established that old age is associated with poverty (Grandmother is old and she has little money), in Spain, old age is

associated with wealth (a la vejez dinero y mujer). Moreover, Spanish language had not a single PU with the semantics of poverty.

The proverbs with the semantics "old age: the cyclicity of life" have a universal character and are inherent in both languages. For example, everything happened from the dust and everything will turn into dust and *todo es hecho de polvo y todo se tornará en el mismo polvo*. The generality of the concept about the cyclicity of life can be explained by the fact that the abovementioned paremias are the lines from the Book of Ecclesiastes and have a religious origin.

At the paremiological level of both languages a greater percentage of improvement evaluation is observed with the semantics of old age (Spanish - 43.6%, Russian - 34.92%) rather than in PU (Spanish - 24.53%, Russian - 11, 86%).

Conclusions

Both in Spanish and in Russian, the concept of old age is correlated with the attributes of older people appearance.

In FU and PU, in which old age is associated with experience and

wisdom, the phrases with an animalistic component in the masculine gender predominate, which indicates the patriarchy of Spanish and Russian culture.

At the phraseological level of the Spanish and Russian languages, old age is associated not only with experience and wisdom, but also with stupidity. This ratio is also present at the paremiological level of Russian language. A more pronounced tendency is observed in Russian than in Spanish concerning the perception of old age in connection with stupidity.

Experience and wisdom in both languages are thought of as the reason for old age honoring. Both languages have the units that testify both to the deep respect for the elderly and to disrespect for them. The latter are more characteristic of the Russian language, and this neglect is mainly directed at a woman.

In Spanish and Russian, old age is associated with diseases, and in some proverbs it is emphasized that poor health does not interfere with the stamina and endurance of older people.

In both languages, old age is perceived as the last stage of human life.

In PU the figurative re-thinking with such semantics is developed by the means of a parallel between human life and the life of nature.

In the conceptual sphere of Spanish and Russian, the concept of old age is associated with the concept of death. The carriers of Spanish and Russian language because of the possible fear of the phenomenon of death replace the word-taboo with phraseological units containing the attributes of death.

Russian and Spanish language perceive old age as the barrier to the full life of young people. The language fixed the historical notion that a person has been given a certain period on the earth, and it is unfair to live longer.

The perception of old age not only as a stage close to death, but also as the continuation of life has arisen and exists today in contrast to this stereotypical representation in the phraseological fund of the studied languages. This feature is most typical for the Spanish language, than for the Russian one. The emergence of this PU contributed to a number of social transformations in Spain.

This non-standard perception of old age is reflected only in phraseology.

Paremia are the units that have long been in use, and the semantics of old age = life has arisen recently. It is logical that in proverbs old age is not conceived as the continuation of life.

Summary

The hypotheses put forward should be checked in speech, because "there are not any languages that are floating in the air, but only people who are gifted with linguistic thinking" [13]. An associative experiment is the method that allows to reconstruct the fragments of the linguistic consciousness of an individual or a linguistic cultural community as a whole, and it was he who was chosen for the subsequent verification of the conclusions described in this article. The final results of the study can be taken into account during the teaching of Spanish as a foreign language to Russian-speaking students and vice versa in order to form an adequate perception of culture and thinking [15], [16] of the native speakers.

Acknowledgements

The work is performed according to the Russian Government

Program of Competitive Growth of Kazan Federal University.

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**DEVELOPMENT OF MODELS OF SERVICE CENTER
COMPANIES NETWORK ACCOMMODATION**Denis M. Lysanov¹Anton N. Karamyshev²Ekaterina V. Abrosimova³Dmitry F. Fedorov⁴

Abstract: The density of the car service companies significantly affects the quality of services and determines the level of saturation of the market. Optimal placement of service centers allows reducing unproductive expenditures of time and money of clients for delivery of vehicles to their places of work, and thereby contributes to the increase in demand for services.

Keywords: placement of the enterprises, efficiency criterion, number of applications, power of the company, transport costs, demand for services, expenses of the enterprise, mathematical model.

Introduction

From the point of view of system

approach, enterprises operating in the field of car service, are objects with certain material, labor, energy, financial, information resources and they conduct activities to address the needs of the services on maintenance and repair of vehicles. Every company can be considered as a system having a manufacturing unit and a control unit, which are in interaction with the external environment [0].

The external environment is represented by customers that have demand for services; the suppliers of components, spare parts, as well as a set of governmental, political, social and demographic conditions that influence has a significant impact on the performance of enterprises. A significant destabilizing effect on production could

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have a spontaneous change of demand, competitor activity, fluctuations in prices, interruptions to the recovery of resources, the failure of process equipment. Part of the destabilizing influences of the external environment can be compensated by the self sustainability of the enterprise.

Organization of work of the car service companies includes: selection and substantiation of optimum structure of production and technical base, the selection and justification of the technological scheme of work and organizational structure of the enterprise, the optimal distribution of material resources. However, whatever optimal organization options are at the design stage, they are unable to ensure the effective operation of the system in time. This is because external factors at any given point in time are random events. So you need constant regulation and control of the production process, which should ensure the most efficient operation of the enterprise [0].

The approach of the service centers to the car owners and the concentration of qualified maintenance and repair in the areas of concentration of cars presuppose the existence of a stepped

system of service organization on hierarchy of which lies the idea of organizing a network of the companies of technical service with a different set of works. Organization of service presupposes the existence of companies, not just with different power, but also companies providing various types of services and the greater demand for the production of certain works, the closer must be the enterprise to consumer services, and vice versa. Meeting the demand for volume and range of services is possible if the capacity of the service centers meet the volume of demand.

The criterion of optimality of facility location for the maintenance and repair of vehicles should reflect the maximum possible saving of labor cost on the work. A necessary condition is the establishment of a system of maintenance and repair which fully satisfies the needs of car owners in all types of maintenance and repair, and the sum of the costs of the execution of these works, the transport expenses and loss of time owners waiting would be minimal [0, 0].

The average time of customer service directly influences the service quality and thereby affects the demand.

Thus, the change of the average service time of the car owner will lead to a change in the quality of functioning of the service center system [0]. The time spent by the owner on arrival and departure from the service company, depends on the level of density of stations in the region and the operational speed of the cars. The waiting time and time spent on maintenance and repair depend on such variables as the number of applications owners and the availability of work posts in the company.

The degree of rationality of companies placing is affected by demand fluctuation factor. The average ratio of the conversion of vehicles to car service companies is 0.85 during the year. However, these appeals are unevenly distributed in time.

The probability of execution of all orders coming into the company is high in spring and summer, as the flow requirements at that time is below the capacity of car service companies. Conversely, in autumn and winter period the number of car owners who got refused of execution of the order, increases dramatically due to the fact that the capacity of service companies is

insufficient to perform the required scope of work. That is why, as a variant of development of a network of service centers, there should be a mechanism of smoothing seasonal fluctuations, taking into account the aspect of rational allocation [0].

The layout of the car service company network can be obtained on the basis of the alternative approach, which considers a valid set of projects of alternative car service companies placing with different capacities, and then the optimum loading of these companies is calculated, the indicators of economic efficiency and environmental safety are evaluated.

The problem of company creation and functioning in places of cars concentration is quite complex, since its solution requires considering many different factors. However, the resolution of these issues will allow to reduce capital investments in development of material base of service businesses, but also to reduce the cost of carrying out works of maintenance and repair, as well as reduce transport costs for car owners.

Methods and Models

The solution of multiple-factor problems is rather laborious process, requiring the use of special methods, one of which is modeling. A mathematical model is linking together the most important factors of the investigated process using the system of equations.

The study of phenomena or processes mathematical methods consists of several stages [0]:

- the choice of the efficiency criterion;
- formulation of all the constraints that the best plan must satisfy;
- accumulation and processing of source information about the availability of resources and the characteristics of the production processes;
- formalization of the problem of determining a rational plan;
- construction of algorithms for solving the problem;
- calculation of the specific values of control parameters.

The issues of forecasting demand for car service are closely connected to the development of models of rational allocation of companies for maintenance and repair of vehicles.

When solving problems of development and placement of service

companies one should be guided by the following main principles [0]:

- the principle of optimality, which consists in minimizing costs related to the operation of the company network for the maintenance and repair of vehicles;
- the principle of consistency, i.e. the solution of tasks in the development and deployment of not only individual companies for the maintenance and repair of vehicles, but their complexes.

Since the level of development of companies is influenced by many factors, to solve the task of the new companies for technical service vehicles it is necessary to maintain a given level of organization of the existing service network.

Several interacting companies can provide a comprehensive sectoral nodes, deployed either on one large area (complete accommodation); or in multiple venues in different cities within the economic region (scaled option); or located in one or more major areas (scatter option).

The criterion of effectiveness of the layout plan of businesses must be a compromise between the highest possible profit, amount of time

customers waiting for the execution of the works and the cost of transporting a faulty car to the nearest service company. To meet all needs for services of maintenance and repair of vehicles, it is necessary to determine the number of service companies, their geographical location and production capacities for the implementation of the technical influences.

Let there be some region in which it is possible to allocate the deployments of cars, as well as the possible places where there are or can be built motor vehicles or car service companies. A car can be obtained for the maintenance or repair at any company from any area of the dislocation. We introduce the following notations [0]:

n is the number of points of concentration of vehicles ($i = 1..n$);

m is the number of possible placements of the companies rendering services to owners of vehicles ($j = 1..m$);

X_{ij} – number of applications received from the i^{th} item in j^{th} company to perform the necessary technical actions;

Y_j – power of the j^{th} company for maintenance and repair of vehicles;

A_i – the need for technical effects

cars from the i^{th} point of concentration;

$W_{\min j}$ is the minimum allowable capacity of the j^{th} company;

$W_{\max j}$ is the maximum power of the j^{th} company;

C_{ij} – transport costs associated with shipping a single car from the i^{th} item in j^{th} company for the work.

The task is to organize the work of service network in such a way as to meet the demand for services in the region and to ensure the minimum value of the cost of transporting the cars to the places of work. Taking into account the introduced notations, the mathematical model of the problem location of car service company is the following:

$$Z = \sum_{i=1}^n \sum_{j=1}^m C_{ij} X_{ij} \rightarrow \min .$$

Additional limitations of the model are the following:

1. Each customer's demand from the i^{th} car deployment of the technical requirements should be satisfied in full:

$$\sum_{j=1}^m X_{ij} = A_i, \quad i = \overline{1..n};$$

2. The capacity of each j^{th} company must match the number of applications for work received from all customers:

$$\sum_{i=1}^n X_{ij} = Y_j, \quad j = \overline{1..m};$$

3. The capacity of each j^{th} company providing services of maintenance and repair is limited to the minimum and maximum of possible values:

$$W_{\min j} \leq Y_j \leq W_{\max j}, \quad j = \overline{1..m};$$

4. Model variables cannot be negative:

$$X_{ij} > 0, Y_j > 0, \quad i = \overline{1..n}, j = \overline{1..m}$$

As a result of the calculations according to the model the distribution matrix of applications to carry out works between the existing service facilities and used for this production capacity are received.

The mathematical model can be taken as a basis for comparison with other models that account for various influencing factors.

The second version of the model allows to determine the rational plan of the location of the existing service companies with a cost effective organization of production and the necessary types of work. The source of information for this research is data on needs in technical effects of customers

and specific features of development costs and manufacturing performance.

The total cost function for the reconstruction of buildings, technical re-equipment of the power production can be written in the form $F_{\text{ПТБ}}(Y)$.

The total cost function to conduct the necessary technical impacts on service vehicles which are included in the cost of operations depending on the capacity of the enterprise is expressed by the following dependence $F_a(Y)$.

For further analysis it is necessary to consider all possible locations of the service providers in the region. For each of the region development options are set in a number of capacities, representing a fixed number of technical impacts of each species. Knowing the places of car concentration and the planned facility locations the transportation costs matrix C is determined. Then the restrictions on capacity of each company for any kind of technical impacts are subjected – values $W_{\min j}$ and $W_{\max j}$. Choosing numerical values of the capacities, consider the maximum possible development of company (by size of territory, availability of workers, technological equipment).

It is required to determine the use

of existing facilities and service companies to meet the needs of car owners in the implementation of all kinds of technical effects, and the amount of transport expenses, expenses for reconstruction and re-equipment of production, the cost of the necessary types of works would be minimal. The objective function of a described task may be presented in the form of the following functions:

$$Z = \sum_{i=1}^n \sum_{j=1}^m C_{ij} X_{ij} + \sum_{j=1}^m F_{\text{ИТБ}}(Y_j) + \sum_{j=1}^m F_a(Y_j) \rightarrow \min$$

The presented version of the research can also be used in situations when there are no functioning service companies in the region and it is necessary to decide the question of their creation.

The third variant of the model in addition to the considered factors takes into account the cost of car owners to

$$Z = \sum_{i=1}^n \sum_{j=1}^m C_{ij} X_{ij} + \sum_{j=1}^m F_{\text{ИТБ}}(Y_j) + \sum_{j=1}^m F_a(Y_j) + \sum_{i=1}^n \sum_{j=1}^m T_i C_{W_j} X_{ij} + \sum_{i=1}^n \sum_{j=1}^m \frac{T_i}{P_j} C_a X_{ij},$$

Where T_i is the average complexity of execution of work on one car from the i^{th} point of dislocation;

C_{W_j} – the average cost of 1 person in hour of work on the j^{th} enterprise;

perform technical impact and possible value of the lost profits associated with downtime of the vehicle while performing the necessary work. The source of information for this area of research is data on needs in technical effects, production costs functions, transport costs for delivery vehicles and maximum capacity of each company.

It is necessary to define such an option and specialization of existing companies as to meet all needs of car owners in the implementation of all types of technical impacts and the amount of the costs of reconstruction and re-equipment of production, the amount of expenses for works, the amount of transportation costs and the amount of time losses of car owners while waiting the execution of works in monetary terms would be minimal.

Thus, it is necessary to minimize the following function:

P_j – the number of production workers simultaneously working on the same post;

C_a – cost of 1 hour of transport vehicle operation.

The latest model of the problem represents the most general mathematical model of allocation and development of network service businesses.

As additional restrictions on the range of possible solutions to the considered problem can be restrictions on the use of space and labor [**Erro! Fonte de referência não encontrada.**].

For the organization of the production process a certain area is required. Therefore, knowing the value of the square of a certain company, you can determine the maximum possible power in the organization of any technological process:

$$\sum_{j=1}^m F_s(Y_j) \leq S,$$

where $F_s(Y_j)$ is a function of the required space for the organization of works at the j^{th} company.

The work of the enterprises can be arranged in the same area with different number of shifts, and this will increase their power. In these conditions the number of employed workers will increase. Therefore, in the model the restriction of the use of human resources can be used:

$$\sum_{j=1}^m F_p(Y_j) \leq P,$$

where $F_p(Y_j)$ is the dependence of the number of workers required for the organization of works on the j^{th} service company from power.

Conclusions

Final layout of the network service companies can be obtained on the basis of the alternative approach, in which a valid set of projects of placing companies with different capacities is considered. Then the load of these companies and the value performance criteria for each accommodation are calculated. When solving this problem, the situation of incompatibility of system limitations may arise, for example, the designed capacity of the company obviously can not meet the high requirements of customers in service and repair of vehicles.

There are two options in this case:

- 1) search for additional opportunities to increase production capacities (additional investment);
- 2) artificial fixation of a certain level of satisfaction in services.

Acknowledgements

The work is performed according to the Russian Government Program of Competitive Growth of Kazan Federal University.

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GEOGRAPHY, MULTICULTURALISM, CITY: MODERN ASPECTSSvetlana N. Ijudina¹

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Abstract: Education is an inseparable part of current global processes which is shaping and at the same reflecting the basic changes in economic, social and ecological spheres. One of the most significant current global trends is the high level of mobility of people - from tourism to growing working migration. Relocation of people, mixture of ethnic groups and nationalities have taken place in all epochs of the history of humanity but it has never been so grand-scale, that is including absolutely all continents. The development of transport, information technologies have simplified people's relocation, including with educational purposes. Such state of things has identified multiculturalism as a separate branch of pedagogical theory and practice. Russia is a multicultural state that has formed a corresponding

system of education as the foundation of national culture, outlook, based on variety of cultures, languages, traditions. Modern challenges of social development formulate a sophisticated task of up-bringing in the spirit of deep respect to all nations, the ability to communicate and cooperate with people of various nationalities, social groups, religions. Among the multitude of tasks of multicultural education, connected with designing of its contents, the most important from our point of view is the up-bringing of a multiculturally orientated personality. Multiculturally orientated personality possesses civic self-actualization, means of creative self-organization and self-realization in the multicultural world. It must possess key general competences, including the knowledge of basics and objective laws

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of the development of multicultural world, the ability to orientate in the cultural multi-variety of the world. The major role in solution of the task is given to studying geography, shaping geographic culture. Geoculturalistic agenda, various aspects of studying geography has very deep roots. Geography is tensely connected with the idea of culture. Culture is territorial, that is it experiences full-scaled influence of geographic factor, it is differentiated in space, and is organized in a very special way, developing and functioning in specific, immanent territorial forms. Besides, teaching geography at school does not correspond to the current demands to full extent. In secondary school, especially in city, geography is taught only in specialized classes which obviously diminish the opportunities of developing multicultural environment to full scale. These and many other aspects of shaping geographic culture of students are realized on bachelor degree course and master course in institutions of higher education. Thus, the development of geographic culture, advance of geographic education should become the important part in solution the problems of multicultural education and multicultural preparation of specialists.

Keywords: urban areas, multicultural education, multiculturally orientated personality, geographic culture, globalization, sustainable development.

Introduction

System-forming sphere of modern large and largest cities is a diverse and ramified system of both secondary and higher education. At present, the education system is not only and not so much a social area serving the needs of society, and not only of a town site in the training of personnel, but it is also a powerful economic force that provides jobs, investments, "floating" of knowledge and intensification of the innovation process, and has a number of other system-forming conditions that enhance the competitive advantages of a town site [1, 2, 11].

One of the complex, long-term consequences for urban development is a "magnet" role played by the education system in the migration of the population, especially the youth. In addition, educational and cultural functions performed by the educational system are of large importance for the adaptation of immigrants. No one modern largest city can actively evolve in a closed state from the point of view

of migration due to the emergence of new diverse jobs. The largest cities, especially those that are actively developing, were, are, and will be a magnet for the population of other territories [7].

Obviously, the social profile of urban immigrants differs in their cultural, ethnic, educational and other characteristics. The movement of people, the mixing of ethnicities and nationalities took place during all epochs of human existence, but modern mobility, from tourism to the change of permanent residence, is strengthened and facilitated many times due to the large-scale development of the most diverse and, most importantly, affordable, fast and safer transport. The facilitation and acceleration of the process of displacement leads to an increase in migrant flows, which in turn leads to a significant social impact. Among which, one can point out the poor knowledge of the country's language, its cultural traditions, etc., as a consequence, the complexity of adaptation. On the other hand, cities are not always ready to accept and adapt a significant number of people of a different culture. The task of creating skills for fruitful communication and cooperation in a

multicultural environment sounds urgent. [3, 9].

The multinational Republic of Tatarstan, and especially its capital, the city of Kazan, with a population exceeding 1.2 million, has deep historical roots of interethnic and interfaith harmony. Dynamically developing economy of the Republic of Tatarstan and its capital, and its favorable social environment attract migrants from other regions of Russia, CIS countries and far abroad. The largest number of arrivals for the last five years is recorded from Uzbekistan, Ukraine, Tajikistan, and Kazakhstan. The overwhelming majority of arrivals, over 80% fall to the cities of the Republic of Tatarstan and especially in Kazan [12].

Modern realities dictate also new requirements to cities, including to the education system. There is a noticeable strengthening of the positions of multicultural education as an independent branch of pedagogical science and practice. The university system of Kazan has a certain advantage, a certain reserve and experience of multicultural education and upbringing due to historically developed conditions: the city, like the republic for centuries, is a multicultural territory. In the

universities, in particular in the former pedagogical university (now incorporated in the KFU) teaching of geography was conducted on a bilingual basis. The Kazan scientific school has accumulated a great deal of experience in studying the traditions of the indigenous peoples of the republic [4]. Essential developments in the conduct of scientific sociological research of social well-being are exemplified by the youth of various ethnic groups [5].

The purpose of this article is to analyze the state of teaching geography in the schools of Kazan and the Republic of Tatarstan from the point of view of multicultural education.

Methods

Modern challenges of the development of a large city put forward the opportunities, methods and approaches of multicultural education and upbringing [11]. In this problem, a special place belongs to geographical disciplines which include the reflection of a territorial aspect of the entire diversity of our planet, from ecology to ethnic identity and cultural characteristics in different regions, countries and cities. Leading among the multitude of tasks of multicultural

education and upbringing associated with the design of its content, is the task of educating a multicultural-oriented personality. The most important feature is the ability to assess and perceive the diversity of the world as an indisputable advantage. A multicultural-oriented personality is a person with a civic ethno-cultural identity, possessing the skills of creative self-organization and self-realization in a multicultural world, with inherent key general cultural competences, including knowledge of the foundations and laws of the development of the multicultural world, the ability to orientate him (her)self in the cultural diversity of the world. Obviously, such competencies can be acquired only within the framework of a comprehensive study of territories, what is possible only when studying the system of geographical disciplines. One of the necessary conditions for the formation of a multicultural-oriented personality is a set geographic culture based on comprehensive and deep geographical knowledge, on the basis of studying the two main branches: physical and socio-economic geography [8]. The generally accepted definition of geographical culture is a system of worldview, generalized views, and

beliefs that express the practical relation of a person to the world, his/her way of seeing and understanding the surrounding reality, assessments and norms in the capacity of benchmarks for action. Culture is territorial; it is mediated by the full-scale impact of the geographical factor, spatially differentiated and organized in accordance with historically developed features. In geographical science in general, and in geographical culture in particular, the most important elements are: humanization, sociologization, ecologization and economization. Obviously, a multicultural-oriented personality is formed on the basis of systemic relationships of these elements.

Results

In the Russian Federation, in accordance with the federal state standards of basic general education, compulsory teaching of geography is carried out from grades 5 to 9. In grades 5 and 6, one hour per week, and from 7 to 9 classes, two hours a week. The program as a whole covers issues of general physical geography, physical geography of continents and oceans, and geography of Russia. The study of geography at the stage of basic general

education is aimed at achieving a wide range of goals, among which the objectives of the multicultural component are:

- Raising of love of their locality, region, and country;
- Mutual understanding with other nations;
- Knowledge of their ethnicity, development of national values, traditions, culture, knowledge of the peoples and ethnic groups of Russia;
- Development of the common cultural heritage of Russia and the world cultural heritage;
- Orientation in the system of moral norms and values and their hierarchization, understanding of the conventional nature of morality;
- Respect for history, cultural and historical monuments;
- Emotionally positive acceptance of their ethnic identity;
- Respect for and acceptance of other peoples of Russia and the world, interethnic tolerance, readiness for equal cooperation;
- Respect for a person and his/her dignity, benevolent attitude towards others, intolerance of any kind of violence and readiness to confront them, etc. [13].

In a higher general education school, geography teaching is carried out at the school's choice, depending on its profile. As a rule, geography studies take place in the 10th and 11th grades, one hour a week. The program includes issues of economic and social geography of foreign countries.

We can see from Table 1 that a significant number of high schoolers do not study geography in the upper grades. In the cities of the Republic of Tatarstan, in 25% of schools, geography is studied only from grades 5 to 9, i.e. pupils of 116 municipal schools in the republic out of 461 municipal schools do not study the social and economic geography of the world. In practice, one in four high schoolers does not get acquainted with the international geographical division of labor, features of modern world processes of urbanization, migration of the population and many other issues so important in the formation of a multicultural-oriented personality. In rural areas, the number of schools where geography is taught only from grades 5 to 9 is even higher. In 393 rural schools, out of 866 rural schools in the Republic of Tatarstan, or in 45% of rural schools, social and economic geography of the world is also not taught. Obviously, this

situation is very negatively reflected both in the system of school geographical education and in multicultural education and child guidance in general. At the same time, this problem can be considered as an essential reserve in the system of multicultural geographic education and child guidance. The question arises, why are so many pupils limited in obtaining a full-fledged geographic education in the school? From our point of view, the answer is connected with the fact that geography is practically absent when enrolling in universities. A single state examination in geography is taken only for geographic and environmental areas of university preparation. As a result, out of more than 5,000 graduates of the Republic of Tatarstan, only a little more than 100 pupils take their geography. An increase in the number of training courses for admission, for which geography is needed, would significantly improve the situation.

It is necessary to settle on one more aspect of teaching geography in terms of multicultural education and child guidance. In the sixties of the last century, geography, as well as history, was studied in special schools with advanced study of English. There were

textbooks on geography in English. In modern conditions, when attention is paid to the study of foreign languages, it is necessary to restore this effective methodology from the point of view of mastering the language, as well as

regional, cultural and geographical knowledge.

Table 1. Teaching geography in schools in Kazan and the Republic of Tatarstan in 2016-2017 academic year

Subjects of the Republic of Tatarstan	Total number of schools	Learn geography from 5 to 9 grades	Learn geography from 5 to 11 grades	Additional hours for learning geography from national component	Geography of Tatarstan (Number of schools)
Municipal districts of the Republic of Tatarstan	866	393	473	1	21
Cities of the Republic of Tatarstan	461	116	345	-	6

Conclusions

In multicultural education, as well as in the formation of a geographical culture, the role of the sustainable development theory that affects a range of problems, from social to environmental aspects of territorial

development, the problem of economic development, social stability of society and social capital, relying on diversity as an important asset, is especially high, what is important for the largest cities that collide in a limited area with a complex of problems. A special role in

geoecological education and education within the framework of sustainable development is played by design work in the course of the educational process which aims to study and achieve small, measurable positive changes in the state of the surrounding urban environment, including its improvement [6].

The analysis of the basic educational programs of secondary general and basic general education in schools Kazan and the Republic of Tatarstan showed that there are a number of problems associated with the teaching of geography. The main thing is that there are not enough geography lessons in a week, especially in 5 and 6 grades, where only one hour a week is spent on studying geography. At this age, the foundations of the geographical culture of pupils are laid, geographic concepts and images, and the skills to work with a geographical map are formed. Numerous surveys, and questionnaires of teachers show that the existing number of lessons is clearly not enough to solve these problems.

Resume

Thus, in conditions of dynamic migration as one of the system-forming features of modern major cities, the

formation of a multicultural society based on the education of a multicultural-oriented personality is possible in the conditions of expanding geographical culture, and the system of geographic education has the necessary reserve for solving the problems of multicultural education in a large city. At the same time, the increase in the number of schools studying geography in the senior 10-11 grades, the expansion of the list of areas for the preparation of bachelors for which geography is required, and the return to the experience of teaching geography in a foreign language would significantly improve the state of multicultural geographic education and child guidance in our school.

Acknowledgements

The work is carried out according to the Russian Government's Program of Competitive Growth of Kazan Federal University.

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**HISTORICAL-ECONOMIC KNOWLEDGE AS THE BASIS OF THE
THEORETICAL LEVEL OF ECONOMIC THINKING**Aidar M. Tufetulov¹Gulnara N. Hadiullina²Rival R. Shakirov³Andrey S. Zayats⁴

Abstract: Economic theory as an independent science arose in the period of the formation of modern market relations. The economic thought history as a separate branch in the system of economic sciences took shape in the first half of the XIX century. The tradition of Russian economic thought at all stages of its development was attention to historical trends and factors of socio-economic development. The reason for this is in the specifics of Russia's socioeconomic and spiritual development. XIX century is characterized by the struggle of old and new trends in the economic system of Russia. In these conditions, representatives of various branches of economic thought appealed to the historical experience of the country and humanity in order to prove the truth of

their position. The paper presents an analysis the historical process of emergence, development, struggle, and the changing of economic ideas. The main attention is paid to the analysis of the main directions of modern economic theory underlying the decision-making at macro and microeconomic levels. The content of the historical and economic knowledge functions: worldview, practical, axiological, factual and methodological, is defined. The necessity of studying the provisions of alternative economic schools is substantiated, what is considered as a prerequisite for the formation of general cultural and professional competencies of specialists in the field of economics.

Keywords: History of economic doctrines, economic ideas of the Ancient

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East and the ancient world, mercantilism, marginalism, Keynesianism, neoliberalism, theory of supply-side economics,

Introduction

The beginning of market reforms in the 90-ies of XXth century was marked by a surge of interest in historical and economic knowledge which began to be used as a source to justify the position of newly emerging schools and trends, to confirm (refute) the governmental program documents aimed at implementing structural transformations in society [7; 10]. In this period, Western economic thought was of particular interest, what has been reflected in numerous studies of the achievements of foreign economists [3; 5; 9]. There was a return of the names of Russian authors whose works contradicted the principles of the Marxist concept that dominated the conditions of the administrative economy: N. D. Kondratiev, A. V. Chayanov, G. Ya. Sokolnikov, et al. At the same time, interest grew to the scientific heritage of N.N. Baransky, N. N. Kolosovsky, N. N. Nekrasov, A. E. Probst, Yu. G. Saushkin and others whose multidimensional

views were not represented in Soviet historiography.

1. Methods

The methodological basis of the study is the works on the economic thought history and economic history of Russia and foreign countries, the fundamental provisions of modern, primarily, institutional economic theory, the works of representatives of domestic and foreign economic schools and trends, work in philosophy, sociology, culture, and interdisciplinary socio-economic research. There are two approaches to historical and economic analysis: absolutism and relativism. Absolutism considers the logic of the research subject development, which consists in moving from the false to the true, from the simple to the complex. Relativism considers every single theory proposed in past eras as a more or less accurate reflection of socio-economic conditions. Relativism in its extreme form is represented as a class approach according to which the ideas of economists are a reasonable justification for class or group interests. At the same time, the nature of the interrelationships within a range of questions where this or that theory or doctrine can make sense is

ignored. Although every commentator of the economic thought history can be attributed to one pole or another, yet the positions of modern economists-historians can not be classified as unambiguously relativistic or absolutist.

The basis for the periodization of the world economic thought history is its belonging to a certain epoch. The periodization proposed in this study is presented in three stages. In accordance with specific qualitative changes in the economy, the following stages in the development of economic thought are distinguished:

1. Economic doctrines of the pre-market economy;
2. Economic doctrines and concepts of the era of unregulated market economy;
3. Economic concepts of the era of a regulated market economy.

2. Results

The emergence of market relations in the Modern times era led to the emergence of mercantilism which is the first attempt in the economic thought history to substantiate the economic policy of a state. Mercantilism is not an

economic science, since its main provisions are the result of not a theoretical analysis, but a simple description of observed phenomena and, in part, their classification.

In its historical development, the mercantilism concept goes through two stages. Early mercantilism (monetarism) was aimed at solving the problem of gold accumulation nationwide through manipulation in the sphere of monetary circulation. The central point of mature mercantilism is the doctrine of the active trade balance as an indispensable condition of national prosperity. Representatives of mercantilism are T. Men, J. B. Colbert, A. de Montchretien.

In Russia, mercantilism was realized in the economic policy of Peter the Great in the first half of the 18th century. Adoption of a legislative act permitting the owners of manufactories to purchase land with peasants assigned to it, which significantly reduced the costs of production of domestic goods; the introduction in 1724 of a protectionist tariff setting customs duties to imported industrial goods in the amount of 70-75 percent of the selling price of the goods; monetary reform and the introduction of copper money into

circulation; the prohibition under the death penalty of exporting gold and silver from the country and other steps of the state aimed at protecting the emerging industry were clearly mercantilistic in nature. The ideas of late mercantilism were reflected in the work by I.T. Pososhkov (1652 - 1726) "On poverty and wealth" completed in 1724 and intended for Peter the Great.

Classical political economy arose during the period of the establishment of capitalist relations. The development of manufactory capitalism has led to the fact that the sphere of production becomes the main source of profit.

Unlike mercantilism, within the framework of the classical school of political economy, and for the first time in the economic thought history, a common basis of science was created: a unified theory of production and distribution, an analysis of the operation of these abstract principles on historical material, and a number of examples of their application in economic policy. An analysis of domestic economic relations comes in place of a superficial generalization of economic phenomena within the framework of mercantilism. Material production became the object

for analysis by representatives of the classical school.

Classical economic theory derives prices from the "natural" norms of remuneration for the three factors of production which are investigated by three independent sections of a single system: the rent, capital, and wages theories. Representatives of the classical school (U. Petty, A. Smith, D. Ricardo, and others) used the developed analytical tools, including such methods of economic phenomena analysis as analysis and synthesis, induction and deduction, the principle of the historical and logical unity, etc.

Marginalism (translated from the French, "marginal" means the "ultimate") is a theory that explains processes and phenomena based on the use of marginal, that is, incremental values of economic indicators, extreme values or states. In the economic literature, the "marginalist revolution" means by almost simultaneous but not dependent discovery in the early 70s of XIX century by W. St. Jevons (England, Manchester), K. Menger (Austria, Vienna), L. Walras (Switzerland, Lausanne) of the diminishing marginal utility principle. However, in 1878, a book by the German author G. Gossen

was found in the British Museum where the beginnings of a marginal analysis were presented.

Traditionally, two stages of the "marginalist revolution" stand out:

The first stage refers to the 70-80-ies of XIX century and marked by the works of K. Menger, U. Jevons, L. Walras, O. von Böhm-Bawerk, and F. Wieser. For this period of development of marginalism, the cardinal approach to the evaluation of utility and demand is characteristic, that is, the possibility of estimating an utility in conditional units, "utiles" (from the English expression "utility of good") has been supposed.

In the 90 years of the XIX century a second stage in the development of marginalism began, for which a rejection of subjectivism is characteristic. This stage is considered as an extension of classical economic theory, and with its appearance the neoclassical trend in economic thought is associated. In this period, the works of A. Marshall, J. B. Clarke, V. Pareto have been developed.

Several schools emerged within the framework of marginalism; they differed somewhat in the nature of the problems analyzed. Among them there were the Austrian school (K. Menger, E.

von Böhm-Bawerk, F. von Wieser), the Lausanne school (L. Walras), the Cambridge school (A. Marshall), and the American school (J.B. Clarke).

Formation of a system of regulated market economy in the early XX century led to a qualitative change in economic ideas, which was reflected in the formation of the economic system of J.M. Keynes. Keynesian economic theory has become dominant in economic thought since the world economic crisis of 1929-33 and "great depression" and, being largely supplemented and modified, it then formed the basis of modern macroeconomics.

J. M. Keynes rejected the J. -B. Say's law, grounding on that the interest rate is not able to bring household savings and investment plans of entrepreneurs into line. The reason for this is the fact that savings subjects and investors are from different social groups, and are guided by different motives for decision-making. At the same time such decisions are not related to the interest rate for savings entities.

J. M. Keynes created a simple model of income determination, which reveals the mechanism for the multiplicative effect of increasing

aggregate income when the expenditures are changed. The starting point in the multiplier theory is to determine the role of investment in the growth of real aggregate output and employment. The growth of investment causes employment, income and consumption growth. The initial increase in employment caused by new investments leads to an additional increase in employment and income due to the need to meet the demand of additional workers. According to J. M. Keynes, the multiplier indicates that when there is an increase in the total amount of investment, then the income increases by an amount that is M times larger than the increase in investment. The multiplier theory was further developed within the framework of neo- and post-Keynesian theory in the works by P. Samuelson, R. Harrod, H. Haberler, E. Hansen, and others. A dynamic multiplier model was also created.

Analyzing the theory of state regulation of economic processes, it should be noted that J. M. Keynes distinguished three groups of factors in his analysis, namely:

- initial (preset) variables which include the number and quality of the workforce,

the technological and social organization of the society, etc.

- independent variables, that is, the marginal efficiency of capital, the rate of interest, the propensity to consume, etc.

- dependent variables, which include the volume of employment and the actual volume of national production.

3. Discussion

The economic crisis of 1979-81 became a crisis of the Keynesian model of state regulation. Under its influence, a neo-conservative model of state regulation of the economy was formed.

Representatives of the neo-conservative wave rely on the neoclassical school theories. The starting points of the neoclassical direction are the following points:

- The market system is able to ensure the full use of resources in the economy, therefore, the situation where the level of expenditure will be insufficient to purchase products produced at full employment is impossible;

- Violations of the equilibrium state of the economy are due to external causes, while such control levers as price, wages, interest rate are included, so that a reduction in total expenditures does not

entail a reduction in real output, employment and real incomes.

Within the conservative sect, a number of directions and schools are developing. The most influential of those were: the Chicago school that opposed to Keynesianism in the 1950s and 1960s the monetarism doctrine which was a theory based on ideas about the decisive influence of the money supply on prices, inflation, and the course of economic processes; the rational expectations school which spoke about the "new classical theory" proving the futility of any systematic stabilization policy; and the Virginia School which advocates the rejection of state intervention through non-traditional arguments for the classical sect.

The general conclusion of the neoclassical theory was that, although unexpected price fluctuations can cause short-term macroeconomic instability, the economy remains stable in the long run with output volume corresponding to the level of full employment.

In the late 19th and early 20th centuries, the role of the state in regulating economic processes increased. In these conditions, the need to analyze the political and legal aspects of the market system is brought to the

forefront. This led to the emergence of institutionalism.

Institutionalism goes a long way in its development. By the 1930s, the old negative school of institutionalism was aroused, which representative were T. Weblen (1857-1920), J.R. Commons (1862-1945), W. K. Mitchell (1874-1948). In post-war years, late institutionalism has been formed, based on positivism describing the contradictions of the market economy and offering its own prescriptions for the transformation of economic policies based on the Keynesian theory. This period is represented by economic systems developed by J. M. Clark, A. Burley, G. Minz. In the 1960s neoinstitutionalism, or social and institutional direction, was being formed. Representatives of this sect were, first of all, J.K. Galbraith, the creator of the convergence theory, and R. Heilbroner.

Representatives of the institutional sect made a great contribution to the development of modern management theory, the system organization theory, the general theory of systems, and in the understanding of the economic cycle mechanism.

Neo-liberalism is the sect, the main principle of which laid by A. Smith, is reduced to minimizing the state impact on the economy and granting maximum possible freedom of action to entrepreneurs. First of all, the principle of free pricing, the principle of the leading role of private property and non-state economic structures are among the principles of neoliberalism. The state in this system should perform, as the supporters of this direction put it figuratively, a "night watchman" or "sports arbiter" role. The economic systems of Friedrich von Hayek (1899-1984), Joseph Schumpeter (1883-1950), Ludwig Erhard (1897-1977), author of the book "Welfare for All" (1956), can be referred to this sect.

Already in the 1930s, the ideas of the neoliberal nature were opposed to the Keynesian ideas of government regulation of the economy, which limited the system of free competition. Centers were being set up to develop measures alternative to government regulation of the economy, which should facilitate the practical implementation of the economic liberalism ideas. In Germany this was the Freiburg school which included W. Eucken, W. Repke, L. Erhard, in the USA - the Chicago school.

In the 1930s an attempt was made to develop a unified scientific and practical platform. In 1938, a conference was held in Paris, which united the supporters of neoliberal ideas about the world. It proclaimed the need for government assistance to return the rules of free competition and ensure their implementation by all economic entities; it also formulated the principles of building a neoliberal economic system: the priority of private property, freedom of transactions, and free markets. These principles can be reviewed by the state only in extreme situations - in the conditions of war, natural disaster, cataclysm, etc.

Since 1948, these ideas have become the state doctrine of the government of Erhard Adenauer (Germany). The yearbook "Ordo" published by W. Eucken since 1948, becomes a mouthpiece of neoliberal ideas.

Proponents of the supply-side economics theory proceed from the assumption that low rates of growth in labor productivity and real output are the ultimate cause of stagflation and general mediocre functioning of the economy in the 1970s. Keynesian theory can not cope with stagflation, since it focuses on

aggregate demand, while only a supply-oriented policy can overcome negative developments in the economy.

Proponents of supply-side economic theory focused on supply note that the growth of state influence causes an increase in the country's tax payments in the absolute and relative (if to compare the amount of taxes with the amount of national income) amounts. Proponents of the supply-side theory believe that most taxes are transformed into costs of entrepreneurs and shifted to consumers in the form of higher prices. The result is an inflation of costs reflected in the shift of the aggregate supply curve to the left.

4. Summary

Knowledge of the legacy of the past will allow the modern generation of economists not to reinvent the wheel, but, relying on a huge historical and economic material, to create new and improve existing theoretical systems, to form an effective economic policy at macro and micro levels. Due to objective circumstances, this paper could not fully analyze the entire heritage of mankind in the history of economic doctrines. Outside of consideration are problems of

Russian economic thought, economic doctrines of the Middle Ages, etc. These and other questions can be studied with the help of numerous works by representatives of Russian and foreign economic schools.

5. Acknowledgements

The work is carried out according to the Russian Government's Program of Competitive Growth of Kazan Federal University.

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111 p

**IMPLEMENTATION OF THE SELECTIVE STRATEGY OF
STATE REGULATION OF THE LABOUR MARKET IN TERMS
OF MONOPROPELLANT SITE (ON EXAMPLE OF THE
CHISTOPOLSKY MUNICIPAL AREA)**

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Abstract: The article is devoted to the implementation of selective (mixed) strategy of state regulation of the labor market in terms of monopropellant areas, involving constant monitoring of the labor market areas, the adoption of operational measures in the field of reducing unemployment and increasing employment, as well as selective screening workforce. In conditions of non-diversified economy of the territory the problems of employment and unemployment are particularly acute and require an additional set of measures to reduce labor market difficulties. The state regulation of the labor market in the Russian Federation in terms of providing employment and reducing the overall and registered unemployment rates has more than a 25-year history. Effective

organization of public works, as well as vocational training and training of unemployed citizens, including disabled people, persons without a profession, as well as women with children under the age of 3 years, is an established activity aimed at practically guaranteed employment of these categories of people. At the same time, an effective mechanism for implementing selective (mixed) strategies is the outstripping training of people who are at risk of mass dismissal (lockout) from enterprises and organizations.

Keywords: human capital, labour resources, a selective strategy, government regulation, labor market, human resources, non-diversified territory, Chistopol'.

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Introduction

Planning and tactical support of the formation and implementation process of state regulation, as well as the entire strategic management system, must proceed from certain principles. Among them: the principle of targeted diversification; the principle of public policy institutionalization; the principle of financial security solutions optimization; the principle of personnel inventory; the principle of information support of public policy objectives; principle of accounting redistributive activity; the principle of feedback [8].

Based on studies of municipalities that have features of non-diversified municipality, it is revealed that one of the top problems is shortage of qualified personnel [7].

Achievement of economic efficiency of goods and services production and effectiveness of state governance directly determined by the quantity and quality of human capital. They, in turn, are conditioned by quality of the education, culture and health of previous generations. They are built up through the accumulation of knowledge, experience, skills of people. Without an effective system of human development,

which, in turn, is the education system, it is impossible to achieve a high level of competitiveness in the global competition of economic systems.

A number of scholars confirm the importance of personnel potential modernization. The work of those "personnel", "people", "workers" only creates all the objects of value. In this sense, people not only make all the difference, they still create it. People are the main and the only value in the economy [9].

1. Materials and methods

The study of the human capital and possibilities of its development and use in modernization breakthrough of the next decade is an important task of analytical expert observation. This observation is used to assess economic changes, to develop trends and the accumulation of human capital in the Republic of Tatarstan. Tatarstan as a region that has achieved considerable success in the modernization of the economy, has to fulfill the challenge of achieving new social and economic development to obtain a leading position in the international arena. Today, in conditions when non-diversified municipalities thanks to the support of

the Government of the Russian Federation have received such powerful tools as the «Territories of rapid socio-economic development» (hereafter TRD), there is every reason to believe that the Republic of Tatarstan is preparing four more applications to Chistopol', Nizhnekamsk, Mendeleevsk, Zelenodolsk also receive the status of TRD. It should be noted that the Republic of Tatarstan is traditionally in charge of this process and received the first TRD in Russia (in Naberezhnye Chelny). The acquisition of TRD status by the mentioned territories will require the inflow of highly qualified personnel, since the growth of investment activity will be followed by industrial growth, conditioned by the development of existing ones and the emergence of new industries. Therefore, it is necessary to determine in a timely manner:

- the main challenges in the field of training, recruitment, retention, and use of personnel for the new economy of non-diversified municipality (on the example of the Chistopolsky municipal district);

- the possibilities and conditions for creating, attracting and developing human potential for the transition to the new economy;

- the possibility of converting human potential into human capital.

This requires:

- to analyze the situation on priority directions of education, healthcare and culture development in Chistopol' municipal district;
- to analyze the situation in the field of migration of skilled personnel (as well as talented youth) in and from Chistopol';
- to identify the potential for improving the situation in these areas and formulate appropriate public policy objectives;
- to identify the objectives of public policy, which are required to implement in order to achieve the stated goals;
- to define a set of target indicators for the achievement of goals and objectives.

2. RESULTS

An active policy in the field of employment has been conducted in the Republic of Tatarstan. However it is insufficient, taking into account the ambitious development goals of the Republic. Their achievement will reinforce the existing gaps between supply and demand on the labour market. In the next 10 to 15 years in Tatarstan, as well as throughout the country, there will be a worsening of the demographic situation and the decrease of the

population of working age. In the future, the Republic of Tatarstan will have to solve complex tasks of employment modernization by improving the competitiveness of the population, attraction of highly skilled migrants in the innovative sectors of the economy, increasing mobility of the population of the Republic and the optimization of territorial proportions of employment in different types of settlements with the aim of innovative development of major cities, staffing for industrial development and preservation of economically viable village [1].

The main challenges:

- the increase of competition in the Russian regions for human resources that requires raising the attractiveness and competitiveness of the labour market of the Republic of Tatarstan;

- the tendency of changing several professions during life;

- the low quality of human capital in the republic: a formal "re-education" with a low quality of education;

- the institutional trap of the average premium for higher education and living conditions ratio. On the one hand, the Republic of Tatarstan lags behind from regions in which specialists with higher education can receive large

incomes, on the other hand, from regions that with smaller increments of income from higher education, provide better living conditions. Accordingly, there is migration to other regions, where wages are higher and the working and living conditions are better;

- structural imbalances in the labor market: a shortage of skilled industrial workers and technical specialists, as well as high-tech specialists required for priority innovative directions of development of the Republic of Tatarstan;

- low territorial mobility of the population, necessary to reduce the imbalance of demand and supply on the local labour markets and employment efficiency;

- significant scale of the "gray" labor market, a high share of informal incomes;

- decrease of the population of working age

- a large flow of illegal migrant workers;

- low unemployment rate, but the exit from unemployment is aimed at economic inactivity, especially among women;

- high inequality in the distribution of income, which is not transformed into

investment and new jobs (in stagnation this challenge is exacerbated);

- insufficient interest of employers in investment in training and retraining;

- increase the portion of social payments in the revenue structure;

- the absence of a mechanism that accounts the income of citizens who do not accept job offers for vacant positions and have no reason not to be employed;

- orientation of the social benefits system mainly to the elderly people, although the maximum risks of poverty is among children [1].

Chistopol' is a town with a highly promising potential where new and expand existing production is created. Here the development of highly qualified specialists is a priority. The personnel training starts at school. In this regard, career - oriented programs have been created. They allow high school students to try themselves in a particular specialty and to develop the necessary skills.

In the system of professional education there are two institutions of secondary and three institutions of higher education. Higher education institutions in Chistopol' are: Chistopol' branch of the "Kazan National Research Technical University named after A. N. Tupolev", Chistopol' branch of "Kazan

(Volga region) Federal University", and Chistopol' branch of private educational institution of higher professional education "Institute of economics, management and law" (Kazan)[3].

Chistopol' branch of the "Kazan National Research Technical University named after A. N. Tupolev" is recruiting students in four areas of study by intramural form: "Engineering", "Computer science", "Economics", "Management", and also have the opportunity to obtain additional education "Translator in the sphere of professional communication (English language)".

At the site of Executive Committee of Chistopol' municipality a meeting with the representatives of Chistopol' branch of the "Kazan National Research Technical University named after A. N. Tupolev" was held. The representatives of Kazan state Power Engineering University and of Moscow Institute of Physics and Technology were suggested that "Electronics" and "Robotics and mechatronics" specialties inclusion to the List of popular professions and specialties, corresponding to priority directions of economy development of

the Republic of Tatarstan for the period 2018-2024 years. [4].

Currently, the Chistopol’ branch of the “Kazan (Volga region) Federal University” is training specialists and bachelors in intramural and extramural

form of study in 5 areas of training: "Construction", "Environmental Engineering and Water Use", "Operation of Transport-Technological Machines and Complexes", "Economics", "State and municipal management".

Table 1: The number of graduates of educational institutions of higher education, secondary-level and basic vocational education in 2011-16

Name							Total:
	2011	2012	2013	2014	2015	2016	
Kazan National Research Technical University named after A. N. Tupolev	201	227	215	175	182	142	1142
Kazan Federal University	306	348	175	193	335	246	1603
Institute of economics, management and law	217	308	169	138	152	-	983
State Educational Budgetary Institution of the Basic Vocational Education "Professional School № 72"	238	153	140	82	48	-	661
State Autonomous Educational Institution of the Secondary-level Vocational Education «Chistopol’ Polytechnic College»	47	239	131	164	126	-	707
State Autonomous Educational Institution of the Secondary-level	40	65	136	82	93	-	416

"Chistopol Pedagogical College"							
State Autonomous Professional Educational Institution "Chistopol' multidisciplinary college" (united in one college)	-	-	-	-	-	227	227

In the branches of Kazan National Research Technical University named after A. N. Tupolev, Kazan Federal University and Institute of economics, management and law there is a target training of specialists for certain region companies. The training involves both learning and the students passing practice, as well as their future employment. A large number of graduates were employed at such companies as Manufacturing-commercial company "BETAR" Limited (MCC BETAR Ltd.), Science and Technical Center "Vostok" LLC, etc. At the same time, the graduates of these universities are highly valued and in demand not only in Chistopol' and the republic, but also in Russia.

At the same time, vocational retraining of the population is actively carried out at the expense of the Employment Service. That is why the list of specialties is expanding and that

significantly increases the educational potential of the population [5].

By 2018, the number of work places, that is planned to create in the TRD Chistopol', will have been increasing to 1100. This staff requirement can be covered by graduates of higher educational institutions, whose number is more than 384 people per year, and by those people who applied to the Employment Center, whose number in 2016 was 250 people.

In the further table there is the forecast of the minimum number of new permanent work places that are planned to be created in TRD Chistopol' as a result of investment projects implementation by the residents (in the context of OKVED, Russian Classification of Economic Activities). In the forecast we also take into account the statistics of the number of workplaces for the similar investment projects being implemented and planned

for implementation in the region.

Table 2: The forecast of the number of work places as the result of implementation of investment projects of the residents in TRD Chistopol' up to 2018

№	Name of the initiator's company	Brief description of the project	The number of work places
1	Manufacturing group OOO «Delrus Chistopol'» <i>a limited liability company under the laws of Russian Federation</i>	«Chistopol' plant of infusion solutions»	92
2	OOO «Tatremstroj» <i>a limited liability company under the laws of Russian Federation</i>	«Construction of the Chistopol' plant for the production of heat-insulated urethane-foam pipes»	52
3	OOO «Novye tekhnologii» <i>a limited liability company under the laws of Russian Federation</i>	Expansion of the foundry of LLC Manufacturing company " Novye tekhnologii"	50
4	OOO «Diotekh» <i>a limited liability company under the laws of Russian Federation</i>	«Construction of a plant for the gas meters production»	60
5	OOO «Biotekhnologii» <i>a limited liability company under the laws of Russian Federation</i>	«Production of protein concentrate from oilseeds»	142

6	OOO «Neptun» <i>a limited liability company under the laws of Russian Federation</i>	Organization of production and sales of mechanical alarms	48
7	OOO «Metallstroj» <i>a limited liability company under the laws of Russian Federation</i>	Manufacture of metal structures (doors)	22
8	OOO Production and Commercial Firm «Kama Plast» <i>a limited liability company under the laws of Russian Federation</i>	Organization of plastic products production by injection molding	29
9	OOO «FtizisBioMed» <i>a limited liability company under the laws of Russian Federation</i>	Production of telemedicine mobile fluorographic complexes with satellite communication channels and automated reading of fluorograms	30
10	AO RK «Vector» <i>a company limited by shares under the laws of Russian Federation</i>	Production of control and communications mobile systems on the basis of satellite reflector antennas Ku/Ka-bands for the Emergency Situations Ministry, Ministry of Internal Affairs, oil and gas companies etc.	15
11	OAO «Cpistopol'skij hlebozavod» <i>a publicly held company under the laws of the Russian Federation</i>	Manufacture of muesli	55

12	OOO «Kvest» <i>a limited liability company under the laws of Russian Federation</i>	Manufacture of power supplies and drivers for LED lighting fixtures	20
13	OOO «Pluton» <i>a limited liability company under the laws of Russian Federation</i>	Production of Time relays of series PB 100, PB 200	20
14	OOO «Galant» <i>a limited liability company under the laws of Russian Federation</i>	Manufacture of hydraulic tools	20
15	OOO «TNP» <i>a limited liability company under the laws of Russian Federation</i>	The production of consumer goods from plastic	20
16	OOO «Novator» <i>a limited liability company under the laws of Russian Federation</i>	Production of the granulated organic fertilizers	18
17	OOO «Sapfir» <i>a limited liability company under the laws of Russian Federation</i>	Production of technical stones	10
18	OOO «Gazprom gazomotornoe toplivo» <i>a limited liability company under the laws of Russian Federation</i>	«Construction of a natural gas liquefaction complex»	60
19	OOO «Alkotorg» <i>a limited liability</i>	«Construction of a logistics center on the territory of IP «Chistopol'»	129

	<i>company under the laws of Russian Federation</i>		
20	AO «Tatspirtprom» <i>a company limited by shares under the laws of Russian Federation</i>	Construction of a beer production plant	300
21	ООО ТПК «Татполимер» <i>a limited liability company under the laws of Russian Federation</i>	Running a plant for casting aluminum alloys and a plastic injection molding plant	150
	Total		1342

3. Conclusion

We came to the conclusion that, due to the planned association of graduates of educational institutions in the Chistopolsky municipality for the period up to 2018, and the real needs of potential employers in TRD Chistopol' in the context of professions that are in demand in the implementation of investment projects until 2018, we can predict a shortage of labor resources that can be a tangible strategic problem.

Solutions of this problem are in programs of joint training of demanded specialists by educational institutions of all levels of education and companies, i.e. in the interaction at the stage of organization of educational process in training directly at the enterprise

(internships, practice), monitoring of the labor market with the aim of identifying redundant at the moment, and in worker who want to go the programs of professional retraining at the expense of the Employment Service.

4. Discussion

Almost for thirty years of the state Employment Service functioning, experience in reducing tension in the labor market has been accumulated. Moreover, a sustained effect from the implementation of these activities has been achieved through an effective employment policy. At the same time, it should be noted that this toolkit practically does not change despite the fact that there is a worthy foreign experience. So, in our opinion, it would

be advisable to learn from the Sweden experience:

- stimulating small and family business under the best possible conditions by state subsidies and loans, through which start-up capital can be provided to owners of only 10%, to 70% - government grants and 20% loans. If the company is not profitable, then 4 years it is exempt from tax [11];

- ensuring the geographical mobility of the population and the workforce by providing subsidies and loans for moving with families from areas with an excess of labor to areas where there are vacant places, with a guarantee of improving housing and possibly material conditions [11];

- providing every job seeker with complete information about vacancies by professions, industries and regions of the country and the creation of accessible data banks for this purpose;

- payment of all types of connection services with the personnel departments of enterprises[11];

- the organization of public works, mainly for young people, on the houses and roads building, in the service sector for up to 6 months with guaranteed earnings within 50- 100% of the average salary for this position [11];

- work financing in private young firms by providing subsidies to business owners within half a year in the form of paying 50% of the costs for newly created workplaces [11];

- special technical equipment at workplaces in enterprises for disabled people and payment of subsidies to business owners for the reception of disabled people for work and partly for their wages [11];

- stimulating the expansion of business and overtime, and thereby more full employment by reducing taxation from profits and personal income.

Acknowledgments

The work is performed according to the Russian Government Program of Competitive Growth of Kazan Federal University.

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**FACTUAL REFLECTION OF URBAN SPACE IN WILLIAM DEAN
HOWELLS'S SHORT PROSE**Natalia L. Fesyanova¹Ekaterina A. Khuzina²

Abstract: American writer William Dean Howells led an intensive search for artistic means to represent reality throughout his creative journey. His creative method was characterized by an acute sensation of the world's objectivity and the understanding of art as a special language. In this article, various types of art (landscape, music) are examined by which the writer created a factographic reflection of the urban space that determined the artistic specifics of his works. The theme of the city and the motive of the road in W. D. Howells creative destiny became fundamental ones and were reflected in his small prose. The studied texts of the American writer focused the attention on the inner world and the feelings of the author-narrator. He has a phenomenal memory that helps to save not only the experienced events, but also the emotional fabric of his wanderings in

detail. The urban pictures conveyed by W.D. Howells are as detailed as possible, demonstrate both the author's picture of the world and the specific norms of the urban space of the XIXth century. In the stories the writer shows such power of the urban environment, which adversely affects the development of urban culture, not only ecological but also psychological pollution occurs, the break with the surrounding reality and the construction of an artificial world. Thus, it allowed the author to combine documentality and artistic generalizations, confirming everything with specific names, titles, and events. Throughout the narrative in the small prose by W. D. Howells, the idea of the organic development of small towns and the existence in harmony with the surrounding natural environment is the main one, which is of enormous importance for the modern world. An

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original translation from English in the article was performed by the author.

Keywords: art, landscape, music, urban space, factography.

Introduction

The artistic world of the writer is a kind of ray, from which the streams of his creative "I" diverge, and also the source for the understanding of the author's worldview and attitude. Each writer creates a certain world, the events in which always occur in a certain place and are characterized by a certain spatial location. According to the native literary critic N. K. Gay: "Nothing can exist anywhere and never, any content suggests that it is correlated with someone, it took place somewhere and sometime" [1, p. 239]. Of course, the space transferred in the work is determined by the creative intention, the peculiarities of the artist's worldview, because each writer in his work seeks to convey something that is close to him physically, emotionally, morally and intellectually. As M. Lotman rightly noted, a space is the "model of this author's world, expressed in the language of his spatial representations" [2, p. 6].

The theme of urbanism in literature has always attracted an increased attention of literary scholars. A great contribution to the history of urban research was introduced by Lewis Mumford. In his understanding "a city is a multifaceted phenomenon that encompasses all aspects of human life" [3, p. 29]. The practice of urban space narratology is considered in the works by Michel de Serto, where a city is a text, and the walks along it are a fascinating reading [4, p. 29]. Russian culturologist, historian and local historian N.P. Antsiferov wrote in his "Book about the City": "All roads lead to the city. Cities are the meeting place. Cities are the knots that connect economic and social processes. They are the centers of various forces attraction with which human society lives. The growing dynamics of historical development was born in cities. The disclosure of cultural forms is carried out through them" [5, p. 3]. The history of text creation dedicated to a city has a long history. At the dawn of American literature appearance, many writers turned to the theme of the city in their works, since starting from the times of new lands development urban literature became a national tradition due to migration, rapid urbanization in the

19th century and the development of a new urban community and culture.

Materials and Methods

According to some researchers, a city often reflects the feelings of people, it is an expression of their internal state, the quintessence of their experiences [6, p. 33]. So, in the work by W. D. Howells, the city became the main object of the image. It is enough to recall his anxieties "Life in Venice", "Italian Travels", "Tuscan Cities", in which a wide city panorama is presented, the contradictory feelings of a foreign author about another remote reality are expressed. It was the Italian atmosphere in which the past and present mingled and which influenced the American writer, formed the ability to pay attention to the smallest details, to notice the facts, to recognize the shades and the geometry of space. After the government service in Italy as consul (1861-1865), he returned to America, bought a new home in Cambridge, Massachusetts and witnessed urban evolution. Cambridge is no longer an idyllic suburban "policy" for the people of Boston. The city was embraced by "revolutionary" transformations: the creation of

factories, the construction of railways, the wave of Irish and Italian immigrants, which changed the urban and social landscape. The writer saw dramatic transformations, which made a tremendous impression on him. It was this urban abundance that inspired him for his new works, in particular those ones published in the Atlantic Monthly "Suburban Sketches" (1871) which provide the kaleidoscope of American countryside life of the XIXth century.

The collection of "Suburban sketches" consists of ten stories: Mrs. Johnson, Doorstep Acquaintance, a Pedestrian Tour, by Horse-Car to Boston, a Day's Pleasure, a Romance of Real Life, Scene, Jubilee Days, Some Lessons from the School of Morals, Flitting. The author acts as a hero-narrator, an inquisitive town-dweller, whose notes are filled with a review and description of city panoramas and sad reflections on the life of people around him. The world depicted in the work is not invented, the characters too, the author is familiar with them. Sometimes he does not take direct part in the events, but he constantly reminds himself about himself, referring to the reader. The reading and the analysis of artistic texts

served as the methodological and empirical basis for the article.

Results and Discussion

In this article the space is the place where the depicted events take place, in which the characters move, their meetings and dialogues take place. Cambridge became such a place, which is veiled in such text as "Charlesbridge", which helped the writer to show the surrounding world without embellishment. So in his sketches he presented the picture of the city life of America of the XIXth century skillfully, he reflected the life and the morals of people. W. D. Howells wrote: "We are the creations of the moment; we move from one space to another, and only one interest fills them temporarily" [7].

Traditionally, there is an open and a closed space. In small prose W. D. Howells has the open space. The open space is represented by the things that have no borders - this is nature, which has a special role. It appears as

something infinite, infinite, absolute. Nature is interpreted not just as the living space of people, but as a world linking a person to the surrounding reality: "The whole suburb of Charlesbridge stretches about me, - a vast space upon which I can embroider any fancy I like as I saunter along"³ [8]. Each story begins with a day description: "*It was on a morning of the lovely New England May that we left the horse-car, and, spreading our umbrellas, walked down the street to our new home in Charlesbridge, through a storm of snow and rain so finely blent by the influences of this fortunate climate, that no flake knew itself from its sister drop, or could be better identified by the people against whom they beat in unison. A vernal gale from the east fanned our cheeks and pierced our marrow and chilled our blood, while the raw, cold green of the adventurous grass on the borders of the sopping sidewalks gave, as it peered through its veil of melting snow and freezing rain, a peculiar cheerfulness to the landscape*"⁴. [8]. All

³ the whole suburb of Charlbridge extends around me - it's a huge space where I can walk and fantasize.

⁴ It was a beautiful May morning in New England when we got out of the tram and opened our umbrellas walking down the street to our new home in Charlbridge through a storm of snow and rain, merging

with this favorable climate so that people did not distinguish whether they were drops rain, or snowflakes moving with them in unison. A spring storm from the east swelled our cheeks, pierced our brains and cooled our blood, while the damp cold grass along the wet sidewalk, looking through the veil of

natural phenomena become the symbol of global changes in human life. On the one hand, nature warns of danger, tries to show some human capabilities and needs leading to disaster, and on the other hand - the hope for their overcoming.

In the following story, W.D. Howells makes a beautiful landscape like a skilful artist painting natural phenomena with a brush: "*Crimson and purple the bay stretches westward till its waves darken into the grassy levels, where, here and there, a hay-rick shows perfectly black against the light. Afar off, southeastward and westward, the uplands wear a tinge of tenderest blue; and in the nearer distance, on the low shores of the river, hover the white plumes of arriving and departing trains. The windows of the stately houses that overlook the water take the sunset from it evanescently, and begin to chill and darken before the crimson burns out of the sky*"⁵ [8].

It was landscape art that became fundamental in the writer's small prose

who tried to plunge into the essence of natural phenomena, to understand and to convey a certain state of mind, to find the basis in the picturing of space, and place semantic accents skillfully. And at the same time these works are filled with the freshness of the first impression, the direct perception of the things that were seen. He draws numerous colors, plots, a variety of details from nature itself.

The writer, according to the French novelist M. Büthor, is "the one who discovers that the objects surrounding him begin to whisper, and then he brings this whisper to an audible speech" [9, p. 70]. W. D. Howells had visual perception, and also a perfect hearing. He managed not only to visualize the surrounding reality, but also listen to it, catching every sound, rustling, and even hear the silence. He "wrote" urban melodies as on notes, in which the past and the present merged: "*There are fences about all the houses, inclosing ampler and ampler dooryards; the children, which had swarmed in the*

melting snow and icy rain, gave a special vivacity to the landscape

⁵ The crimson and purple gulf extends to the west while its waves darken on the grassy cover, here and there, a pile of snow seems completely black from the light. From a distance, in the southeastern and western

directions, the mountainous parts of the country have a shade of gentle blue; and at a short distance, on the low banks of the river, white feathers of arriving and departing trains hover. The windows of the majestic houses that overlook the water area reflect the sunset lightly, and start to freeze and darken before the scarlet colors the sky

*thrifless and unenlightened purlieus of Dublin, diminish in number and finally disappear; the chickens have vanished; and I hear – I hear the pensive music of the horse-car bells, which in some alien land, I am sure, would be as pathetic to me as the Ranz des Vaches to the Swiss or the bagpipes to the Highlander: in the desert, where the traveler seems to hear the familiar bells of his far-off church, this tinkle would haunt the absolute silence, and recall the exile's fancy to Charlesbridge*⁶ [8].

The created notes of city vanity (silence in the street, sound of bells) create the melody, full of inner emptiness. This breathless music has the majority of people, as the conditions of real life have changed, mankind has ceased to think about its place in the world, about its frailty, about the community of human destinies. The story most full of music is "Jubilee Days", narrating about the national holiday of June 15, 1869 in Boston. The

music woke up the city and this event became the symbol of the unity of people for the author. He was embraced with euphoria and a sense of pride, as people became "*sentient atom of the mass*"⁷ [8].

Conclusions

The city can be interpreted as a kind of dual symbol containing the attributes of the old and the new world, uniting light and darkness, life and death. Urban space appears as a kind of boundary place where art and everyday life come into contact, the possibility of unlimited communication and isolation, the indifference of people to each other, their total loneliness. U.D. Howells does not give complete descriptions of the city, but sketches out individual places, depicting the details of the city, reality, conveys his impressions and feelings. An effect of a moving object is detected in his small prose, which assumes the function of the "camera" and allows the reader to see what is happening around with his own eyes. Road acts as the

⁶ There are fences near all houses with extensive and spacious front gardens; the number of children, who formerly crowded in abandoned and low cultural neighborhoods reduced and then completely disappeared; the chickens disappeared; and I hear - I hear the music of a tram bell that in a foreign country sounds as touching as Ranz

des Vaches for a Swiss or as a bagpipe for a highlander: in a desolate place where the familiar bell of his distant church sounds for a traveler, appearing in absolute silence, it is the dream about the return of the wanderer to Charlbridge

⁷ living atom of the weight.

motive here, the space that, according O.A. Dashevskaya, "creates an environment for movement, and it changes in time, its values vary, gradually acquiring new meanings in the process of an action unfolding" [10, p. 9]. Consequently, the road is an unlimited space and the idea about the way as a norm of life is developed: "*Most of our people come from Boston on the horse-and it is only the dwellers on the Avenue and the neighboring streets whom hurrying homeward I follow away from the steam-car station. The Avenue is our handsomest street; and if it were in the cosmopolitan citizen of Charlesbridge to feel any local interest, I should be proud of it. I perceive its beauty, and I often reflect, with a pardonable satisfaction, that it is not only handsome, but probably the very dullest street in the world. It is magnificently long and broad, and is*

flanked nearly the whole way from the station to the colleges by pine palaces rising from spacious lawns, or from the green of trees or the brightness of gardens. Commonly, when I emerge upon it from the grassy-bordered, succory-blossomed walks of Benicia Street, I behold, looking northward, a monumental horse-car standing – it appears for ages, if I wish to take it for Boston – at the head of Pliny Street; and looking southward I see that other emblem of suburban life, an express-wagon, fading rapidly in the distance"⁸ [8]. Thus, the road is the main philosophical theme connected with the thesis "the road is life".

An ordinary person with his everyday life is the subject of the picture, and therefore U.D. Howells heroes are inactive and do not perform feats. Focusing on the properties of the outside world, the writer tries to understand the

⁸ Most of our people come from Boston on horse-drawn trams, and this is just the hurrying residents of the avenue and the nearby streets, behind which I hurry home from the station on the steam car. Avenue is the most beautiful street; and if the cosmopolitan inhabitants of Charlesbridge had some local involvement, I would be proud of it. I feel the beauty of the Avenue and often reflect with an indulgent satisfaction that this is not only a beautiful, but probably very dull street in the world. It

is strikingly long and wide, and it is surrounded around the whole way from station to college with pine palaces, seen on spacious lawns of tree greenery or from the density of gardens. Often, when I go out to the grassy alley of Benicia Street, looking north, I see a huge forever frozen tram at the beginning of Pliny Street. I can't go to Boston on it. And looking to the south, I notice another symbol of country life - an express-car, quickly disappearing in the distance

problems of life and to comprehend reality from within: "...*They were the only men seated, in a car full of people; and when four or five ladies came in and occupied the aisle before them, they might have been puzzled which to offer their places to, if one of the ladies had not plainly been infirm. They settled the question – if there was any in their minds – by remaining seated, while the lady in front of them swung uneasily to and fro with the car, and appeared ready to sink at their feet. In another moment she had actually done so; and, too weary to rise, she continued to crouch upon the floor of the car for the course of a mile, the young men resolutely keeping their places, and not rising till they were ready to leave the car. It was a horrible scene, and incredible, – that well-dressed woman sitting on the floor, and those two well-dressed men keeping their places; it was as much out of keeping with our smug respectabilities as a hanging, and was a spectacle so paralyzing that public*

opinion took no action concerning it"⁹[8]. In the "Suburban sketches" W.D. Howells showed different strata of society, from drunks to secular circles, and the pictured portrait of this social environment does not arouse sympathy for him, because he was exposed to false ideas about the homogeneity of American society. He was struck by the gloominess of people, dark clothes, their unsociability, unfriendliness and indifference.

Summary

Thus, in order to create urban space, W. D. Howells resorts to certain art forms that give factographic and artistic quality to his small prose. The author who returned from a sleepy Europe was startled by the changes that have taken place around him. He was not against progress and understood that the world is changing, but he dreamed of the cultural environment preservation in the suburbs as a special life - young, lively,

⁹ These were just men sitting in a crowded horse tram; and when four or five ladies came in and took the passage in front of them, they might have been puzzled by the issue of their seats offering, since one of the ladies was clearly unwell. But since nothing came to mind, they decided to stay in their places, while the lady before them swung awkwardly back and forth along with the horse tram and was ready to fall at their feet.

At another time she did so; too tired to get up, she was sitting on the floor of the horse tram during the whole journey, but the young people resolutely kept their seats until they left the tram. This was an incredible and terrible scene - a well-dressed woman sitting on the floor, and two well-dressed men guarding their seats; ... it was a startling scene that public opinion took no action with regard to this situation

prosperous, humanistic, always in search of something new, healthy and interesting.

Acknowledgements

The work is performed according to the Russian Government Program of Competitive Growth of Kazan Federal University.

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**DEVELOPMENT OF INVESTMENT ACTIVITIES OF ENTERPRISES
OF THE OIL AND GAS CHEMICAL COMPLEX**Gulnaz M. Galeeva¹Elena N. Zagladina²

Abstract: This paper considers the problems and dynamics of investment activities of enterprises in the Russian economy. In the current context oil and gas companies have got in to a challenging situation against the background of their competitiveness in the world market. Balance between supply and demand has been changed in the course of shale revolution in the United States, due to Iran's coming back to the world's oil market and "market share retention" policy being pursued by the countries – OPEC members. The paper specially consider Tatneft, since it plays an important part in the national, economic, political, public and social life of the Republic of Tatarstan. The Company's stable operation in strategic raw materials extraction, its budgetary and hard-currency injections warrant progressive and harmonious development of the Republic. The most

important factor for the investing activity it the international agreements of cooperation in oil and gas sector.

Keywords: oil production, taxes, investments, education, competition, profitability, oil companies, international agreements.

Introduction

Having crucial significance for country's economic policy, oil and gas complex requires special measures of financial assistance on the part of the government. The RF Ministry of economy and finance and the Ministry of Energy have developed the excess profits tax from hydrocarbon production (NDD) bill for introduction of new taxation system taking into account the fair field development cost value. Promotion of economic activity in mature fields' development vi a NDD or

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any other special exemptions of tax on the extraction of commercial resources (NDPI) can cause production decline and greatly enlarge Foreign Direct Investments into mining which must result in growth of budgetary receipts. By the Ministry of Energy estimates, NDD adopting will facilitate the oil production output of 5 billion tons by the year of 2025. Such Russian companies as Gazprom and Lukoil have already approved NDD bill introduction.

Materials and Methods

It is noteworthy to mention that there may be different ways of cooperation between the government and private investors in oil and gas complex, such cooperation becoming presently extremely topical:

- in the form of budget financing, self-financing;

- in the form of private and public partnership (on the basis of Production Share Agreement (SRP) or International Project Funding);

- in the form of privatization schemes.

One of the vivid examples there of is the oil and gas company “Sakhalin Energy” having signed such agreement with the state in person of the RF

Government and Sakhalin region administration in 1994. Under provisions of Production Share Agreement the RF Government remains to be the owner of oil and gas fields. At the same time, Sakhalin Energy invests its capital into the deposits’ exploration and development.

A special taxation procedure is envisaged for “Sakhalin-2” Agreement, where almost all taxes and customs fees are replaced by production sharing. Thus, Sakhalin Energy pays 6% of royalty instead of the VAT, Oil and Gas Production Tax and other payments due since the first day of oil extraction commencement. Corporate income tax is paid at the rate of 32% and is transferred to the Russian party (a certain amount of product is delivered in the form of natural gas) [2].

At present Sakhalin Energy comprises such companies as Gazprom, (50% plus one share), concern Shell, Netherlands-Great Britain (27.5% minus one share), Mitsui Group of Companies, Japan, (12.5% of shares), Mitsubishi Group of Companies, Japan (10% of shares) [3].

There is one more effective Production Share Agreement – the Joint Committee of Kharyaga Agreement.

After the shares have been changed in 2016 when Total turned over 20% of its participation and operator functions to Zarubezhneft, the list of investors and the shares allocation look like the following: Total, France (20%); Zarubezhneft, Russia (operator) (40%); Statoil, Norway (30%); Nenetskaya Neftyanaya Kompaniya, OJSC(10%) [4].

It stands to mention that the decrease in earnings of International Projects based on SRP has taken place particularly, in the Russian Federation due to negative changes of pricing environment in the world energy market. It inevitably brought to cutting down the costs of Kharyaga Agreement realization. After all, the budgets of several regions of the Russian Federation hinge on oil and gas revenues, for instance, the budget of Nenets

Autonomous Region by 90% depends on oil and gas.

In 2016, the Russian Federation signed the following international agreements of cooperation in oil and gas sector (table 1):

1. The Agreement between the RF Government and the Government of the Socialist Republic of Vietnam for maintenance of cooperation in geological survey and oil and gas extraction within the scope of the Joint Venture RUSVIETPETRO, LLC;

2. Agreement between the RF Government and the Government of the Kyrgyz Republic on enhanced cooperation in the sphere of oil and petrochemicals supplies;

3. The Agreement between the RF Government and the Republic of Turkey Government for Turkish Stream gas pipeline project [5].

Table 1. The largest Russian transactions in oil and gas complex [6]

Transaction object	Buyer	Seller	Share in %	Transaction volume
Essar Oil Ltd	Oil Company Rosneft	Essar	49%	2400million dollars
E. On E&P Norge	DEA Deutsche Erdoel AG	E. On	100%	1600million dollars

Yamal LNG	Silk Road Fund Co Ltd	NOVATEK	9.9%	1400million dollars
Sibur Holding	China Petrochemical Corporation (Sinopec Group)	Leonid Mikhelson, Kirill Shamalov, Gennadi Timchenko	10%	1340million dollars
Vankorneft	ONGC Videsh Limited (OVL)	Oil Company Rosneft	15%	1300million dollars
RosneftOil Company	Qatar Investment Authority and Glencore (QHG Shares Pte. Ltd)	Oil Company Rosneft	19.5% (50/50)	10200 million euro [7]
Kharyaga SRP	Zarubezhneft	Total	20%	60 million dollars [8]
Vankorneft	Consortium Oil India, Bharat PetroResources, Indian Oil	Oil Company Rosneft	23.9%	2100 mln dollars [9]

At present, foreign companies are able to participate in shelf development only as minority partners of state Russian concerns Rosneft and Gazprom. For instance, Rosneft works conjointly with the Italian Company Eni and the Norwegian Stat oil, previously being a part of consortium with the French Company Total for Shtockman's Project development, now being suspended. In 2016 Rosneft possessed 55 licenses for

Russian continental shelf development with hydrocarbon reserves on its territory of about 43 billion tons of crude oil equivalent. Being the largest user of natural resources, the Company is developing shelf projects in the Black Sea at the Abkhazian coast, surveying and producing at Vietnam shelf, at the same time, taking part in the project on Norwegian shelf [10].

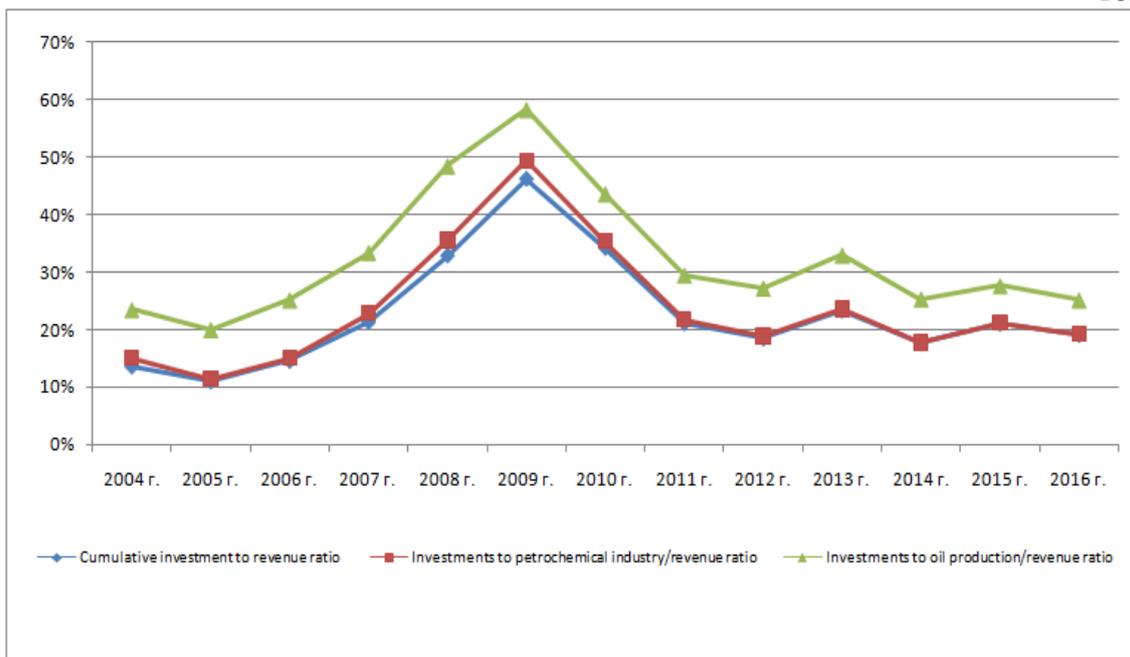


Fig.1 - Dynamics of PAO TATNEFT investment activities in 2004-2016.

It should be noted that if the profit of the enterprise is the main source of investment, taxation imposing a significant impact on the company's investment activity. To consider the dynamics of TATNEFT investment activity let us examine Fig.1.

As is clear from Fig. 1, the company's investments have given a significant growth since 2007, i.e. since the time when preferential taxation system according to NDPI was brought into force. Dampening of the company's investment activity started from 2009 and continued in 2014/2016. One of the key components of the Company's successful operation lies in a strong support and deliberate attention to the

Republican oil sector on the part of the RT President and its Government.

Results and Discussion

The global experience shows that the development of gas and oil sector needs a government support for:

- infrastructure development within the scope of gas and petrochemical clusters;
- facilitation of inner demand and export;
- upgrading promotion of obsolescent productive facilities;
- rendering financial assistance to the whole sector;

- application of measures to eliminate administrative restrictions and barriers;

- enhancing investment attractiveness of oil and gas petrochemical complex by means of tax incentives and financial promotion.

For the purposes of expand oil and gas sector development and attraction of investors therein, it is necessary to develop engineering, transportation and logistics infrastructure. Public and Private Partnership mechanisms are the primary basis for such infrastructure elaboration. An efficient instrument of Public and Private Partnership appears to be project financing, concessionary agreements based on BOO (Build – Own – Operate), BOOT (Build – Own – Operate – Transfer) and others schemes, concluded for the infrastructural objects operation within 30 years, as well as governmental co-financing of expenditures for the infrastructure development within 20-50% from the prime cost.

Summary

Investment cooperation of India and Russia in hydrocarbon sector is of great significance. In 2015 Rosneft and Essar signed an agreement for 10 years

on procurement of 49% of shares in Essar oil refinery plant in Vadinar and further oil delivery to Essar. Moreover, in 2015 OVL and Rosneft signed a contract for procurement of 15% of share in Vankorneft project. As early as in June, 2016 the Indian Consortium and Rosneft signed the sale and purchase agreement of 23.9% of shares in Vankor oil field, since the deposit needs new investments to support extraction process in the current context [11].

The share of petrochemical industry sector mounts to 10% and even more in net sales of the largest oil and gas companies such as Exxon Mobil, British Petroleum, Shell, Chevron-Texaco, Conoco - Philips and a number of others. Since petrochemical industry market appears to be more and more globalized in terms of new technologies spreading, raw materials and sales areas availability, the companies operating in the industry face mutual problems such as legislative regulation, price formation and a reduction in quantity of “a heavier feedstock”. Nevertheless, in view of various starting lines and historically developed weak and strong points, the prospects for petrochemical industry progress in the regions are marked far different.

Conclusions

At the present stage oil and gas industry in Russia is one of the stimulifor progress and economic development. Even though at present we see the tendency of market liberalization, this economic sector significance induces the government to promote investment cooperation [1].

The investment activity in the Republic is implemented in accordance with the investment program. Tatneft group of companies' cumulative investment in 2015 made 97 219 million rubles. The geographical spread of its investors covers the main part of Russian territory, as well as North America, Australia, Europe and Asia. The main principles of the investment activity corporate management policy are as follows: investments in the most effective projects according to optimization results; incentivization of the expected return rate achievement according to each trend of the investment activities; estimation and effectiveness monitoring of all investment projects.

The Company operates and steadily updates the unified investment projects passport data. The Company's Investment Committee functions as a

governing centre of the investment programs development and execution monitoring. The current investment activity is carried out by Investments Governance of Tatneft. Such governance is based on standard consideration procedures, assessment and decision making. The given procedures are provided by the Investment Committee conjointly with Tatneft Investment Governance.

Oil and gas sector in our country is one of the most attractive branches for foreign investors due to several reasons: availability of raw material base; comparatively in expensive but highly qualified workforce; availability of advanced production infrastructure in most of the mining areas; relatively low cost of oil and gas field operation; capability of export delivery realization.

Acknowledgements

The work is performed according to the Russian Government Program of Competitive Growth of Kazan Federal University.

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**ELEMENT OF WATER IN KOREAN CULTURE AND GARDEN
ART OF KOREA**Natalia A. Bolotova¹Rustem R. Muhametzyanov²

Abstract: The East always was mysterious for Europeans, and it continued till 16-17 centuries. When it comes to the Near East, China, Japan and India, we can see that researches at that time gave a lot of information about these countries, but as for Korea, there was just fragmentary information. More detailed research of Korea has begun much later, that is why there are still a lot of subjects needed be researched. And one of them is Garden Art of Korea. It should be mentioned that researchers telling about Korean gardens give only general things and do not do detailed analyze. This article analyzes an image of water and its realization in the Garden Art of Korea. As we know, Koreans have a special attitude to nature as an object of contemplation and comprehension. And this attitude was incarnated through parks and gardens, which develop under the influence of Chinese culture. But

Korean gardens save their originality and get new semantic contents which spread on each element of a park-garden complex. The analyze of evolution of base elements of Korean garden gives us a possibility not only see changes of culture complex, but also helps us to understand a mechanism of interaction of cultures when recipient culture saves its originality and uniqueness.

Keywords: culture of Korea, China, park, water, element of water, Buddhism, Taoism, Orient, nature, dao, Koguryo.

Introduction

Garden Art of Korea incarnates a harmony with nature in its original state. To Koreans nature is not only source of beauty, but also a source of energy for mind and spirit. Korean

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people always have been thinking that they are united with nature; they saw themselves as a part of one world, where everything is connected. Moreover, when it comes to archaic culture, they explained natural phenomena through existing of natural spirits; they deified nature and identified its main elements. Identifying of main nature elements it is not only the image of changes in socio-economic life, but also an indicator of the development of natural philosophy. Water is the one of those identified nature elements. Korean traditional culture identifies water as one of the foundations of the universe.

On the one hand in Korean mythology water is connected with fertility, on the other hand it is connected with formation of civilization and statehood. The formation of the cult of fertility is connected with development of agrarian relations in Korea. Well-being of the rural community and the state were depended on water and rain.

In the folk ritual practice, as J. Ionova thinks, the rain is associated with the spirit of water and wind and with the image of a dragon that is Lord of water. Moreover, rain as a natural phenomena and gracious power of reviving water is also an attribute of Heaven [7, P.153]. In

this combination of Korean believes features of ancient mythology, shamanism and late culture borrowing from China are connected.

Droughts and floods that are caused by natural reasons aroused a sense of anxiety, uncertainty and desire to prevent future disasters. And to do this people made traditional seasonal and periodic sacrifices to the Heaven, Spirit of rain and water. Frequent droughts and floods and bad harvest caused by it led to consolidation in people's minds that those kinds of sacrifices are necessary.

Within the commune these rituals were carried out by shaman and that strengthened the faith in spirit of water, dragons and miraculous features of water. And it led to formation of folk attitude on element of water.

But when it comes to state the ruler and officials were responsible for this ritual. It was due to two aspects. First aspect is connected with point of view of ancient Korea's period, when natural disasters trough theory of yin-yang and five elements were considered as violation of the harmonious functioning of the universe and people's society [7, pp. 154-155]. To restore the harmony bequeathed by ancestor ritual was needed. The second aspect was

connected with interpretation of natural disaster as Heaven's anger to actions of a ruler. Therefore the ruler and his officials should periodically perform a ritual in the name of Heaven. On the one hand, to care about citizens and state is part of Confucianism. On the other hand, Korean mythology gives us a basis to say that ruler is related to the Heaven. So in the ancient Korean myth about Dangun, who has established State of Korea on Korean peninsula, tells us how Dangun's father Hwanung with God of the rain goes down from Heaven to Taebaeksan Mountain where holy tree Sindansu was located [6, pp. 32-33]. Moreover if we look through ancient Korean legends we will see that mothers and wives of legendary Kings are appearing from the water. In the legend about Jumong, founder of Goguryeo, his mother Yuhwa was the daughter of Habaek, God of the river, and when she appears in the world she comes out of water [2].

It means that King has prerogative to address to the Supreme with requests and prayers. Also it shows representation of water (ying) as femininity and basic substance for cult of fertility in Korean natural philosophy.

Thus, the image of water has some different representations. On the

one hand, it is connected with fertility and folk imagery which were under the influence of shamanism. On the other hand, the element of water is a part of state cult as a carrying for the rain and good harvest. That is to say water has a sacred-religious interpretation. But water as one of the initial elements allows interpreting the image of water through secular beginning. And this image will be fully revealed in the garden art where water will get new meanings thanks to dialogue of Korean and Chinese cultures.

1. Methods

Before we will go to results of our research we should tell about methods which were used in it. First of all we should mark that we took the attitude of A. Toynbee, who thinks that dialogue of cultures is one of required conditions for civilization's development, as a basis [1, pp. 530-537].

Also we almost completely agree with A. Toynbee who also thinks that when culture takes one element of other culture after some time it will take the whole complex. But there is also one more aspect that can be questioned.

There is no mechanism that changes “alien element” to “own element”.

In this aspect we rely on M. Bahtin’s research that came to the theory of culture dialogue through analysis of problem of “different”, and showed how “alien element” can become “own element” [8, pp. 5-7]. But these changes are not full assimilation of “alien” to “own”. This “alien element” is alien by its nature, and it just begins to exist as “own alien element”. Understanding “own element” and “alien element” is united, but they are not the same. Mastering experience of another culture and understanding mechanism of this process are very important to understanding the whole process of interactions of different cultures.

Moreover our research assumes studying elements of cultural complex. And this studying is based on historical method. That is analysis of element’s evolution in its historical development. This method allows us to show not only changes in time, but also to see how it changed with the whole complex through the dialogue of cultures.

2. Results

As we already have mentioned, the element of water in Korea was connected with religious practice that was performed by shamans and kings. Also a lot of different spirits and gods were associated with water. In this situation source of water in God’s Garden, where ritual took place, was not necessary.

But when influence of Chinese culture and religious and philosophical doctrines appears, situation begins to change. These changes are connected to transformation of all Korean cultural complexes under Chinese influence. And also Korean gardens have changed too. They turn into garden-park complexes, which create by certain rules in palaces, Buddhist temples and villas. It shows us that God’s Garden transformed from religious complex to social space. And religious and sacred purpose of garden began to change too.

But all these changes do not reject traditional approaches to comprehension of nature origin. Primary Elements, which were a part of shaman worldviews and early Korean natural philosophy, complement by new meaning. It happened with water element, as one of the main component of Five Primary Elements, too.

Theory of five Primary Elements includes conception of yin-yang. Yin-tang explains the universe and human phenomenon through principles of yin (susceptibility, darkness, femininity) and yang (creativity, masculinity, active power) and its cooperating. As for five elements theory, it explains existence through changes in five elements (wood, fire, earth, metal and water). In Korean garden-park complexes we can see these theories not only in the changing of seasons, but also in main elements of a garden (water – yin, earth – yang etc).

Particular influence on garden-park complexes of Korea is given by Taoism, in which Koreans saw the same reverent attitude to the world around us. It should be mentioned that Taoism influenced on Garden Art in China too. Garden was a part of Taoist worldview in strictly regulated Confucian social world.

Taoism prescribed to accept nature as it is. And to create gardens with minimized impact on nature. So Koreans let elements of a garden to merge with nature and to prosper. Naturalness which is mentioned by Taoists became the main feature of Korean gardens; where human can learn the great Tao.

By accepting that, Koreans admitted in their culture symbols of Tao and new meaning of garden's natural elements. Here it should be mentioned about ponds in Korean gardens which were made in rectangular form and had a round island in the middle. This composition was based not only on yin-yang theory, but also on Taoism where round means Heaven and rectangular means Earth [9]. The favourite symbol of Tao was water [5, P. 52]. And it was not matter in what form it was, surface or flow. Moreover, water as symbol of Tao, meant Changes. Taoists believe that human goal is to know him, to feel the flow and to fit in sequence of changes. As we can see, water plays very important role in Taoists attitude the nature.

Even though Korean gardens tended to big space and visual enjoyment of beauty, their main elements were not flowers, hills or lawns. The main elements of Korean gardens are stone and water. That is why pond is the most important element in Korean garden. But if there was no pond, there was stream or even waterfall. Sometimes we even can see a combination in which stream flows into a lake. As it was in case of Anapji (아남지), that was created in 674

in Gyeongju. «The waterside is edged by several rows of medium-sized stone blocks everywhere, so water (yin) contacts with earth (yin), trough the stone (yang). The pound is filling by flowing water, which flows at the south-west corner through two-stage waterfall that is made of nine stones» [11, P.148].

The form that water took was depended on the size of a garden, and also on its owner. The most often it was an unnatural rectangular form pond, and there was round form island in the middle of a pond. One special feature of ponds in Korean garden unlike in China is that people could not swim across the pond. There was no boat in the garden. There was no such tradition as swimming across the pond in Korea. Because the island in the middle of a pond could be seen from the garden house and pavilion that is located on island was connected with the waterside by wooden bridge. Ponds were small because Korean could not afford to create big gardens due to natural geographical conditions.

Many gardens were created in picturesque places where mountains and streams were located. So the structure of a garden was determined by topographical conditions and stream's

flow. Gardens were classified according to is there a stream of in what direction stream flows. Sometime later streams were classified as “flowing”, that crossed the garden, and “along siding”, that were on the edge of a garden [12, P.193].

«Along siding» streams flow outside of a garden; they also were classified into: flowing streams, which form was not changed, and still streams, which were used to create an artificial pond in the middle of which an isled was located. Compared to still streams flowing streams were located in the place where water's flow was wide and plentiful. Elements of garden's landscape were consisted of stones of different forms and rocks; Amseojae (암서재), Joganjeong (조간정) and Geoyeonjeong (거연정) are good examples of gardens of that type.

We also can remember gardens of Joseon period as Namganjeongsa (남간정사) and Ongnyugak (옥류각), which are examples of small gardens with streams that flow under the structures with wooden floor. In Namganjeongsa stream is deliberately brought into the garden to create a pond; water also was used to create artificial canal that flowed under the building

before flowing into the pond. In Ongnyugak pavilion was built above the stream deliberately to maximize feel of aesthetic and romantic atmosphere of surrounding landscape.

During Joseon period Buddhism fades into background and Korean gardens get a new impulse of development. First of all it was due to the thing that garden became a part of Confucian world in Taoist interpretation. It could be seen in the form of a pond, for example. So most ponds (about 70%) were square, and remaining 30% were natural. In most gardens square ponds had round form island in the middle. Moreover, garden also transform into place of intellectual leisure. Of course, before that garden was a place to spend time in. So garden in Buddhist temple was used during meditation. In palace gardens royal receptions were performed. Scientists' gardens were places of seeking inspiration, creation of lucubration and paintings. And as it was mentioned, garden was a place of intellectual leisure. In the garden's pavilion people played Baduk, performed tea ceremony. These entire things characterized garden as a place of beauty's contemplation and soul's calming.

But it did not mean that Korean gardens lost Buddhist influence. Favourite plant in the garden is lotus. For example, Biwon, or Secret Garden of Changdeokgung Palace, Aeryeonji pond (애련지) is full of lotus flower during summer. In the ancient period Korean scientists honored lotus flowers because they could blossom in turbid water. In Confucianism lotus flower symbolizes pureness and directness of secular world [4, P. 112]. Thus, in ideological background garden-park complex remains as universal space that can unite all religious and philosophical thoughts.

3. Discussions

There are two approaches to Korean culture. The first one claims that Korean culture has no originality and it is just a product of borrowed elements from Chinese and Japanese cultures. Due to this fact researches ignore features of Korean culture [3 P. 78; 10, P. 298]. The second approach is based on other methodological positions that consider each culture as original one. From this point of view Korean culture has its own originality and features.

Also it should be mentioned that researches of Korean culture stick to the typological analyze of culture

complexes. But they forgot about evolution of elements that culture system are consists of. So we think analyze, that was made in this article, gives a possibility to find answers to a lot of discussion questions.

4. Summary

As it was said before, water is one of main elements of a garden. Its presence in the park-garden complex is not accidental. A worship of element of water has begun within archaic religious believes, and at each stage of evolution of Korean history semantic meaning of water were transformed. Although the influence of Chinese culture was strong, traditional Korean attitude to water dominates.

5. Conclusions

Korean garden is a garden that was made according to principles of deification of nature. The main goal of such gardens is to be close with nature and its spirits. It means that human intervention in the world of nature and kingdom of spirits should be minimized. It is initial orientations of Korean culture

that were maintained by shamanism during long period of time.

Later we can see formation of another attitude to nature. It happens during development of traditional Korean natural philosophy and under the influence of Chinese culture. And all these things affect on Korean traditional garden. Buddhism, Taoism and Confucianism take the place of shamanism. But we should not forget that each borrowed Chinese element was adopted to Korean mentality and changed.

It also has happened to water, the one of main element of natural world. If initially this element was associated with fertility and agriculture, later its role changes. This is due to the fact that water becomes a symbol of Changes which human must comprehend. But at the same time it is also a symbol of Buddha's teachings. It is Water of Truth that helps human to find his place in this world.

Thus, through the image of water in Korean culture we can see all features of Korean culture and also we can understand the system of values that only Koreans have.

6. Acknowledgements

The work is performed according to the Russian Government Program of Competitive Growth of Kazan Federal University.

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THE REIGN OF ALEXANDER OBRENOVIĆ IN THE REFLECTION OF THE RUSSIAN PRESS

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Abstract: April 1, 1893, the sixteen-year-old King of Serbia, Alexander Obrenović, made a coup d'état [1]. On the direct instructions of his father, Milan Obrenović, who lived after his abdication in France, minor Alexander Obrenović arrested the regents J. Ristić, K. Protić and J. Belimarcović, sent ministers in prison, declared himself an adult and took power into his own hands. [2] The events of 1893 became a new stage in the difficult period of the development of the independent Serbian state at the turn of the 19th and 20th centuries; that period is of particular interest to researchers [3, 16, 17]. The events that the contemporaries called "the Serbian revolution" were discussed in the European press solely from the point of view of practical expediency, and therefore even the most cautious

contemporaries were inclined to see the latent participation of Russian diplomacy in it. The English "Times" decided that the "act" of the king is "although not constitutional", but "natural" [4]. The representatives of the press in other European capitals (Berlin, Vienna and Paris newspapers) agreed with the opinion of the newspaper which sympathized with the liberation of Serbia from the "imaginary liberal terror" and the "bold move" of the king who put an end to the protracted crisis, the way out could not be peaceful, in their opinion [5]. It was not without curiosity: "Daily News" of Gladstone launched a malicious wickedness around the world calling the April events in Belgrade "a wedding gift to Knyaz Saxe-Coburg" [4]. The coup d'état á la Alexandre de

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Serbie was a household name for a long time.

Keywords: history, international relations, Europe, Serbia, Russia, Austria, the Balkans.

Introduction

In the understanding of the Russian public, the Balkan Peninsula was "a delicate place on the map, because every revolution there affects all of Europe" [4], therefore, most Russian observers assessed the accomplished coup d'état in terms of the "alleged interests of national politics", i. e. its consequences for Russia [6].

Only a small number of publications, among them "The Northern Bulletin" and the "Bulletin of Europe", tried to give an unbiased analysis of the Serbian events. The most cautious part of the publications, for example, the "Bulletin of Europe", not knowing full information about the true causes of the coup, were careful not to comment on the actions of the Regency and the government, and therefore the pages of the Russian press were filled with inconsistencies and uncertainty, and the assessment of Serbian events was blurred: "In Serbia everything is all right,

except for temporary mistakes, fascinations and misunderstandings" [5]

On the one hand, the young king was difficult to suspect in the Austrofil moods; the friendly disposition towards Russia prevailed in Serbia, its pro-Russian sympathies were officially recognized. J. Ristić, who was left at a loose end, was also listed as a friend of Petersburg; he was often criticized abroad as "pan-Slavist" [5].

Also it was not clear for contemporaries why Alexander Obrenović, having shown in the course of the coup the strength and determination of character, as well as the politically mature mind, did not show himself until April 1893. The conclusion was that it was obviously led by someone else and by more experienced hand [5].

After the ex-King Milan returned to Belgrade, despite the official ban, in the Serbian foreign policy "the west wind blew strongly", as the Russian contemporaries put it [7]. Like his father, the young king was guided in foreign policy by Austria-Hungary. The turn towards Vienna became noticeable literally from the first steps of the "new full king" and found its expression primarily in the proclamation of Alexander to the Serbian people and the

program of Dokić, which followed it; in both documents a rather contradictory position was expressed: along with the arguments about commitment to the "national idea" and the maintenance of "peace with all powers", a mention was made of the conclusion of a new trade agreement with Austria [4].

1. METHODS

The research is based on reliable sources and an extensive historiographic base. First of all, among the sources are the "Severny Vestnik" and "Russky Vestnik" published at the end of the 19th and the beginning of the 20th century, and the materials from such periodicals as "Vestnik Evropy" and "Nablyudatel".

The research is based on the following principles: scientific character, i.e. drawing conclusions based on an analysis of the full range of documents and scientific literature and taking into account all events and phenomena in them; impartiality, i.e. on a characteristic of the events and phenomena of the historical process under study without any preference on the part of the researcher; systemacity, i.e. taking into account the variety of

factors that affect the historical process, such as objective and subjective, domestic and foreign policy, as well as local and global factors; historicism, i.e. on the consideration of historical processes and phenomena in their constant development and modification.

The presentation of the material was constructed according to the subject and chronological principle.

The historical-genetic method also used in the work provided an opportunity to reveal the general course of events. This method helped to identify the cause and effect relationships between the main economic and political problems of Serbia.

Concrete historical analysis allowed us to consider events and phenomena in the context of the corresponding epoch, when the evaluation of events is given from the point of view of a specific historical situation.

The study has also used a historical and systematic approach. The systematic nature of socio-historical development means that all events, situations and processes of this development are conditioned and have a causal relationship, and are interconnected functionally.

2. Results

In the conservative media, doubts have given way to the conviction that the young King Alexander himself is "a submissive tool, a simple sign to divert one's eyes from the actual seizure of power by Milan Obrenović" [8]. Returning to Serbia and taking over the post of commander-in-chief of the Serbian army, the father of the ruling monarch was equally autocratic in controlling the external affairs of the country.

Having asked about the reasons for the return of the ex-king, the observer questioned the popular opinion that it was dictated by "only the pursuit of profit" [8].

Already in the autumn of 1894 the European press reported on the intention of the king to visit Budapest, Vienna and Berlin, allegedly with a view to soliciting the entry of Serbia into the Triple Alliance. An observer from "Russky vestnik" who was not inclined to trust news from "idle gossips of Central European newspapers", however, found that the some accuracy is given to it by the internal situation in Serbia, which "was something wrong". The radical Serbian newspaper "Od'ek" saw in this rapprochement a particular

danger, believing that "Austria, apparently, wants to separate the king from the people" [8].

Immediately after the coup, Alexander Obrenović decided to make a visit to Constantinople as a matter of priority. The young monarch has motivated his decision to visit the Turkish sultan by the fact that "it was natural for my father and me to visit the sultan before other sovereigns. Strengthening of good relations between Serbia and Turkey is one of our main tasks" [8]. The correspondent also noted that in a conversation with him, the king often referred to the example of Bulgaria, not wishing, apparently, that the Bulgarian government would gain more mercy in Constantinople. At the conclusion of his communication with the press representative, Alexander found it necessary to add about his desire to establish the best relations between Serbia and Austria-Hungary: "We need, and we will need Austria", he said [7].

Contemporaries once again convinced in this due to the behavior of the young king, who continued to actively establish relations with Austria-Hungary and Germany: after his trip to Pest, where he met Franz Josef and the foreign minister Kalnaki, specially

summoned from Vienna, and then to Berlin where he attended the ceremony of consecration and distribution of the banners to the new battalions; at the same time Emperor Wilhelm granted Alexander Obrenović the Order of the Black Eagle [9], what drew the attention of the European public and gave rise to rumors about Serbia's accession to the Triple Alliance. This was all the more likely that the young king was correlated with his father's active recommendations. According to Russian observers, two facts were against this assumption: firstly, the deplorable state of Serbian troops and the financial system and, secondly, even before the trip to Pest, there were trips to Constantinople and St. Petersburg [9].

And if the visit of Alexander Obrenović to the capital of the Ottoman Empire seemed to contemporaries (both Russian and European) as "a rather unexpected trip", the visit to Austria-Hungary was very predictable.

An example was also the unpleasant incident that occurred during the celebration of the Millennium of Hungary, which almost led to the diplomatic conflict. Analyzing the position of Serbia in the context of the foreign policy situation, the Austrian-

Hungarian Minister of Foreign Affairs Count A. Golukhovsky found that it "can not be considered satisfactory" [10]. Serbia "could be considered an exemplary state", at present the country "is divided to such an extent due to the struggle of parties, and its situation is so unstable that its friends can see with great regret that this instability is increasing more and more". Moreover, "in Belgrade, they were inclined to blame their own mistakes on others," not realizing that "such behavior can create a great danger to the interests of the kingdom itself".

In the opinion of contemporaries, "Austrian politics, being such unceremonious and in such a patronizing tone referring to its Slavonic neighbors, achieves results which were directly opposite to those it would like to achieve" [10]. This policy equally irritated Serbs, Bulgarians and Romanians and thereby brought them closer together. An observer pointed to the latter fact as a steady trend of rapprochement between the Bulgarians and Serbs; between the two fraternal peoples "the most cordial relations began", what was expressed in collective visits to Belgrade and Sofia, "and these

trips have a clearly demonstrative nature" [10].

In addition, at that time both Milan Obrenović and Alexander Battenberg left the political arena, and "these happily changed political circumstances equally provide Serbia and Bulgaria with Russia's attention and benevolence". Contemporaries believed that the forgetting of the "Slivnitsa and Pirot memories" would become the basis for that "fruitful organic work that will one day lead to a peaceful defensive alliance of the Slavic states of the Balkan Peninsula" [10].

The media of the Balkan states actively spoke of this alliance as a purely political association. Russian observers noted to the objections of the opposition Bulgarian press about the timeliness and dangers of such a union based on Russia and France, that "for small states, it is necessary to determine in advance which side to take due to known complications". According to Russian observers, this union "is a necessity, which the Balkan states will be forced to resort, sooner or later ", because at that time they represented isolated and weak states, "they can not play any prominent role in the international policy "[10].

3. Discussion

In the opinion of the authors of the journal "Vestnik Evropy", the minor Balkan states are, without a doubt, called upon to play a significant role in events related to affairs in the European southeast" [11]. From this point of view, the agreement between Serbia and Bulgaria acquired a special interest, marking the final reconciliation of the two countries: "the long-standing dream of all enlightened patriots of both related neighboring countries" [11].

In this agreement, fixed by the bilateral meeting of Alexander Obrenović with the Bulgarian prince first in Belgrade, and then in Sofia, contemporaries saw there the guarantee of strong bonds between the three Slavic states. The literate people of Serbia believed that only in "a sincere agreement and the rapprochement of the small Balkan states, we can find the correct basis for the defense of their national interests and for countering the aggressive plans on the Balkan peninsula of our "good neighbor" Austria-Hungary" [11].

The opposition newspapers of the Balkan states, like the newspaper "Narodnye Prava", tried to prove the

irrelevance of the Balkan Union, the idea of which was allegedly inspired by Petersburg, or they spoke of the possibility of an alliance, provided Russia would not interfere, either directly or indirectly [10].

According to observers, the Bulgarian newspaper dreamed of nothing less about the Balkan alliance adjacent to the Triple Alliance, but according to observers, the Balkan Union could not do anything without Russia "because it interests in the fate of the Balkan peoples more than other powers" [10]. In addition, Russia took the most active part in the cause of their liberation, and "it would be contrary to common sense if the Slavic peoples made a union apart from it or to the detriment of it". But the truly determinant significance of Russia's participation in this association was due to the fact that only "the Balkan Union under the leadership of Russia can ensure the future of the Slavic states, which can not be done by Austria" [10].

4. Summary

Austria-Hungary was afraid of uniting the Slavic countries of any configuration, so it was precisely the

"whisperings" of its diplomats and the media that Russian observers and analysts attributed to the constant disagreement between Serbia, on the one hand, and Bulgaria and Montenegro, on the other. According to Russian commentators, Balhausplatz's politicians pursued towards the Balkan states the line that "Russia is the worst enemy, Austria is a devoted and unselfish friend, a strong stronghold of their independence and freedom" [12]. Weakening the influence of Russia, Austria tried as deeply as possible to drive a wedge between the Slavic states, "sow seeds of disagreement and discord between them, exasperate enmity between tribals and bring it to infighting" [12]. The Serbian-Bulgarian war was considered precisely as the result of the Austria-Hungary's activities. While the Slavs were killing each other, Austria withdrew into their hands their political and economic independence.

With the aim of eliminating "dangerous rivalries" from the Balkan states, the unification of which became very real, the Dual Monarchy was forced to conclude an agreement with Russia in 1897, which contained the principle of non-interference. [13]

The need to prevent possible dangers to the European world led to an agreement with Russia of 1897 that "aims to ensure the elimination of those dangerous rivals that for so many years have produced a heavy stone pressure on our mutual relations and which, as experience has shown, benefited to harm to both powers the strong elements on the Balkan Peninsula". According to A. Golukhovsky, the correctness of the view of "these things" (relations in the Balkans) was the "healing" observance of the status quo principle, which was repeatedly applied and justified itself. Both Austria and Russia need to adhere to the agreements reached, otherwise "the fruits of such a happily reached agreement will be lost and doors and gates will be opened again to risky surprises". All incidents that stood in line on the Balkan peninsula and made it such a "dangerous place" were, in the minister's opinion, lifted by this agreement, thanks to which "the danger of deeper complications was minimized due to the pronounced will of the two most interesting great powers there.

5. Conclusions

In July 1895, the formation of a new government was entrusted to one of the leaders of the Progressive Party, Stoyan Novaković, but the country continued to face an internal political crisis. The conflict between the parties, coupled with the hostility of the royal dynasties, led Serbia to become a certain pendulum "between the influences of neighboring colossi: here, even as soon as Obrenovićes ceases to sympathize with the nearest neighbor, Karageorgevićes, lodged there on the stage, immediately appear" [14].

Given that Milan Obrenović, the father of the ruling monarch returned to the country became the commander-in-chief of the Serbian army, contemporaries did not surprise that "the directions in Serbia's policy change almost with every high: ministries live no more than six months."

After that, Alexander paid a visit to Rome where he was extremely cordially greeted by the King Umberto I. The same warm meeting between Alexander and the Pope gave rise to rumors about concluding a concordat between Belgrade and Rome: among all European states, Serbia remained the only one where there was no Catholic Bishop (10 thousand Serbian Catholics

were subordinate to the Croatian ruler Strossmayer).

In October 1897, another Cabinet was headed by a loyal supporter of the regime, Vladan Đorđević. Returning to Belgrade, ex-King Milan Obrenović, who was a behind-the-scenes architect of the new regime, in early 1898 took over as commander-in-chief of the Serbian army. Being in power in the period of 1897-1900, the government of V. Đorđević continued to focus on Austria-Hungary in foreign policy, which was reinforced by the pro-Austrian position of Alexander Obrenović. It is difficult to judge the degree of influence during this period of his father, the ex-King Milan; obviously, it was not so great, otherwise it is difficult to explain the rather bold statements of King Alexander regarding the unconditional support of Serbia from Austria-Hungary, as happened with his public statement in August 1899, when he stated that "the enemies of Serbia are the enemies of Austria-Hungary" [15], having astonished the experienced diplomats of Vienna.

On the night of May 29, 1903, the officers-conspirators, being dissatisfied with the entire policy of Alexander Obrenović, broke into the

royal palace and brutally murdered King Alexander and his wife Draga [16]. The coup d'état was favorably received in Serbia, and after a few days the Assembly rebuilt the Constitution of 1888 and elected Petar Karageorgević, a representative of another Serbian dynasty, as the new king. [17]

6. Acknowledgements

The work is performed according to the Russian Government Program of Competitive Growth of Kazan Federal University.

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**ECONOMIC EDUCATION: THE ROLE OF THE STATE IN
NATIONAL ECONOMIC SYSTEM**I.Yu. Vaslavskaya¹A. A. Bilyalova²A.N. Tarasova³

Abstract: The paper examines the role and core functions of the state in the system of vertical and horizontal linkages between economic actors and government, which are connected due to the exchange of activity and its results. The concepts of organization and self-organization are considered as the essential characteristics of structural ties in the national economic system. It is acceptable that the mechanism of self-movement of the economic system is based on provoking changes at different levels of organizational relations. The main theoretical approaches to the role of the state which are based on the theory of social contract and the theory of exploitation are analyzed. It is proved that in both theories the state is empowered to establish and redistribute property rights either in accordance with

the interests of members of society or in accordance with the interests of the governing group. It was concluded that the tasks of the state are contradictory in the national economic system. Such conclusion is based on the need to define a set of property rights that would maximize the aggregate product of society. On this basis, the relationship between the theories of state and law is shown. Particular attention is paid to assessing the effectiveness of the state as the central institution of the economic system and the main criteria for protecting property rights. It is determined that when choosing the methods of legal protection of property rights, the main point is criterion of economic efficiency.

Keywords: state, organization, self-

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organization, economic system, property, transaction costs, efficiency.

Introduction

To the issue about the role of government in the national economic system in a different time not only numerous theorists and researchers of economic systems addressed. Even classics of German philosophy Kant, Schelling, Hegel in order to systematize the philosophical category, considered the ratio in the "system" with other categories of dialectics, and tried to identify coordination and subordination.

Taking into consideration the problem of the paper, it is useful to consider the ratio of the category "system" with such concepts as "organization", "structure", "integer", which are, as rightly noted by A. D. Ursul, "sometimes used as the same meaning"[1].

So, for example, M. I. Serov wrote: "...the concept of the whole, system, structure, and organization reflects substantivalist of phenomena and has the same degree of unity (the whole is always the organization, and the

organization is a system with structure) but varying degrees of specificity"[2].

In varying degrees philosophers and theorists of Economics identify the organization with the structure and consider the organization as a continuously self-developing integrity. The topic of the paper is determined by dialectic of scientific research and the fact of evidence of state influence on the economy.

The economic system is a large multi-dimensional unit that has integrity and cohesion of all its component parts (elements).

The integrity and identity during various external and internal changes in the national economic system provide a set of stable object relations and structural ties.

However, the dynamism of the social process constantly leads to disruption of these ties. Each time there is a need of forming new connections that ensure balanced macroeconomic development.

Methods

Theoretical and methodological basis of the research are the studies of foreign and domestic scientists, and also

philosophical and General scientific methods are used. In the definition of the role and functions of the state in national economic system lies a systematic approach, allowing to study of objects as systems which orients the research to demonstrate the integrity of the object and its underlying mechanisms. A systematic approach which is used in the research provides an opportunity to reveal the diversity of types of relationships of a complex object and reduce them into a single theoretical picture.

Based on such methods and approaches the national economic system is considered as a set of economic processes, ways of it organizing and dominant forms of ownership, and the macroeconomic system is considered as a result of the interaction of many relatively independent economic entities.

Results

The main results of theoretical studies can be considered the following statements.

Firstly, self-organization and organization of economic systems are the two complementary processes, which

support the interconversion of the structural links of the economic integrity and is associated with a single economic agent – the state - the Central element of organic integrity. This is fundamental in determining the state's role in the national economic system.

Secondly, the theory of the organization of economic systems and the theory of property rights cannot be complete without a theory of the state. This is due to the fact that ownership relations are formalized in the form of linkages between economic agents that are sanctioned by a society (or rather, government and formal institutions) in respect of the procedure for the extraction of individuals of the usefulness of economic benefits through the system of partial powers.

The state is an Agency of the specification and protection of property rights and the administration and these functions are the most important economic categories of transaction costs.

The organization of business integrity is the resulting process of differentiation and integration of economic activities.

Meanwhile its dynamic aspect is the differentiation, which is manifested

in the change of the elements of the structure and is predefined by separation on the basis of property rights.

And it is important to note here that static characteristics of the organization is integration, involving the union of differential elements and relations between them.

Based on above information, we must acknowledge that the state as a central element of the economic system, implementing its organizing structure, was to arise and evolve, fulfilling only those functions that were necessary to preserve its integrity.

Discussion

All the changes that occur in the evolution of the economic system have an ordered character. This order is formed by the concepts of "organization" and "self-organization" of the system, the differences between which are quite obvious and correspond to the meaning of the terms that define them. A typical example of an organization is any state intervention in the regulation of the economic system, which has an aim to eliminate.

At the same time, as a result of structural changes in the national

economic system self-regulation or self-organization is performed. The mechanisms of self-organization of the national economy include the market mechanism (commodity exchange) and self-organization processes in the areas of production, distribution and consumption.

For example, self-organization of the market occurs under the influence of IU-pricing mechanisms, as a result of which the balance between supply and demand changes. Thus, self-organization differs from the process of organization. The difference is explained not by the action of external factors but by the nature of the system itself.

In other words, self-organization, as a proper characteristic of its structural units, is connected with economic agents, which, having ownership rights, enter into contractual relations regarding the exchange of economic activity and its results.

Within any economic system, there is the mechanism of its self-movement, and its important element is the interaction of all relations in society.

The mechanism of self-movement of the economic system is based on provoking changes at one of the

levels of organizational relations and on reacting to these changes in subsequent levels of relations, which results in the need either to eliminate contradictions or to create adequate conditions for development.

An organization, which includes all the elements of this system, plays consolidating, unifying role in the economic system. In this aspect, an organization associated with the mechanism of the self-movement of the central element of the system - the state - is an expression of the unity of vertical links, coexisting interdependent economic agents.

There are various theories of the state that explain its origin and essence, the nature of state power, its goals and tasks, the means and methods of state activity, ways and prospects for the further development of the state.

However, many property rights theorists have noted that there is no satisfactory theory of the state nowadays [3]. In our opinion, this is due to the ambiguous role of the state and its functions in the national economic system.

If the economic system is viewed from the organizational point of view,

then the task of the state, as the subject of economic relations, can be observed as the ordering of horizontal and vertical ties between economic agents.

However, in relation to the organization of economic systems on the basis of institutions such as the market and private property, the state is a paradoxical phenomenon. For the normal functioning and protection of these institutions, a mechanism, based on conflicting principles of centralization and collective ownership, is needed. This contradiction has always been an intellectual puzzle [4].

The most interesting interpretation of the problem of the state within the framework of the theory of property rights was proposed by D. North. According to his definition, the state is "... an organization with comparative advantages in the implementation of violence, extending to a definite geographical area, the boundaries of which are determined by its power over taxpayers. The meaning of property rights is the right to exclusion, and at the same time an organization that has a comparative advantage in violence that is able to specify and protect property rights "[5].

In the history of ideas, two main approaches to the state—the theory of a social contract and the theory of exploitation can be distinguished.

The theorists of property rights consider that the contractual and exploitative approaches are not incompatible. "The distribution of the potential of violence" is what unites them. The contract theory assumes that an equal distribution of the potential of violence among the parties to the treaty must be. At the same time the theory of predatory origin of the state assumes an unequal distribution of it "[6].

Both in contractual and in exploitative theory, the state is vested with the power to establish and redistribute property rights. But in the first case this happens in accordance with the interests of members of society, and in the second - in accordance with the interests of the governing group.

Therefore, the tasks of the state are contradictory: "The second task presupposes a fully effective set of property rights in order to maximize the aggregate product of society; the first task leads to attempts to specify a set of fundamental rules that would allow the ruler to maximize his income "[7].

To minimize losses, the state should initially give advantages to those side that values it higher.

"Transaction costs are maximized," says R. Posner, "when the law: 1) empowers a party that would buy it from the other side if it were endowed with it and if the transaction costs were zero; 2) or, conversely, puts the responsibility on the side, which had the right, would sell it at zero transaction costs "[8].

But you can follow this rule only if the state has perfect information about who, the plaintiff or the defendant, would be willing to pay a large sum for the opportunity to own the right.

G. Calabresi and E. Melamed pointed out the three main forms of protection of powers that members of society have at their disposal [9].

In their opinion, the right is protected by the property rule only if the right can be obtained from its owner as a result of a voluntary transaction at a mutually agreed price. This form of protection gives the least opportunity for government intervention, since it allows both parties to report the value of the authority for each of them and gives the seller a veto if he is not satisfied with the

proposed price.

When someone can appropriate oneself an objectively established price (for example, by paying compensation for the possibility to pollute the environment), then it is protected by the rule of responsibility. After the price is determined, the owner of the right (the seller) is deprived of the veto and can not demand from the buyer to raise the price in case of disagreement with it. In this case, the amount of state intervention increases, since it determines not only the initial distribution of property rights, but also establishes, in addition to the will of the participants in the transaction, the prices at which the powers can be transferred or liquidated.

Finally, the entitlement is inalienable to the extent that its transmission is not permitted, even with mutual desire of participants of the transaction (for example, no one is granted the right to sell themselves into slavery).

The state, in addition to determining the initial distribution of property rights and setting compensation for their sale, limits their transfer itself.

Consideration of the problem of

what determines the integrity and stability of the macroeconomic system, and of the role of the state, is impossible without taking into account the most important essential feature of organization and self-organization, realized as a result of horizontal and vertical interrelationships of economic agents. It consists of the fact that organization and self-organization, mutually forming each other, presuppose some forms of movement, i.e. the process ability of the economic system, its dynamics.

In this case, the interconversion of organization and self-organization, on the one hand, and the structure, on the other, are one-way phenomena that characterize the stable ordering of the links of the components of the whole object. In other words, they predetermine stability and stability of macroeconomic integrity. But the structure itself appears in static and dynamic forms, and therefore both organization and self-organization include their unity.

1. Theories of state and law are inseparable, and, in this sense, the dominant goal of the state is to develop such a structure of property rights so that it can maximize its income with its help.

Within the framework of this task, it tries to produce a set of public and semi-public goods and services that would minimize its costs for specification and protection of property rights: "The economies of scale associated with the development of a system of legislation, justice and defense are the main deep source of civilization " [10]. As a result of the tremendous economies of scale in the centralized production of public goods and services, the size of the division of labor and the volume of exchange are immeasurably increasing, and it is why all members of society benefit.

2. Both development and lack of economic growth have a destabilizing effect on the state and on the dominant system of property relations. In the first case, technological progress and expansion of markets change the existing system of relative prices, and it increases the influence of groups that could benefit from these changes, on the state with a view to reviewing the existing legal regime. These groups allocate more resources for political purposes in order to realize the savings of transaction costs in accordance with the opportunities

opened up. In the second case, the threat from outside is increasing from the side of competing states. Consequently, competitive influence towards establishing a more effective system of property rights is able to be effective in both situations.

Conclusion

The implementation of the exchange of activities is possible only if the elements of economic systems are separated through the formation of property, the function of which is to ensure the exchange of activities and its results at the macro level of the economic system. If economic agents are in a state of uncertainty, because they do not know exactly what value the right is for each of the parts, and if the transaction costs are so great that they can restrain economic activity in any area, the rules of liability apply. In other words, the state takes upon itself the establishment of an objective price, on which it is allowed to assign powers, and thereby "launches" the mechanisms of self-organization of the national economy and corrects the failures that can appear in this mechanism.

Specific forms of state power and the organization of the national economic system will be determined by the constraints in which it will have to act. At the same time, several criteria for the distribution of property rights, i.e. effectiveness, relative contractual force and maximizing the revenue of the treasury, are encountered.

Even in terms of uncertainty, economics theorists of law believe that the state should act according to the "efficiency" scheme, which consists of the following. If the exact ratio of benefits and losses is not known, responsibility should be assigned to a part that is better able to assess them, and if this is known, responsibility must be assigned to a part that can correct mistakes in the initial distribution of powers with lower costs and so on. The choice of ways of legal protection of property rights by the state should also be guided by the criterion of economic efficiency. In any case, the principle of economic efficiency is decisive both in the choice of the right holders of the law and in the choice of forms of legal protection. That is why the assessment of the effectiveness of the state's activities was, is and will be an urgent problem for

any modern national economic system.

Acknowledgements

The work is performed according to the Russian Government Program of Competitive Growth of Kazan Federal University.

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**TOURIST ROUTES THROUGH SMALL HISTORIC CITIES OF
THE REPUBLIC OF TATARSTAN**Ekaterina A. Kazakova¹Linara A. Girfanova²Alina Yagofarovna³

Abstract: The Republic of Tatarstan has a high tourist potential for further development. Currently, economic, political and social reasons caused changes in the tourist market. Interest in domestic tourism increased. Domestic travel begins to prevail over outbound tourism in the structure of the tourist flow in Russia. Also, some growth is seen in inbound tourism. Therefore, current conditions create new opportunities for further development of tourism in the country and the need to create new tourist products. The article deals with possibilities of organizing tourist routes in small historic cities of Tatarstan. The main goal is to create additional tourist attractions in the region. This is achieved by a comprehensive study of tourist resources and current tourism development of

small historical cities of Tatarstan. A new tourist route was developed based on the results of the study. All of this aimed to increase the tourist flow, develop tourism in small historical cities of Tatarstan and reinforce their positions as tourist centers.

Keywords: tourist routes, small cities, historic cities, Tatarstan, tourism development.

INTRODUCTION

Tourism is one of the most dynamic and perspective sectors of the economy. Strategy of Social and Economic Development of the Republic of Tatarstan until 2030 reflects this aspect. Nowadays, much attention is paid to development of the tourist

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infrastructure creation the brand and promotion tourism product of Tatarstan.

The Republic has a high tourist potential for the development of various types of tourism. Among them rich cultural, historical and natural resources, developed infrastructure, ethnic and cultural identity, a large number of activities. However, not all of these resources are used. Despite the number of historic cities, tourist flow is directed to Kazan, that is the main tourist center. The Great Bolgar and Sviyazhsk are also popular.

Current tourism trends create the prerequisites for further increase number of tourist visit the republic. Thus, small historical cities will become tourist centers of Tatarstan. The amount of domestic and inbound trips is increasing. This situation is caused by the economic and political conditions, as well as changes in the tourists'

preferences. This explains the relevance of the development of new tourist routes.

RESULTS AND DISCUSSION

The tourism industry of the Republic of Tatarstan annually shows steady positive development dynamics. The average increase in the tourist flow in the period from 2010 to 2016 is 14.4%.

Tatarstan is on the fifth place in Russia in terms of the number of tourist visits, behind Moscow, St. Petersburg, Krasnodar Area and the Republic of Crimea.

The tourist flow is distributed unevenly among the tourist centers. More than half of the trips are in the city of Kazan. Other popular destinations are the Great Bolgar, Elabuga and the Island-Grad Sviyazhsk (Figure 1)

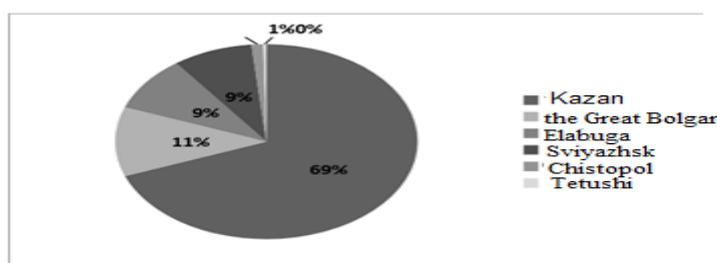


Fig. 1. Visits to the main tourist centers of the Republic of Tatarstan.

Along with the growth of the general tourist flow to the republic, there is a positive dynamic in all above-mentioned centers.

Trips for tourism and recreation prevail in Tatarstan, while business trips (27%) are mainly provided during the autumn. Domestic tourists are the largest part of visitors.

Survey of people visiting the republic showed that:

1. The republic is visited by representatives of different ages, and their ratio varies depending on the season. In the summer, most of tourists are young people up to 25 years old, in the autumn - middle-aged people (26-35 years old), in New Year's holidays - people aged 46-60 years old.
2. About 50% of tourists come to Tatarstan by train.

3. Most of the tourists come to Tatarstan for the first time (about 72%).

4. The average length of the trip is 2-3 days (approximately 60%).

5. Families with children under 16 travels mainly in summer and winter. There are a lot of school groups during the autumn.

6. The average family income of tourists is 20-30 thousand rubles.

Also, most tourists were determined by the points of interest and a cultural program in the choice of destination. In the second place was the cost of travel.

It is necessary to consider the potential impact of external factors on tourism activities. The impact of these factors is presented in the following PEST-analysis (Table 1).

Table 1: PEST-analysis of tourism development in Tatarstan

Politics	<ol style="list-style-type: none"> 1. Realization of the state program "Development of tourism and hospitality in the Republic of Tatarstan for 2014-2020"; 2. Active actions of public authorities in the development of tourism, tourist infrastructure and promotion tourism product; 3. Establishment of State Committee of the Republic of Tatarstan for Tourism; 4. Closing of several popular international tourist destinations
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	<p>for Russian tourists (Turkey, Egypt);</p> <ol style="list-style-type: none"> 5. Decline of Russian-Turkish relations; 6. Stable political situation in the region.
Economics	<ol style="list-style-type: none"> 1. Changes in the structure of the tourist market; 2. Increasing demand for domestic tourism; 3. A few tour operators and airlines have finished operations 4. Uncertainty of the exchange rate; 5. The appreciation of the dollar and the euro, the major currencies when calculating on international routes; 6. Increase in inflation; 7. Difficult economic situation, rising costs for basic consumer goods.
Social sphere	<ol style="list-style-type: none"> 1. Major events; 2. Social stability in the region; 3. High mobility of the population; 4. Growth of popularity of domestic tourism; 5. Increase attention to education among the residents, including in the service sector; 6. Changing the preferences and expectations of tourists (interest in visiting new places, the opportunity to learn something new, to gain unique experience, unforgettable emotions and vivid memories, etc.)
Technologies	<ol style="list-style-type: none"> 1. Development of tourist, transport and engineering infrastructure; 2. Construction of high-speed road Moscow-Kazan; 3. Creation, modernization and classification of accommodation facilities.

Table 1 shows that significant changes in the tourism market are taking place because of the redistribution of

tourist flows. These changes are caused by closure of popular destinations and variability of the exchange rate. In this

regard, outbound flow declined, while interest in domestic tourism increased. Moreover, tourist product of Tatarstan is becoming more accessible for foreign tourists. These conditions contribute to growth interest in Tatarstan, tourist flow

and creates prerequisites for creation of a new tourist product.

Analysis strengths and weaknesses of tourism in the Republic of Tatarstan is presented in Table 2.

Table 2: SWOT-analysis of tourism development in Tatarstan

Strengths	Weaknesses
<ol style="list-style-type: none"> 1. Advantageous geographical location; 2. Transport accessibility; 3. High cultural and historical potential (2 UNESCO sites, 13 historical cities, etc.); 4. Ethnic identity, a mix of different cultures (primarily Russian and Tatar) 5. Presence of religious objects of various faiths; 6. The presence of unique natural objects (Volga-Kama Reserve, etc.); 7. Resources for organizing various types of tourism; 8. Active developing infrastructure; 9. Position and activities of the leadership of the Republic of Tajikistan, aimed at the development of tourism; 10. Carrying out various, including international, events; 11. National cuisine. 	<ol style="list-style-type: none"> 1. Insufficient awareness of Tatarstan as a tourist destination; 2. Inadequately developed cruise infrastructure; 3. Unsatisfactory competitiveness of the republican tourist product; 4. Lack of variety in the tourist product of the republic; 5. The unevenness of the involvement of the regions and tourist resources in the tourism industry; 6. Seasonality of the tourist flow; 7. Lack of preparation of service staff.

Opportunities	Threats
<ol style="list-style-type: none"> 1. The Republic of Tatarstan is a new tourist destination for numerous segments of international and domestic tourism; 2. Increasing interest in unfamiliar and unique areas; 3. Development of ethnic tourism as a capable area; 4. Great opportunities for tourism development in comparison with other subjects of the Russian Federation; 5. Development of new competitive offers; 6. Introduction of a new brand of the Republic of Tatarstan; 7. Growth in the number of host tour operators; 8. Conducting major international events in the coming years 9. Growth of internal flows caused by the economic and political situation. 10. Strengthening of positions in the market and search for new markets 11. Active promotion of the republic, participation in international exhibitions. 12. Participation in combined routes with other regions of Russia (the Three Capitals of Russia, the Red Route) 	<ol style="list-style-type: none"> 1. Insufficient development of tourist infrastructure; 2. The discrepancy between tourist potential and actual resources used; 3. Inadequate development of public-private partnerships in the field of tourism; 4. Difficulty in monitoring the activities of the industry; 5. Weak information exchange between market participants; 6. Low incomes of a large part of the Russian population; 7. Competitiveness from other units of Russia and other countries.

The figures of Table 2 show that the Republic of Tatarstan has great potential for further development of

tourism in various areas, expansion of the main tourist centers and assortment of tourist products offered by the

republic. The main competitive advantages of the region are the rich cultural and historical heritage, cultural and ethnic uniqueness and an advantageous geographical location.

The Republic of Tatarstan has a great tourist potential for the development of various types of tourism, including cultural-cognitive, ethnic, event, etc. The main factors determining the potential and competitiveness of Tatarstan are:

- 1) Unique cultural and historical heritage;
- 2) Diverse ethnographic composition;
- 3) Advantageous geographical position;
- 4) Rich natural resources;
- 5) The presence of a major tourist center - the city of Kazan.

The territory of the republic has long history, connected with various civilizations and cultures. The cultural and historical heritage defines the identity of Tatarstan. It is one of the factors of the region's attractiveness. Here, the culture, history and way of life of different ethnic groups are interwoven.

Tourism in small historic cities is primarily due to large number of

cultural and historical resources, which are supplemented by ethnic uniqueness and close connection with natural landscapes and objects. In the republic there are about seven thousand objects of cultural, historical, artistic or scientific value, including 1327 are under protection at the federal, republican or local level. In addition, there are 82 objects suitable for ecological tourism: nature reserves, national parks, sanctuaries and nature monuments.

Many small towns and ancient rural settlements are located on the territory of Tatarstan. Main tourist centers (Kazan, Sviyazhsk, Bolgar) combined with these towns form areas of high concentration of cultural, historical and natural sights. Each district of the Republic of Tatarstan has its own characteristics, which differentiates them from each other and allows to form various tour programs form. For example, the traditional life and customs of the Tatar people have been conserved in the Arskiy district. On the contrary, the Laishevsky district is famous for many monuments of Russian culture, and there are villages of Kryashen (baptized Tatars) in the Pestrechinsky district.

Analysis of tourism resources

and tourism trends allows us to identify the main ways of active inclusion of small cities in the development of the tourism market. Based on the received data, we compiled an approximate route and program for the cities of Chistopol, Bilyarsk, Laishevo. These places were chosen because they embody diverse cultural and ethnic features, historical periods. The geographical location, attractiveness of objects of display and tourism potential were also taken in consideration. This tour goes through Kazan, Laishevo, Chistopol, Bilyarsk and ends in Kazan.

It is planned to start and end the route in Kazan, because it is the main

tourist center of the Republic of Tatarstan with high transport accessibility. Tourist flow to Tatarstan concentrates in the city. Thus, it is possible to combine a trip along the route with a visit to Kazan. Because of transport organization, it is possible to organize a visit to the Great Bolgar after the main program.

The duration of the route is 2 days, which resembles to the portrait of a tourist visiting Tatarstan, and allows to combine program with travel to other tourist centers of the republic.

Maintenance program of offered route is show further (Table 3):

Table 3 :Maintenance program of the route

Day 1	<p>9:00 - Departure from Kazan.</p> <p>Stop in Nikolsky vilage. "Here is the Russian spirit ...": familiarity with traditional Russian culture and way of life, meeting with the folklore ensemble "Karavon".</p> <p>Stop in Tashkirmen vilage: acquaintance with the culture and life of the Kryashen (baptized Tatars), the performance of the Kryashen ensemble "Surakke", a visit to the church in the name of St. Guria (1895).</p> <p>Stop in Sokury vilage. "Welcome to place of Derzhavin": a sightseeing tour, which includes visit to Stella Derzhavin, a rare monument of wooden architecture - the Intercession Church (1895), the One-Table Church.</p> <p>12:00 - Arrival in Laishevo.</p> <p>12:00 - 13:00 Lunch</p>
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	<p>13:00 - Tour of Laishevo "In the XVIII century": Familiarity with the originality of the Russian village of the XVIII century: Theatrical meeting and play with the Catherine II, G.R. Derzhavin and other characters, an excursion to the museum of the Laishevsky region named after GR. Derzhavin.</p> <p>15:00 - Departure to Chistopol.</p> <p>16:00 - City tour of Chistopol "Glorious merchant city and heroes of the past century": acquaintance with the architectural appearance of the provincial merchant city, inspection of the House of Melnikov, Nikolsky Cathedral, Skaryatinsky Garden, etc.</p> <p>17:00 - Accommodation at the hotel. Dinner. Free time</p>
Day 2	<p>10:00 - Breakfast.</p> <p>11:00 - Continuation of the excursion program in Chistopol: a visit to the Museum of the city and the Memorial Museum of Pasternak.</p> <p>13:00 - Lunch.</p> <p>14:00 - Departure to Bilyarsk.</p> <p>15:00 - Interactive theatrical tour of the Bilyar. Museum-Reserve "The Great City": meeting with the ancient people, acquaintance with the culture and life of the ancient capital of the Volga Bulgaria, the history of its rise, flowering and falling.</p> <p>Excursion "The Secret of the Holy Key": a visit to the source of the "Holy Key" - a holy place for representatives of the three religions, with a story about its origin and surrounding legends.</p> <p>17:00 - Departure to Kazan</p>

The main characteristics of this route include:

1. The length of the route: 400 km (including transfers Kazan - Laishevo, Bilyarsk - Kazan);
2. Duration of the trip: 2 days;

3. Number of tourists in the group: 10 - 20 people;

4. Route type: sightseeing, bus.

The purpose of the route is cultural and cognitive tourism, acquaintance with the culture and history of the Republic of

Tatarstan.

The route let tourists get to know different periods of Tatarstan development, plunge into its ethnic and cultural identity, the atmosphere of the past and experience its history. The use

of interactive and theatrical programs allows to immerse tourists into the described events, leave unforgettable memories of the trip.

The route map is shown in Figure 2.



Fig. 2. Map of the route.

The target segments of the developed tourist product are high school students, young people and middle-aged people. Segment determined by the specifics of the route.

The cost of a tour reflects all the costs of its organization and maintenance. It is calculated as the sum of fixed and variable costs per unit of tourist product.

The cost of the developed route includes:

- Transport service along the route;

- Excursion service according to the program;
- Accommodation (1 night);
- Catering according to the program;
- Entry payments.

Variable costs in the organization of this route include the accommodation of tourists in Chistopol, catering and admission pays.

To constant costs can consist of transport and excursion services.

The cost of accommodation is calculated by multiplying the cost of

accommodation for a group of tourists for one night for the number of overnights. This indicator is calculated by the following formula:

$$R_{ac} = R_{ac/d} * N_n, \text{ где}$$

$R_{ac/d}$ - the cost of accommodation per day;

N_n - number of overnights.

The itinerary contains one overnight stay during the trip to Chistopol. Accommodation is expected in the hotel "Chistopol", the cost of accommodation is 1100 rubles per person per night in a double standard room. The maximum tourist group is 20 people.

$$R_{pr} = 1100 * 20 * 1 = 22000 \text{ rub.}$$

The cost of catering is determined by the following formula:

$$R_c = R_{c/d} * T * N_{gr}, \text{ где}$$

$R_{c/d}$ - cost of catering per person per day;

T - duration of the tour;

N_{gr} - number of people in the group.

The program includes 1 breakfast, 2 lunches and 1 dinner. In this case, breakfast is not taken into account when calculating the cost of meals, as it is included in the room price. The average check in the cafe in the visited cities is 300 rubles per person, so

$$R_c = 900 * 20 = 18000 \text{ rub.}$$

Cost of transfer depend on the type of vehicle rental conditions, the duration of its use or the length of the route (depending on the type of rental fee: hourly or metered).

Since the route involves long-distance travel, the bus is rented for the duration of the trip along the route. It is assumed that inland transportation by this route is served by the transport company "TAT-BUS". The cost of renting a bus for 20 places is 24 rubles / km for intercity trips.

Thus, the cost of rent for the organization of this route will be:

$$24 * 450 = 10800 \text{ rub.}$$

The cost of transport services for one tourist can be calculated by the following formula:

$$R_{tr/p} = R_{tr} / N_{gr}, \text{ где}$$

R_{tr} - cost of transport rent;

N_{gr} - number of tourists in the group.

In our case, $R_{tr/p} = 10800 / 20 = 540$ руб.

The cost of excursion services includes admission pays and the work of the guide and is calculated as the sum of the cost of all excursion services.

The following excursion services are included in the service program:

Fixed costs:

Guide services - 300 rubles per hour. *
16 hours = 4800 rubles.

Folklore program in with.
Nikolsky and with. Tashkirmen - 500
rubles.

Interactive program in Laishevo
- 350 rubles.

Interactive tour of the Bilyar
Museum Reserve - 500 rubles

Variable costs:

The Museum of the Laishevsky
Region named after GR. Derzhavin - 80
rubles per person

Museum of the county town -
60 rubles per person.

Memorial Museum of Bl.
Pasternak - 60 rubles per person.

Bilyar State Historical-
Archeological and Natural Museum-
Reserve - 100 rubles per person

Therefore, Rex. = 12150 rubles.

Additional costs are also the
payment of meals and accommodation
for the guide accompanying the group, in
this case they are equal: $Rr.gr = 900 +$
 $1400 = 2300$ rubles. This type of
expenditure refers to fixed costs.

The total cost price of the tour
route is calculated as the sum of the cost
of the services included in it:

$S = Rnp. + Rd. + Rapid. + Rex. + Rr.gr,$
where:

S - cost of the tour route;

Rtr - cost of transport service;

Rac - cost of accommodation;

Rcat - cost of catering;

Rex. - the cost of sightseeing;

Rr.gr - costs for the team leader.

$S = 10800 + 22000 + 18000 + 12150 +$
 $2300 = 65250$ rubles.

Per one person. = $65250/20 =$
 3262.5 rubles.

The price of a tourist product is
calculated in most cases using the "costs
plus profit" method. On average, 10 -
25% of profits are pawned.

Take the commission for this
route 15%. Then:

$P = Sp + 15\%$, where

S - the cost price per person;

P - vacation price of the permit.

$P = 3262.5 + 15\% \sim 3750$ rubles.

In the future, when
implementing this route, it is possible to
vary the price using the profitability
coefficient established depending on the
demand for the tourist product, the
season, etc. In this case, the price is
determined by the formula

$P = S * K$, where:

K - established coefficient of
profitability.

Given the size of all costs and
the planned rate of profit, we determine

the critical point of profitability - the minimum number of tourists that cover all costs. Zero profitability at the level of the tour is determined by the formula:

$$K0 = A / (P - B), \text{ where:}$$

A - the size of fixed costs;

B - the size of variable costs;

K0 - number of items to ensure zero profitability.

$$A = 4800 + 500 + 500 + 350 + 10800 + 2300 = 19250$$

$$B = 1100 + 900 + 60 + 60 + 80 + 100 = 2300$$

$$K0 = 19250 / (3750 - 2300) = 13.28 \sim 14$$

Thus, to cover the cost of organizing the route at this price, you need to recruit 14 people in the group.

In our opinion, the most optimal option is the organization of service on the route for groups of 20 people. In this case, we not only receive the greatest profit, but the price of a voucher for a tourist is profitable against the background of other offers, which becomes one of the competitive advantages. However, it must be remembered that in this case the route will pay off only if a group of more than 14 people is collected, so the control phase in the implementation of the route is of great importance.

Conclusion

The Republic of Tatarstan has a high tourist potential for the further development of various types of tourism. The main attractive factors are a rich cultural and historical heritage, cultural identity, caused by the joint residence of various ethnic and religious groups, wide opportunities for engaging in various activities during their stay in the republic.

Currently, there is a change in the tourist market, caused by economic, political and social reasons. Increased interest in domestic tourism, respectively, in the structure of the tourist flow of domestic travel across Russia begin to prevail over exit, also observed growth and entry flow. This provision creates new opportunities for further development of tourism in the country and the need to create new tourist products.

When organizing the route, the territorial organization and the correspondence of the subject of the trip, the ratio of the volume of services rendered, are of great importance.

The trends observed in the development of world tourism, suggest that the modern tourist seeks to get

acquainted with the lifestyle in the visited region, gain new experience and new knowledge, create unforgettable memories. There is an increasing interest in new directions that have not been used before in mass tourism, unique cultures and natural places, the desire not only to see but also to experience the way of life of the people on their own experience.

When organizing the route, not only existing tourist resources are used, but also specially created additional attractive resources (thematic parks, festivals and shows, etc.). At present, the degree of involvement of tourists starts to have a big impact on the attractiveness of tourist products, direct participation becomes one of the ways to perceive tourist resources, so the role of animation in tourism (animation tours, interactive events, quest tours, etc.) increases.

Based on the results of the analysis of tourism and tourism resources of the Republic of Tatarstan, we developed a two-day tourist route through small historical cities of Tatarstan. The route united the cities of Laishevo, Chistopol and Bilyarsk, as well as the villages of Nikolskoe, Tashkirmen and Sokury. The route allows you to get acquainted with the peculiarity of the Republic of Tatarstan,

which is reflected in the combination of cultures of several ethnic groups and objects of different eras.

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**INCLUSIVE DEVELOPMENT INDEX IN RUSSIA: ANALYSIS,
METHODS, POSSIBILITY OF APPLICATION**Rustam I. Sharafutdinov¹Vladislav O. Gerasimov²,Elvir M. Akhmetshin³Elena A. Karasik⁴Olga V. Kalimullina⁵

Abstract: The world society tends to economic growth more and more, due to the social orientation, to so-called inclusive development. The World Economic Forum proposed recommendations and methods of evaluation of such a growth that would be very useful for the Russian Federation. The theoretical basis of work is supported by foreign scientists' writings devoted to the inclusive development, as well as on recommendations and methods of evaluation of the inclusive development of the World Economic Forum and International Bank. The methodological research basis consists of general

scientific methods of perception, which include analysis, methods of system, complex and statistical analysis allowing researching the main indices of the inclusive development. The methods of the inclusive development evaluation proposed by WEF have been considered, and you can see the place of the Russian Federation in this rating for 2016. The experts of WEF have made a lot of remarks and claims to the financial area during determination of Russia's place in the inclusive index. That's why it's necessary to develop the methods and adapt the inclusive development for Russia and its regions for the purpose of forming the inclusive development. The

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inclusive development concept is not only the display of political programs of the developed countries but also the global aim of the world society. The work on studying the inclusive development is high-priority in the work of UN and includes more than thirty seven thousand scientists, public authority and civil organizations worldwide. In the Russian Federation, the inclusive development remains a topic for discussion rather than agenda for clearly defined actions. It's important to adapt the methods of the inclusive development evaluation for the Russian realia for the purpose of creating the national strategy of inclusive development.

Keywords: inclusive development, inclusive development index, key national performance indices, inclusive development evaluation procedure.

Introduction

The world society pays attention to problems in the society more and more for the last few years and admits the necessity of socially oriented approach to economic growth paying attention to

the inclusive development concept (Schumpeter, 1912; Pakhomova, 2014; Hoff and Stiglitz, 2016).

Nowadays the world society does not have a general interpretation of the inclusive development, however, the specialists of OECD have proposed the following notion: inclusive development is understood as an economic growth directed for forming a fairer allocation of resources and benefits in the society, both materially and not. The concept of the inclusive development index is based on the fact that there is not only an economic growth index but also a number of other indices connected with a stable development of people's well-being in the basis of the people's life quality improvement. Therefore, improvement of the people's life quality and well-being is possible just by taking into account a large number of social factors that include education, culture, healthcare, unemployment and many other indicators (World Inequality Database on Education, 2012).

Also during the process of description of the inclusive development, the latter is often associated with the following notions: «general growth», « growth focused on

the poor », «fair growth» and many other similar notions. The best example of the inclusive development strategy is a Chinese program of the harmonious society (Korableva et al, 2017a; Kubenka, 2014).

Methods

The scientists haven't clearly understood the inclusive development level until recently, however, the specialists of WEF 2017 proposed the methods of defining the inclusive development index and also defined IDI.

Inclusive Development Index, IDI, allows defining the improvement efficiency level of the people's well-being and life quality due to the direct and equal distribution of wealth and benefits among people.

There are disagreements regarding criteria of the inclusive development as they can define the priority development rates or those having the index below the average life standard, fixed in earlier limited groups where the development goes along with the employment increase etc. Both theoretical and practical research of social aspects are required for providing the inclusive development. It causes the

problem of sociological interpretation that belongs to the regulatory language in the economic theory and policy (Ramo, 2004).

When we speak about adapting the inclusive development evaluation for regions of the Russian Federation and municipal units, we should consider some indices defined by WEF.

When evaluating, based on the criteria of the inclusive development evaluation, we can define the following key and institutional indices of the inclusive development by the regional and municipal level:

1. Education;
2. Services and infrastructure;
3. Corrupt practice and tax system;
4. Finance;
5. Capital and business;
6. Employment;
7. Budget target.

WEF experts define 147 indices and we define 35 and 50 indices divided into 7 components by adapting for regions and municipal units (Latyshev, 2015; Korableva *et al*, 2017b).

The methods of inclusive development evaluation directly depends on quantitative data, that's why in order

to aggregate, indices are converted within the range of values from 0 to 1, where 1 is the best case and 0 is the worst one according to the below formula (1) (Dmitrieva,2017):

$$Z_i^p = (Z_i - Z_{\min}) / (Z_{\max} - Z_{\min}) \quad (1)$$

There is the following formula for indices with the negative influence:

$$Z_i^p = (Z_{\max} - Z_i) / (Z_{\max} - Z_{\min}) \quad (2)$$

where Z_i^p - individual index of i for p -region;

Z_i - value of Z index for p -region;

Z_{\max} and Z_{\min} – maximum and minimum values of Z index for the studied regions (Sharafutdinov, 2017).

Then it's necessary to define key and institutional indices divided into indices described above (Zabelina *et al.*, 2013). Then the total inclusive development index is defined. The calculation is based on consecutive aggregation of indices from the indicator

level to the column or subcolumn level unless otherwise provided. The arithmetical mean is used to combine separate indices in the category (Karasik, 2017), (3):

$$category_i = \frac{\sum_{k=1}^3 \frac{k}{3} indicator_k}{i}$$

Results

According to the results of the inclusive development evaluation for 2016, the first thirty developed countries include Scandinavian regions and also Switzerland, Austria, the Netherlands, as well as Pacific countries and Australia, New Zealand. Such countries as Israel, South Korea and the Czech Republic have made much progress in the inclusive development for the last few years as well (International Policy, 2017).

In the inclusive development index, Russia is number thirteen among developing countries (Table 1).

Table 1. Russia in the inclusive development rating for 2016

Inclusive Development Index (IDI)		
	Russia	
	Value	Class

Result index	4,42	13/79
Key national performance indices for calculation of the Inclusive Development Index		
Growth and development	3,69	12/79
GDP per capita	11,039	11/79
Labour efficiency	46,903	10/79
Life expectancy, years	63,40	43/79
Employment, %	60,50	38/79
Involvement	4,14	21/79
Income inequality, Gini	32,8	14/79
Poverty rate, %	0,5	4/79
Welfare inequality, Gini	92,3	74/79
Average income per capita, \$ a day	18,80	2/79
Intergenerational equity	5,43	20/79
Adjusted net savings,%	13,10	28/79
GDP carbon intensity, KGHa\$ GDP	213,5	69/79
State debt, in % of GDP	16,4	4/79
Dependency ratio, %	43,1	9/79

According to the result indices of the rating of WEF, Russia is number thirteen in the list of developing countries and their economics by IDI.

In Russia, the decent standard of life has quite a high value, however, just regarding developing countries that doesn't have a positive dynamics in the ratio of the life standard to the developed countries. We also can make such a conclusion according to the results of the poverty level evaluation within the

inclusive development, as it is rather high in relation to the standards even of developing countries (Korableva and Kalimullina, 2016). On the whole the level of unemployment is rather low but there is a significant part of unemployed people among the youth in relation to the young people of the country. Many young people have to work informally to earn their living (Strategy 2020, 2012). Education in the Russian Federation is widely spread among the population

(Magsumov and Nizamova, 2015; Magsumov, 2015), especially higher, but its level and quality raise doubts, especially in the conditions of frequently changing economic processes in the country and world (The World Bank Annual Report, 2015; OECD 2017).

Discussion

The experts of WEF have made a lot of remarks and claims to the financial area. They proposed their proposed their recommendations regarding more available finance of services for small and medium entrepreneurship and make changes in the tax law, particularly, progressive taxation.

These remarks and a lot of other low indices mentioned by the experts enable to focus on the country inclusive development more detailed, that will result in the Russian people's social security increase and more inclusive development generation by a positive solution of the given problems.

The quick change of economic processes causes the necessity of development of such methods and adaptation for Russia and its regions for the purpose of forming the inclusive development. That's why we recommend

interpreting the methods of the inclusive development index evaluation for the Russian realia and analyzing the education system, financial sector and especially indices of financing small and medium enterprises (Wietzke, (2015).

The main indices characterizing the inclusive development will be analyzed as fully as possible during the evaluation process, including the fairness of income distribution and availability of the accessible environment for people with limited mobility/.

Summary

Thus, it's necessary to gradually and widely study all stages of the inclusive development, making the process of creating and increasing the factors importance, raising the living standards. We should take into account the specific features of each region and then the process of improving the methods of the inclusive development implementation and analysis will be more efficient and useful not only for some regions of Russia but for the whole country as well.

It's necessary to develop and update the existing development

programs approved by the specialists of WEF for most regions of Russia for the purpose of entering the world scientific society for introduction of the inclusive development system resulting in successful and efficient development of regions in future (Vasilev, 2016).

The specialists of WEF highly recommend the Russian government to make structural reforms sooner and invest in human capital assets (Silos, 2015) including the quality of education and flexibility of the labour market for young specialists.

Conclusions

Today, the inclusive development concept is not only the display of political programs of the developed countries but also the global aim of the world society. This concept is included in work programs of international organizations and their analytical centers where the main world leaders are: International Bank and IMF, UN, Asian Development Bank and others (Akhmetshin 2017) that says about importance of this concept development. The work on studying the inclusive development is high-priority in the work of UN and includes more than

thirty seven thousand scientists, public authority and civil organizations worldwide.

However, in the Russian Federation, the inclusive development remains a topic for discussion rather than agenda for clearly defined actions. That's why it's important to adapt the methods of the inclusive development evaluation for the Russian realia for the purpose of creating the national strategy of inclusive development, its further development and entering the world community of scientists, specialists and politicians within the range of inclusive development.

In the end, we should note that the quotation about the inequality growth is especially important and lays emphasis on importance of the work on the inclusive development analysis: «inequality is not an iron law of capitalism but a consequence of the lack of attention to this matter».

Acknowledgements

The work is performed according to the Russian Government Program of Competitive Growth of Kazan Federal University. The research is supported by the RFBR grant 16-29-12965/17.

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**ACTIVE PROCESSES IN USUAL AFFIXATION WORD
FORMATION OF THE CONTEMPORARY RUSSIAN LANGUAGE**Tatyana A. Lukankina¹Tatyana Yu. Shchuklina²Leyla A. Mardieva³Heike Wapenhans⁴

Abstract: The article is devoted to the study of usual affixation word formation as one of the most important operating mechanisms in the Russian derivation system. The goal of the research is to reveal active processes and main trends in usual affixation word formation of the contemporary Russian language. W. Humboldt's work, where the language is considered not only as a product of human activity, but as the activity itself, as well as E.A. Zemskaya's ideas concerning active and creative nature of the Russian word formation as a subsystem of the general language system. The usual affixation word formation is an actively and dynamically developing aspect of the derivation system existing in the contemporary Russian language. News media language actively uses the resources inherent in

the system and the norms of the Russian language: neologisms in newspaper texts are primarily generated through the usual derivation models. It has been revealed that the most productive affixation means of the usual innovations generation comprise the following: suffixation, prefixation, zero-suffixation and affixation-like word formation, wherein the most popular one is suffixation. At the present stage of the Russian language development we witness an increase in adaptive function of word formation types. Joining native Russian affixes to the borrowed stems appears to be one the most productive patterns in the contemporary usual affixation word building, where suffixation is the most demanding one. The research results obtained can contribute to the development of the

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lexical derivatology, lexical semantics, neology, and language stylistics problems. The promising character of elaborating the declared subject is conditioned by the language processes in mass media activation, which will probably require further study of neologization aspects in mass media texts in the nearest future, making possible to explore the functional and pragmatic potential in word formation resources of the contemporary Russian language.

Keywords: usual affixation word formation, patterns of usual affixation word formation, ways of usual affixation word formation, derivational neonominations, mass media language

Introduction

In recent decades particular attention to word formation aspect of the contemporary Russian language has been observed with a view to activation of derivation processes therein. Domestic and foreign linguistic writings demonstrate various approaches to derivative lexic studies: structural-semantic [1], [2], linguistic and cultural [3],[4], cognitive [5], [6] and methodological [7], [8].

The study of the communicative aspect in word formation is of particular importance; and neologization in mass media in particular, as it becomes one of the main sources of neologisms establishing. Active derivation processes investigation based on mass media communicative language and being a kind of catalyst for language transformations, helps to identify the most important changes in the word formation system of the Russian language and to trace the trends in usage development as a whole. This determines the urgency of the present work.

The aim of the study is to reveal active processes in usual affixation word building of the contemporary Russian language.

The target of the research is the usual affixation neologisms in mass media texts of the last decade as active word formation processes reflection in the modern Russian language.

The research was carried out on the lexical material of newspaper periodicals. The resource base of the research has become the card file of usual words extracted from Russian periodical newspapers: “Argumenty i Fauty”, “Itogi”, “Kommersant”, “Komsomolskaya Pravda”,

“Moskovskiy Komsomolets”, “Novaya Gazeta”, “Sovetskiy sport”, “Rossiyskaya Gazeta”, etc.

Methods and methodology

W. Humboldt's work, where the language is regarded not only as a product of human activity, but as an activity itself [10], E.A.Zemskaya's ideas concerning active and creative nature of the Russian word formation as a subsystem of the general language system [11], together with the present-day Russian word formation theories, presented in the studies of E.S. Kubryakova, A.N. Tikhonov, I.S. Ulukhanov, V.N. Nemchenko, V.V. Lopatin, the scientists of the Kazan linguistic school, served as the theoretical and methodological basis of the present paper.

The research methodology involves application of linguistic description tools with elements of usual derivative units' interpretation, continuous sampling of lexical materials, structural and semantic word formation analysis and contextual analysis - at describing the neologisms operation.

Results and discussion

The language of newspaper periodicals having recently become a sphere of increased word formation activity abandons in word derivatives made through the usual word formation methods. The following productive patterns of word formation reflecting active processes in the modern Russian language usual affixation word formation have been revealed.

Suffixal derivation model

Suffixation is one of the most popular ways to form new words in the Russian language.

It is the sphere of suffixation where we can observe more active interaction of 1) the borrowed suffixes both with the Russian and foreign word stems; 2) the Russian suffixes both with the borrowed and original producing stems; 3) stylistically heterogeneous morphemic parts: book suffixes and stems in the original stylistically reduced words, and vice versa.

Progress in productivity of several suffixal patterns is noted within the following lexical groups:

1. Names of persons with the meaning of the characteristics bearer (subject or processual) formed by:

A) Foreign language productive book suffixes -ист, -атор, -ант (-ist, -ator, -ant) in conjunction with the foreign and Russian stems: lobbyist, performancist, Nashiist (member of “Nashi” (Ours) organization), podpisant, nominant, nominator, kommunikator, and monetizeator;

B) Through the Russian suffixes -ник, -чик/-щик, -ец/-ов/-овец (-nik, -chik/-schic, -ets/-ov/-ovets) from foreign stems: offshornik, internetchik, piarovets, spamschik. The semantics of this word subgroup is substantially expanding: in addition to naming of the person by his occupation or interest, they can have the meaning of ‘a supporter, a follower of anything’: gosudarstvennik (state authorities supporter), LDPR-ovets (the supporter of LDPR party), EGEshnik (a person who has passed the Uniform State Exam) etc. The forming stem here is often a proper noun combined with the suffix -ец(-овец) (-ets(-ovets): obamovets, poroshenkovets, zyuganovets, etc.

2. Names with the meaning of an attribute formed through the Russian suffix -ск, -ов/-овск, -н (-sk, -ov/-ovsk, -n) combined with the borrowed stems: schengenskiy, uzerskiy, onlainovyi, piarovskiy, kreativnyi.

3. Action designations formed by verbal suffixes -ирова, -ова, -и (-irova, -ova, -i): a) from the borrowed stems of common nouns: brendirovat’, prodyusirovat’, kastingovat’, offshorit’; b) from the stems of proper nouns: gaidarit’, chubaisit’, naval’nichat’, petrosyanit’.

4. The names of abstract semantics with the Russian suffixes: -ость/-есть, -ств(о)(-ost, -est, -stv(o) and borrowed ones: -изм, -инг, (-ism, -ing), their occurrence is connected with the increase in producing stems due to the expansion of colloquialism and jargonism stems existing in the Russian language, foreign stems as well as the use of basic proper names: pokazushnost’, nenashest’, zhestokism, lobbism, spamerstvo, premyerstvo, putinism, trampism, marketing, franchising, etc. Suffix -ing- joining the Russian stem (or the stem long ago adapted to the system of the Russian language) performs the function of a game and bears emotional and evaluating character: pokupping (shopping), tovarring, svaling, obyegoring (screwing over), etc.

5. Designations of socially significant reality processes with the foreign suffixes -ациј(а) and -изациј(а)

(-atsiya, -izatsiya) derived from a) the borrowed common nouns with the meaning of their baseline: dollarizatsiya, fermerizatsiya, kompyuterizatsiya; b) from the personal name stems and expressing the meaning of the process or phenomenon conditioned by the given object activity or influence. Such derivatives acquire expressive and evaluative but often negative connotation being formed under the influence of both motivating semantics and context (mavrodizatsiya, chubaisizatsiya, navalnizatsiya).

6. Generated from the Russian stems substantives with the suffixes -ух(а), -ак, -ач, -ан, -еж, -няк, -щин(а) (-ukh(a), -ak, -ach, -an, -ezh, -nyak, -shchin(a)) generally with a pejorative evaluation, and becoming active in a colloquial sphere. Among them:

- names of abstract semantics: razvlekukha, golodukha, zhitukha, otkhodnyak, galdyosh;

- name of persons: zvezdach, zvezdun, bandyugan, viagrik, stervoza, vypivokha, glupar, parnyaga;

- designation of phenomena, events, states (bespredel'shchina, mitingovshchina, obydyonshchina, anomal'shchina), neologisms occupying a special place among them, being

formed from the proper names of the prominent contemporary figures: luzhkovshchina, kadyrovshchina, poroshenkovshchina, obamovshchina, trampovshchina.

Prefixal derivation model

One of the productive patterns in the modern word formation is joining the Russian native prefixes to borrowed stems. In the recent days the bookish sphere become rich in a number of neologisms with foreign prefixes анти-, контр- (anti-, kontr-) and the meaning of negation and antithesis: antikrizisnyi, antipremiya, kontrevolutsiya, kontrelita; псевдо-, квази- (psevdo-, kvasi-) – with the semantics of non-genuine and false: psevdoparad, psevdosmysl, kvaziperevorot, kvaziekspertiza, kvazielitnyi; супер-, мега- (super-, mega) – with size-estimating and attitudinal meaning representing the quantitative expression: superdorogoi, superkomfortnyi, supermudrost', megasensatsiya, megagory, megaegzoticheskiy; нано- (nano-), indicating the attitude to nanotechnology: nanoprotezy, nanochastitsa, nanoasfalt; ре- (re-) with

the meaning of the previous action iteration: renovatsiya, repost.

One may say, that we observe the first signs of emerging a new negative prefix НОН- (non-), which is met in few words with foreign stems: nonfaktor, nonfakt, nonstandart, nonfigurativnyi.

The following colloquial prefixes have become active: с- (s-): skreativit', spionerit', srossiyanit'; от- (ot-) : otyekhat' (to leave for a while), otkserit', ottelefonit'; пере- (pere-): perepiarit', perestakhanovit' (from Stakhanov), pereshilit' (from "shilo" – bodkin), peremylit' (from "mylo" – soap) with the meaning "to surpass in some aspect anybody (anything), who (that) is called a motivating base"; до- (do-): dopodumat', donumerovat'; об- (ob-): obshutit'; при- (pri-): prifantazirovat', prikupit'; про- (pro-) with the meaning of adherence to something (most often to any political regime): prorossiyskiy, prozapadnyi, proamerikanskiy; раз- (raz-) with the meaning of eliminating the previous activity results: razvidet', razmusorit'.

Word formation pattern of zero suffixation

Zero suffixation is one of the productive ways of nominal word formation. The given pattern functions both in spoken and jargon speech. Within the period under study the nouns (mostly related to the colloquial and slang lexicon) with the following derivational meanings, appear to be the most demanding: "abstract action" (vrub, otgib, otkat, razogrev, vzlom (comp.), oblom , otkaz (v otkaze), dozvon, prikol, razrul); "the person": "the person towards action" (garant); "the person – attribute bearer" (nelegal, infantil, neformal, virtual); "the person – presentive attribute bearer" (super chel, kach, chyos, fan); "the object – attribute bearer" (chernopol, beznal); "abstractive attribute" (beles', chern').

Affixoid word formation pattern

In recent decade activization of several borrowed affixes has been accompanied by the enhancement of their expressiveness and evaluativity. Thus, a new suffixoid -geit (gate) borrowed from the English language and meaning "political scandal" has become widely used in mass media in neologisms, particularly in those created from the proper names – toponyms and

names of key figures prominent in certain historical periods: Altaigeit, Irangeit, Obamageit, Kuchmageit.

In many mass media innovations the prepositional element **НАНО-** (nano-) no longer indicates a minimal size; it implicates negative evaluation of speculative activities in relation to new technologies: **нано-что-то-там** (nano-something), **наноскандал**, **нанodeltsy**, **наноЧубайс**, **нанорезультаты**.

Alongside with that, estimatively neutral neologisms turn up to be also efficient, for instance, those with the element **-мейкер** (-meiker): **marketmeiker**, **imidzhmeiker**, **klipmeiker**, **shoumeiker**, etc.; with the element **медиа-** (media-): **mediabusiness**, **mediaaktivy**, **mediaholding**, **mediamagnat**, **mediapokupka**, **mediaprostranstvo**, **mediarynok**, **mediaset'** and with the element **-мания** (maniya): **kinomaniya**, **pepsimaniya**, **shokoladomaniya**.

Summary

Active processes in usual affixation word formation are associated with general linguistic changes caused by social and economic, political transformations which have occurred in

the Russian society within the late XX and early XXI centuries, particularly, the so-called democratization and liberalization of the language and weakening of normative rules in linguistic unit formation and usage, jargonization of the modern Russian language and a sharp increase in the flow of English borrowings.

News media phraseology actively uses the resources inherent with the system and the norms of the Russian language: neologisms in newspaper texts primarily generated by usual derivational patterns employing the effective word formation affixes. In disregard of the avalanche number of new derivational naming units, composition of productive formants remains virtually unchanged: native speakers prefer effective patterns already existing in the language system. On the whole, modern usual word-formation remains within the frames of traditionally common ways of word derivation.

The most productive affixation means of usual innovations formation comprise: suffixation, prefixation, zero-suffixation and affixoid word formation, wherein suffixation turns up to be the most popular tool.

One of the most efficient patterns of modern usual word formation is joining Russian native affixes to the borrowed stems, where the suffixes are the most demanding. At the present stage of development word-formative types have become more adaptive. The system of affixation word formation types is so firm that it can easily recycle borrowed stems forming derivatives with the Russian affixes. That being said, Russian stems are actively involved in usual word formation, i.e. in forming new words according to the efficient patterns. Such words represent a systemically important property of the Russian word formation: derivational morphology according to productive patterns is contextually conditioned and situation dependent. Moreover, in recent decade we observe a noticeable activation of foreign language affixes the most productive of which being the prefixes.

With a view to the personal criterion increase word formation in mass media text performs not only nominative but also expressive and evaluating function, the latter being more significant for present-day journalism. Neologisms are employed as an effective means to make the text more expressive and, what is more, they possess

evaluativity or tend to acquire it, as their evaluative nature is syntagmatically and contextually conditioned. Word formation turns into effectual axiological aid and one of the tools for social assessment in media personalities' oral activity.

Conclusions

Thus, the presented research has revealed that usual affixation word formation is one of the most important functional and dynamically developing mechanisms in the Russian derivation system.

From the theoretical point of view, the work is of interest in terms of clarifying scientific ideas about word formation as a dynamic aspect of the Russian language. The results of the research can contribute to the development of problems of lexical derivatology, lexical semantics, neology and language stylistics.

The promising character of the declared subject is conditioned by activation of language processes in mass media, which in the nearest future will probably require further studies concerning word creation aspects in mass media texts making it possible to

explore the functional and pragmatic potential in word formation resources of the contemporary Russian language.

Acknowledgements

The work is performed according to the Russian Government Program of Competitive Growth of Kazan Federal University.

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ANALYSIS OF THE RUSSIAN EXPERIENCE OF CREATING TERRITORIAL BRANDS

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Abstract: This paper shows the features of spatial development of branding in various regions of the Russian Federation. The ways of development and promotion of territorial brands both in large and in small towns of Russia were considered. Based on the description of a large number of Russian regional brands, the paper presents a comparative analysis and shows their advantages and disadvantages. Much attention is paid to the formation processes of territorial brands on the example of the Republic of Tatarstan. The paper describes the main objectives of the Visit Tatarstan brand and the features of its visual style. It was shown that the visual style of this brand is based on a modern interpretation of ethnic, historical and traditional Tatar

ornaments covering thousands of years. Among the main tasks of the Visit Tatarstan brand is the formation of a clear, uniform and an adequate image of the Republic of Tatarstan in the public consciousness both within and beyond the region. The paper states that the Visit Tatarstan brand is focused primarily on the development of tourism and hospitality in the region, as well as the formation of an adequate image of the Republic of Tatarstan for the many guests who come to the Republic from around the world. Finally, there is a conclusion that each region of the Russian Federation should have its original brand created, which should complement and develop other city brands.

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Keywords: territorial brand, territorial branding, tourist destination.

recreational, sports, innovation, or any other [3, 4].

Introduction

In modern conditions, the development and creation of brands of territories or territorial (regional) brands becomes an integral element of the accelerated development of territorial entities. This process is typical for the majority of industrially developed countries of the world. As for Russia, the need to develop domestic tourism, as an important component of the socio-economic development of the territories, encourages paying particular attention to the formation of regional brands [1, 2].

Nowadays, any brand acts as a marketing activity tool, contributing to the competitiveness of the product, service, person, region, organization or idea. At the same time, a territorial brand characterizes a set of emerging ideas about the corresponding region in the minds of people, supported by the value characteristics of the region in various spheres of activity: administrative,

Results and discussion

Territorial brands in the territory of Russia can be divided by their content or classified into a number of groups:

- political-administrative or nation-wide: Moscow and Saint Petersburg;
- recreational – Sochi;
- mythological or fabulous - Veliky Ustyug (the birthplace of Ded Moroz);
- sports – Kazan;
- innovative – - Skolkovo (not far from Moscow), Innopolis (Republic of Tatarstan), etc.

The process of creating territorial brands in the Russian Federation began quite recently, since the beginning of the 2000s, but so far this process has not affected many cities and regions of Russia, including those large enough.

Among the most significant brands, in our opinion, are the following:

1. Saint Petersburg



Price:	10,000,000 rubles
Author:	Artem Tamazov, Volga-Volga
Logo:	Peter and Paul Fortress and the raised bridges + the lion's head

Fig. 1. Saint Petersburg city brand

Saint Petersburg city brand was one of the first in Russia to be developed, in 2006. The main purpose of creating the brand, as stated, was to increase the tourist and recreational attractiveness of the city and the surrounding areas. For this, the city authorities spent about 10 million rubles. However, this work came short of integrity and consistency, which was due to the lack of preliminary

marketing research on this issue and the constant change of the executors of the respective project. Initially, the work was done by artist A. Tamazov and the agency Volga-Volga, but then the project was commissioned by a foreign (German) firm that tried to use a different logo and the final work has not been completed.

2. Omsk region



Price:	10,000,000 rubles
Author:	Stanislav Ivanchenko
Logo:	A bear's paw

Fig. 2. Omsk region brand

The brand of Omsk region, which symbol was the bear's paw, caused a rather ambiguous public resonance and understanding among the population and the public. This includes quite a lot of money for the region, spent on its

creation, the identification with the political processes taking place in the country, and a bit unsuitable artistic decisions.

3. Kaluga region



Калужская
область

Price:	€40,000
Author:	Artemy Lebedev
Logo:	K enclosed in O

Fig. 3. Kaluga region brand

To create a brand of Kaluga region much less money was spent than for the previous two brands. The creator of the logo, designer A. Lebedev, originally and uncomplicatedly introduced the abbreviation of Kaluga

region, which currently has a sufficiently high investment attractiveness for domestic and foreign financial organizations.

4. Perm



Price:	not disclosed
Author:	Artemy Lebedev
Logo:	Red letter P (“П”)
Slogan:	Simply, clearly, repeatable

Fig. 4. Perm city brand

The brand of the city of Perm is a large red letter "P". At the same time, a slogan that was simple and accessible to everyone was "simply, clearly, repeatable".

The author of this brand was designer A. Lebedev, who also took an

active part in creating the brand of Kaluga region. The brand as a whole was accepted by the population and was very recognizable, although it could be associated with other cities, which name begins with the letter "P".

5. Ulyanovsk



Price:	3,000,000 rubles
Author:	Stas Marketing Partners
Logo:	A slogan with a plain
Slogan:	“Ulyanovsk – ready for take-off”

Fig. 5. Ulyanovsk city brand

During the creation of the brand of Ulyanovsk the associations were used with the development of aircraft building in this city. This is indicated by the brand logo – the sketch of the aircraft and the slogan "Ready for take-off". That is, Ulyanovsk in this case is the aviation capital of Russia, although this thesis is

rather controversial, given the presence of aviation enterprises in many other Russian cities, including neighboring regions: Kazan, Samara, Saratov and some others.

6. Nizhny Novgorod



Price:	For free
Author:	Mariia Ponomoreva, British Higher School of Arts and Design
Logo:	Khokhloma ornament
Slogan:	Nizhny Novgorod – the Capital of Volga Region

Fig. 6. Nizhny Novgorod city brand

The brand of Nizhny Novgorod was developed last year by a student of the British Higher School of Arts and Design Maria Ponomoreva as a graduation project.

The slogan "Nizhny Novgorod – the Capital of Volga Region" was proposed as the main one. In the near future, the concept of the region's

development will be promulgated in Nizhny Novgorod, which should include the brand development strategy, but Ponomoreva's work is already considered as the official brand of the city.

7. Dobryanka



Price:	400,000 rubles
Author:	CityBranding
Logo:	8 pictograms (Regional power plant, Culture, Commitment to Traditions etc.)
Slogan:	Dobryanka – the Capital of Graciousness

Fig. 7. Dobryanka city brand

Dobryanka is a small town in Perm region, which quite seriously took the issue of developing its own brand. It was created by the Moscow agency CityBranding. The brand consists of eight pictograms meaning everything that Dobryanka is associated with, namely: regional power plant, sport, culture, forest, hygiene, adherence to traditions, Stroganoffs, Ural Venice. The

slogan of this brand is based on the name of the city: "Dobryanka – the Capital of Graciousness". Financing of all works on development and promotion of this brand was carried out from extrabudgetary funds.

8. Sharya



Price:	40,000 rubles
Logo:	A framed spherical hedgehog
Slogan:	A land of unknown paths

Fig. 8. Sharya city brand

Sharya is the second largest city in Kostroma region, which leadership took a fairy tale theme as the basis of the idea to create its own brand.

At the same time, the absolutely unpredictable winner among all the really fabulous characters was hedgehog Gosha (GOROD SHARYA). The logo was accompanied by a slogan: "Sharya - a Land of Unknown Paths", which perfectly fits this wooded and

underdeveloped and sparsely populated area. The creation of this brand cost a small financial investment: the prize fund for the development of the brand was 40,000 rubles, plus money for its organization.

9. Republic of Tatarstan

In order to enhance the effectiveness of territorial branding in

2016, a new Visit Tatarstan brand was created in the Republic of Tatarstan, designed to supplement and strengthen the brand "Heritage of Tatarstan" existing already since 2014. Visit Tatarstan is a comprehensive program aimed at creating and implementing a global communication strategy and marketing campaign to promote tourism opportunities of the country, as well as further development of the tourism industry within the region and bringing it to modern world needs and standards.

The key idea of Visit Tatarstan is that Tatarstan should sell tourists neither the points of interest, nor an intersection of East and West, nor any specific things, but, what is naturally and best of all, the atmosphere of prosperity and contentment, the feeling of saturation. **This yields the formula of the project: "Tatarstan – 1001 pleasures".**

The visual style is based on a modern interpretation of ethnic, historical and traditional Tatar ornaments covering thousands of years. Nineteen ornaments were developed around the five main epochs in the history of the republic: the Bulgarian civilization, the Golden Horde, the 18th–

19th centuries, the 20th century and the Digital Age.

The implementation of the project implies two directions: external and internal [5]. The first is based on the advertising program, the second combines all the components of tourism such as souvenirs, national attractions, travel agencies, etc.

Among the main tasks of the Visit Tatarstan brand are the following:

- increase of incomes and quality of life of residents of the Republic of Tatarstan;
- formation of a clear, uniform and an adequate image of the Republic of Tatarstan in the public consciousness both within and beyond the region;
- increase of the tourist and recreational attractiveness of the Republic of Tatarstan through promotion and implementation of an integrated marketing and communication strategy;
- enhancement of the prestige of the tourism industry in the republic and the drive to make it one of the leaders in oil production, petrochemical industry, machine building and agriculture;
- solution to the problem of unemployment by increasing employment in the sphere of tourism and

hospitality at the expense of persons with an industry-specific education;

- unification of the activities of all participants in the tourism industry of Tatarstan with a single vision and a single meaning [6].

There are three main components in the Visit Tatarstan brand:

- values;
- character;
- style fundamentals.

The main **values** are:

- abundance;
- safety;
- attention.

The **character** in the new brand

can be described as:

- rich;
- flexible;
- complex;
- active;
- harmonious.

The **style fundamentals** of the

brand, among all others, are:

- space occupancy;
- fractality;
- combined nature;
- a variety of colors and shapes.

Graphically, the Visit Tatarstan brand looks as follows (Figure 9).



Fig. 9. The Visit Tatarstan brand

At the same time, the open gates, reminiscent of the gates of the Syuyumbike tower, symbolize first of all the openness of Tatarstan, the desire to invite as many tourists from different countries as possible and adequately perceive new progressive ideas from

around the world. As for the corporate style, the authors of this brand decided to show that Tatarstan is not only a Tatar culture, but covers much more than the era of the XVIII-XIX centuries, famous for the Tatar ornament. The specialists structured the style by layers: Bulgarian,

Middle Ages, XVIII-XIX centuries, XX century, digital age. Each layer in the diagram represents an epoch that formed

a characteristic cultural layer in the territory of Tatarstan.



Fig. 10. Visit Tatarstan

Therefore, we can state the fact that the Visit Tatarstan brand is focused primarily on the development of tourism and hospitality in the region, as well as the formation of an adequate image of the Republic of Tatarstan for the many guests who come to the Republic from around the world.

Conclusion

Thus, we may conclude that each region of the Russian Federation should have its original brand created, which should complement and develop other city brands. At the same time, the formation of a modern architecture of territorial brands can ultimately give a significant return in the form of the

creation of effective tourist destinations in various regions of the Russian Federation.

Acknowledgements

The work is performed according to the Russian Government Program of Competitive Growth of Kazan Federal University.

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THE ROLE OF KEY PERFORMANCE INDICATORS (KPI) IN BANKING ACTIVITIES

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Abstract: The article shows the importance of key performance indicators in banking activities, the factors that determine the key performance indicators, the reasons for choosing a specific key performance indicator and the correct use of key performance indicators. The analysis of key performance indicators used in banking activities was carried out. The general classification of key performance indicators most often used in banking activity is given. Comparative analysis of the listed credit organizations on the main banking key performance indicators were carried out. To assess the effectiveness of credit institutions, economic and mathematical modeling is presented. The resulting factor of the model is the bank multiplier, and the

independent variables are the most frequently used in the banking activity key performance indicators. Based on the economic and mathematical modeling, the forecasted values are computed, calculated as a trend over the last two years for all independent variables and a bank multiplier. The expert commentary is drawn from the prediction measures of the independent variables for the last two years. In addition, the article lists the reasons for the fall in the bank multiplier among the listed credit organizations.

Keywords: credit organization, commercial bank, key performance indicator, KPI, banking activity.

Introduction

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All the commercial banks are implementing a system of various indexes called key performance indicators. This is done to measure the growth rate of the credit organization, identify possible deviations from the plan, reduce costs and assess priority areas of activity.

The system of key performance indicators is usually represented by measurable values. They provide an opportunity to assess the effectiveness of individual functions and management processes of a commercial bank. In practical industrial applications, the key performance indicator related prediction and diagnosis are quite important for the product quality and economic benefits [1].

In the domestic literature, special attention is paid to the indicators by which employers assess the performance of their employees. In the foreign literature, attention is paid to indicators assessing the effectiveness in achieving key business goals.

A.K. Klochkov studied the key performance indicators in detail [2].

N.A. Turkulets supplemented these key performance indicators by dividing them into three groups of indexes related to economic factors,

characteristics of employees and the characteristics of the work performed [3].

There were also researchers who paid special attention to quantitative indicators evaluating effectiveness in achieving key business goals. They were I.B. Lazovitsky and M.M. Panov.

I.B. Lazovitsky believed that the key performance indicators are a quantifiable measurable indicators of the actual results. M.M [4]. Panov believed that key performance indicators are the performance indicators of a single unit that help the whole organization achieve strategic and tactical goals [5].

F. John Reh and S. Miller, representatives of foreign literature, studied in detail the key performance indicators.

F. John Reh believed that key performance indicators are indicators directly helping managers and employees to assess the effectiveness of various important functions and processes [6]. S. Miller developed his idea. He organized and classified these indicators into groups according to the indicators: risks, interest margin, assets, value, investment and income [7].

1. Methods

All commercial banks use a system of key performance indicators in order to evaluate its success in achieving its goals. For this, they need to find or create a special tool to be able to monitor the business process and monitor changes in key performance indicators at any given time. Changing and controlling the effectiveness of the existing business process of a commercial bank is always a priority, but if we focus on unnecessary key

performance indicators, then in the future it can cause significant harm to the credit organization.

It is necessary to determine the features of key performance indicators in order to avoid unnecessary key performance indicators for this department of the commercial bank.

There are six factors that separate effective key performance indicators from unnecessary ones. [8] (Fig.1):

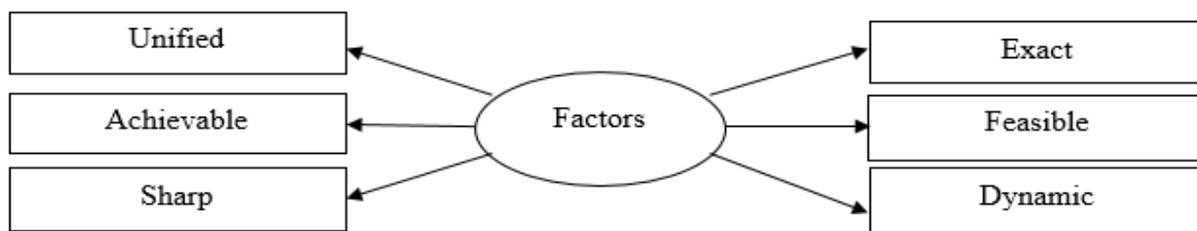


Fig. 1. Factors determining key performance indicators

1. Unified - key performance indicators should coincide with the strategic goals and objectives of credit organization; Key performance indicators can primarily be aimed at the success of the banking business, and ultimately to the satisfaction of the client base or vice versa. If monitoring shows that KPI targets are not reached, then it is necessary to identify the factors which strongly influence the KPI and cause KPI

target violations most often [9]. In other words, KPI can be directed "from up to down" or "from the bottom up". An example of key performance indicators "from up to down" may be the susceptibility of the market to a given product or service. In other words, this is how the market reacts to one or another banking product. Among the "from the bottom up" indicators the decisive role is played by the level of satisfaction of

current client base of the bank, attracting new customers and loyalty to the bank's brand.

2. Achievable - key performance indicators should be measurable and easy to obtain. If key performance indicators are not achievable, there is no point in using them [10]. They can not be measured or their use is too expensive. Examples of such key performance indicators are «revenue» and «net profit».

3. Sharp - key performance indicators should coincide with activities of the department of the credit organization in which they function. For an accountant, an example of such a key performance indicator can be the timely making payment transactions [11];

4. Exact - the data recognized in key performance indicators should be

accurate and reliable. Examples of such key performance indicators can be various commercial indicators – «revenue» and «net profit»;

5. Feasible - key performance indicators should provide insight into how the department works and what needs to be done to obtain these indicators. Examples of feasible key indicators can be «private deposits» and «financial investments» [12];

6. Dynamic - key performance indicators must be in constant motion. In other words, they must grow in accordance with market conditions. Examples of such key indicators can be «net assets».

Based on the analysis of the most frequently used key performance indicators, we give a general classification of key performance indicators [13] (Fig. 2):

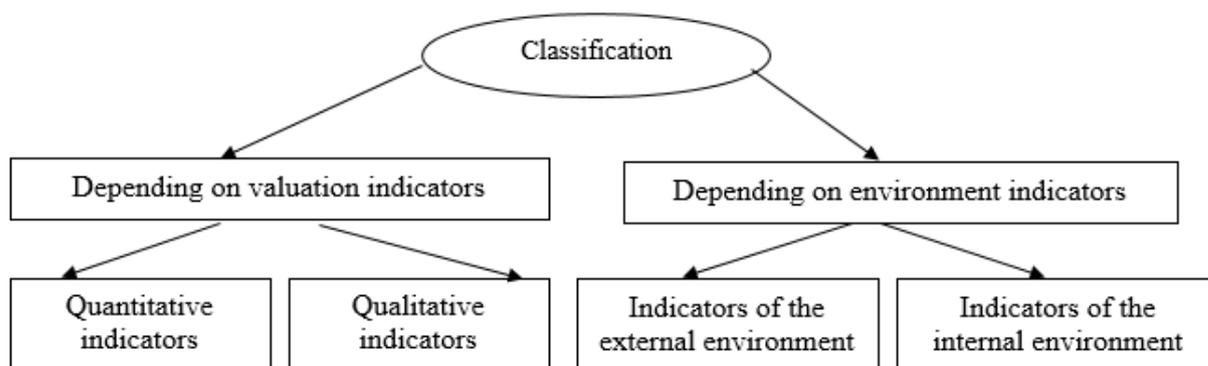


Fig. 2. General classification of key performance indicators

Classification of key performance indicators can be divided into two main groups depending on the valuation indicators and on the environment indicators. Depending on the environment, the indicators can be external (organization can not have a significant impact) and internal (organization can have a significant impact). Depending on valuation

indicators, the indicators are divided into quantitative key indicators (indicators showing effectiveness of activity of the credit organization) and qualitative indicators (indicators showing the performance of employees). The following table (Table 1) presents the most significant indicators that can be present in any credit organization.

Table 1

Classification of key performance indicators of commercial banks

Classification of KPI			
Depending on environment indicators		Depending on valuation indicators	
Internal indicators	External indicators	Qualitative indicators	Quantitative indicators
1. Credit portfolio	1. Rate of inflation	1. Work experience of employee	1. Financial investments
2. Private deposits	2. Rate of unemployment	2. Mechanized work	2. Net profit
3. Net assets	3. GDP growth rate	3. Demand and supply for banking services	3. Capital ratio

2. Results

To begin with, let us consider the external indicators affecting the

activities of credit organizations of the Russian Federation (Table 2).

Table 2

External Indicators

Date	Rate of inflation, %	Rate of unemployment, %	GDP growth rate, %
01.01.2012	6,58	5,50	3,40
01.01.2013	6,45	5,50	1,30
01.01.2014	11,36	5,20	0,60
01.01.2015	12,90	5,60	-3,90
01.01.2016	5,40	5,40	-0,20

Based on these indicators it is clear that there is a significant reduction in the rate of inflation in comparison with 2014 and 2015. This suggests that there will not be a significant increase in prices. This will favorably affect interest rates on loans. The unemployment rate remained virtually unchanged for five years and fell by 0.1%. This indicates an increase in potential bank customers. However, due to the unstable economic situation in Russia, the GDP growth rate also declined. However, this growth was not so significant as to have a significant impact on banking activities.

Next, we consider those indicators that can be calculated by public reporting [14]. Then we will use them to compare the key performance indicators of the three largest credit organizations operating in the Russian Federation over the past five years.

During the period under review, PAO «Gazprombank» (Fig.3) was the most effective. He increased the credit portfolio and private deposits more than 2.5 times. Net assets more than doubled, investments in securities increased by more than 12%, which ultimately increased net profit (Fig. 4) by almost 3 times.

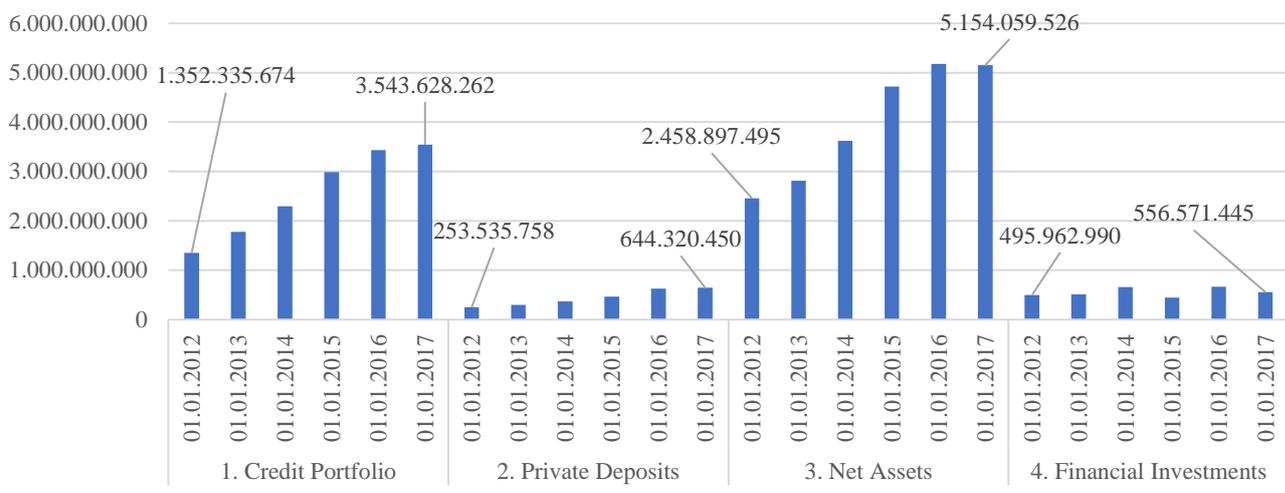


Fig. 3. Activities of PAO «Gazprombank», thousand rubles [15]

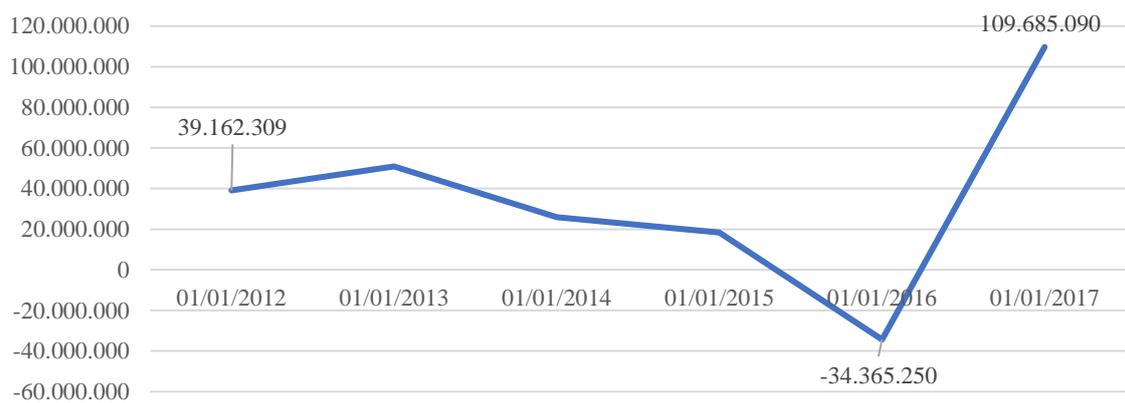


Fig. 4. Net profit of PAO «Gazprombank», thousand rubles [15]

Very good and stable results were shown by other credit organizations. PAO «Sberbank Rossii» increased the credit portfolio by almost 18 times (Fig.5), private deposits and net

assets more than 2 times, financial investments by almost 40%. This affected the increase in net final profit by more than 60%.

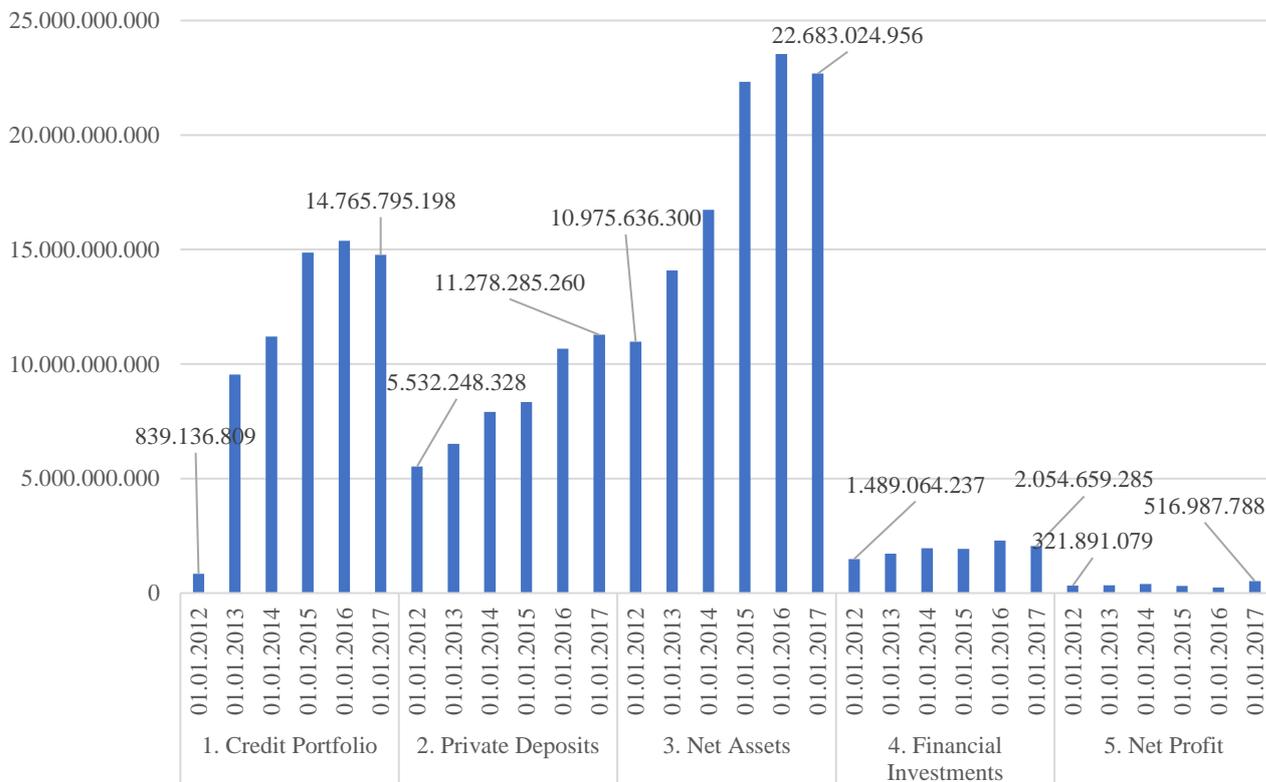


Fig. 5. Activities of PAO «Sberbank Rossii», thousand rubles [15]

During the period under review, Raiffeisenbank (Fig. 6) increased its credit portfolio and net assets by more than 30%, private deposits by more than

70%, financial investments increased by 13%, which ultimately had a positive effect on Net profit. This indicator has increased by almost 60%.

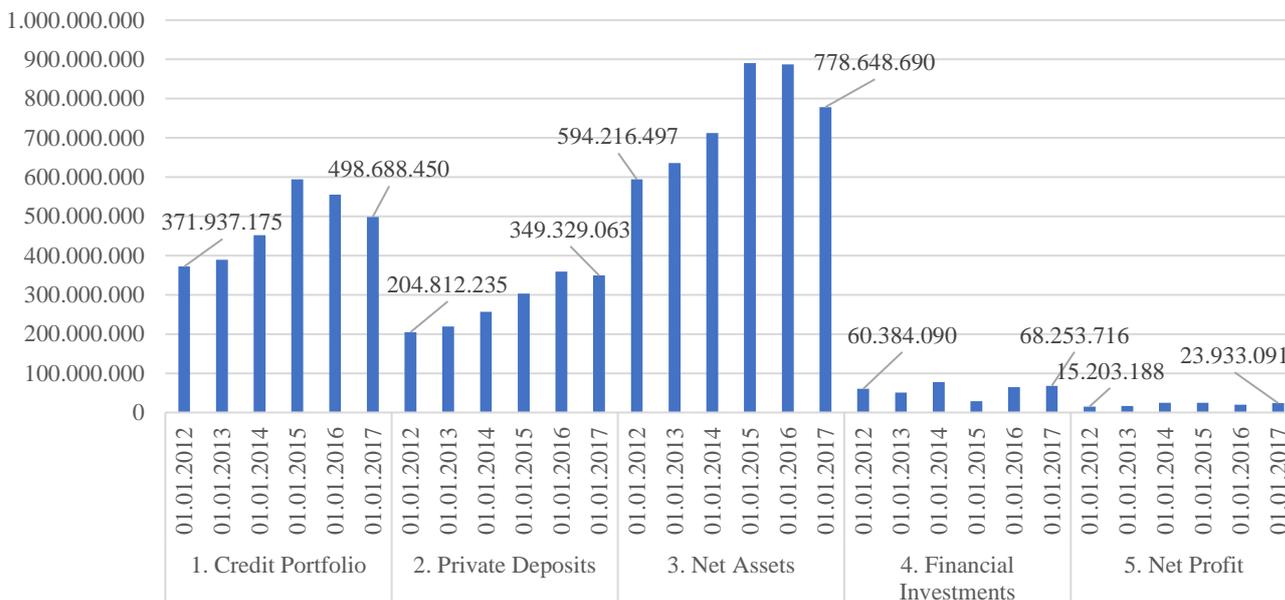


Fig. 6. Activities of PAO «Raiffeisenbank», thousand rubles [15]

In order to assess the effectiveness of these credit institutions, it is necessary to econometric modeling of these indicators. The resulting factor (Y) will be a bank multiplier, since it will allow us to estimate the ratio of net assets to capital.

Consider how the following independent factors affect the bank multiplier (Y):

- X₁ - RTS index;
- X₂ - index S&P 500;
- X₃ - Brent oil;
- X₄ - value of equity stocks, RUB / EUR;
- X₅ - financial investments, thousand rubles;
- X₆ - private deposits, thousand rubles;
- X₇ - quick liquidity ratio (H2), %;

- X₈ - return on assets; %;
- X₉ - current liquidity ratio (H3), %;
- X₁₀ - inflation, %;
- X₁₁ - capital adequacy ratio (N1), %;
- X₁₂ - credit portfolio, thousand rubles.

We perform a correlation-regression analysis of these variables. On the basis of the correlation-regression analysis, the following models for finding a bank multiplier from credit organization were obtained:

- PAO «Sberbank Rossii»: $Y = 14,4933 - 0,0013x_9 + 0,4314x_{10} - 0,5033x_{11}$
- PAO «Gazprombank»: $Y = 15,4324 - 4,0394x_5 - 0,3572x_{11}$
- PAO «Raiffeisenbank»: $Y = 2,6234 - 1,5873x_5 + 9,3473x_{12}$

Calculation of the values of the bank multiplier for the following models generates expert opinion, calculated from the indices of the forecast of the necessary independent variables for the last two years. Next, we need to calculate the indicators of the forecast values

calculated as a trend over the last 24 months for all independent variables, as well as the bank multiplier. Then we compare the indicators of expert opinion with the indicators of forecast values (Fig. 7):

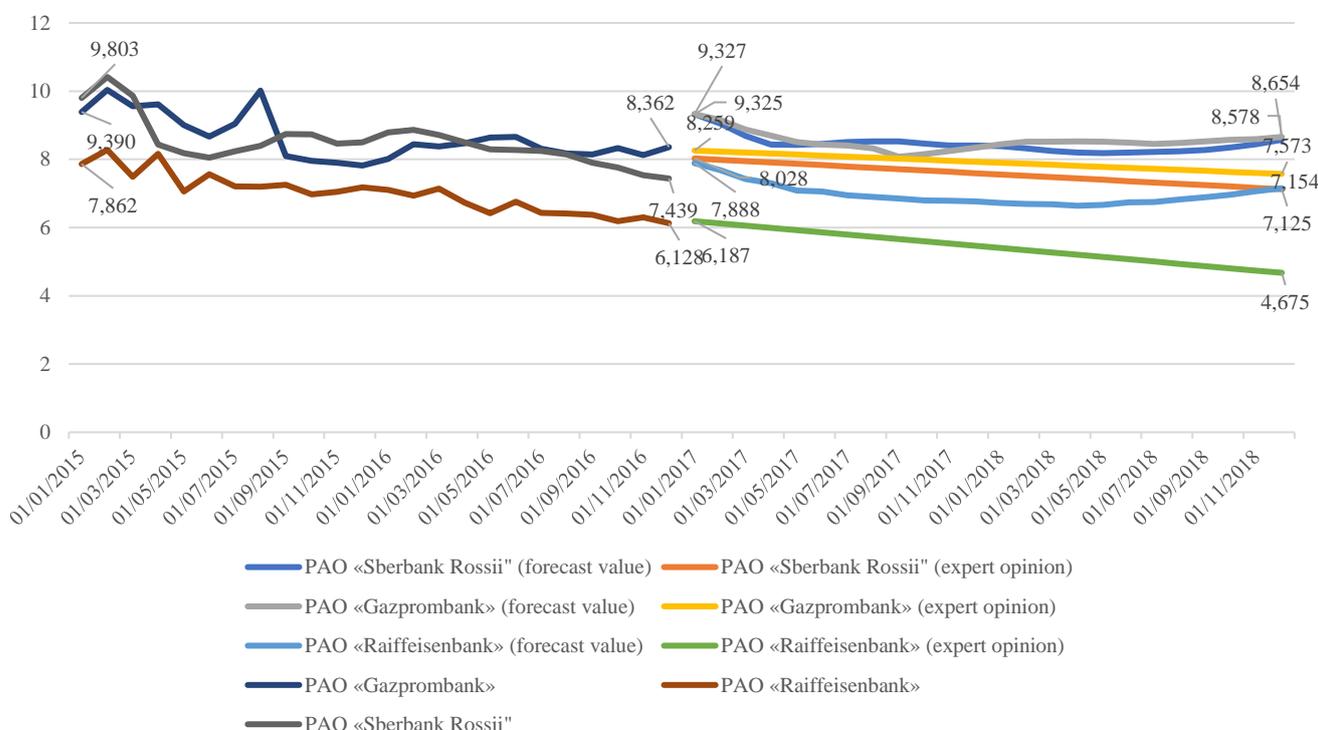


Fig. 7. Comparison of the forecast values of bank multiplier with expert opinion

The most significant drop in the value of the bank multiplier over the period under review (01.01.2015-01.12.2018) is observed at PAO «Raiffeisenbank» - 3.187 points, the least significant drop in the value is observed at PAO «Gazprombank» - 2.23 points, calculated by the model.

However, a slightly different situation arises with the forecast calculation, in it the strongest drop in the bank multiplier is observed at PAO «Gazprombank»- 1.149 points, while the lowest fall in PAO «Raiffeisenbank»- 0.708 points.

Next, consider trends in expert opinion and projected values. According

to the expert opinion, every month there will be a constant decrease in the bank multiplier for all credit organization under consideration.

3. Conclusion

As the current practice shows, the correct use of the system of key performance indicators gives the commercial bank a huge number of advantages. Among them:

- an assessment of the state of the bank and the maintenance of its financial stability;
 - sharing responsibilities among employees in order to focus on the organization's top priorities;
 - identification of strengths and weaknesses of the bank;
 - more rapid response to various problems through a clear systematic forecasting and setting of various targets.
- Therefore, all credit institutions need a well-established mechanism for a system of key performance indicators. This will allow them to set priorities and divide them between employees across the vertical management - from top managers to ordinary employees. Another plus is the ability to timely detect and fix problem areas in the bank's work.

On the basis of the analysis, we can say that: in the credit organizations under consideration, there is a mechanism for a system of key performance indicators that helps credit organizations to respond to problems and correct them in a timely manner. This is particularly noticeable in terms of net profit for January 1, 2016 from PAO «Gazprombank».

The fall in the bank multiplier among the listed credit organizations tells us that in the near future there will be a strong increase in bank capital compared to its net assets. This situation occurs in connection with the unstable economic situation in the Russian Federation and a number of bank license revisions. Due to this, the Central Bank of the Russian Federation tightens standards and exercises more detailed control over compliance with mandatory requirements. This, in turn, leads to the fact that credit organizations are forced to increase capital more than net assets.

4. Acknowledgements

The work is performed according to the Russian Government Program of Competitive Growth of Kazan Federal University.

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IMPROVING THE ORGANIZATION OF LABOR FORUM IN THE REPUBLIC OF TATARSTAN: PERSONNEL ASPECTS

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Abstract: In the article is substantiated the growing role of regulation of labor as an element of economic stability's control not only of individual companies, but also territorial formations. The research of quantitative characteristics of human resource capacity of specialists in the valuation of work in terms of the extensive parameters (gender, age, level of education, professional experience, etc.) for a group of chemical industry and machine-building complex of the Republic of Tatarstan is presented. The analytical materials on the scientific validity of labor standards and labor intensity accounting for regulations to assess the qualitative characteristics of human resource capacity of specialists in labor norms of the republic are offered. By results of the conducted research the

basic directions of increasing human resource capacity of specialists in the valuation of work in the chemical and engineering industries of the republic of Tatarstan are developed.

Keywords: analysis, human resources, work quota setting, quality of labor standards, labor intensity, control system of work quota setting.

Introduction

The high degree of integration of work quota setting with production and technical, financial and economic spheres of activity of firms involves an increase in the valuation of labor status as an element of management of the economic stability not only of the

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individual enterprises but also territorial entities.

Maintaining a high ranking economic potential (in absolute value of the gross regional product and industrial output per capita Republic of Tatarstan (RT) among the top ten regions of Russia) implies an appropriate level of human resource capacity of specialists on work quota setting in Tatarstan. The aim of the study was to prepare analytical materials to assess the human resource capacity of specialists on work quota setting for further development of programs to improve the control system rationing of work in the Republic of Tatarstan.

Achieving this goal is provided by the need to resolve a number of problems, in particular on the qualitative composition of experts in work quota setting, indicators of labor standards of scientific validity of different categories of the RFP and performance indicators of law; study accounting practices in the labor intensity of the level of automation and standardization of work quota setting.

Scientific interest represents the use of the approach in order to take into account the diversity and importance of all the factors that affect the human resource capacity of specialists in work quota setting in the region, and also the interactions of extensive indicators of personnel potential setters in leading industries of the region, with the results of their work (scientific validity of norms of work, the accounting of intensity of work when rationing, work rationing automation level) the basic directions increase of personnel potential of specialists in work quota setting.

1. Methods

The assessment of personnel potential of specialists in work quota setting is structured first of all in aspect of extensive indicators. The extensive performance potential of the organization personnel include: personnel structure by sex, age, education level, etc.⁴

Studying of the specified indicators was carried out in 2016 at a number of the enterprises of chemical

⁴ Nasretidinov. Tendencies of development of the system of infrastructure support of innovative

entrepreneurship Resent Trends in Social and Behaviour Sciences, Edited by Ford Lumban Gaol CRC Press 2015: 209-212.

industry of the Republic of Tatarstan (JSC Nizhnekamskneftekhim, JSC Orgsintez, JSC TASMA Holding Company, JSC KZSK, JSC Nefis) and a machine-building complex of the Republic of Tatarstan (JSC Radiopribor, JSC KVZ, SUE Elektropribor, JSC Kazan Kompresormash, SUE Teplokontrol, JSC Kamsky PRZ, JSC Kamaz-Diesel).

2. Results

The situation that has developed in the enterprises surveyed in terms of the aggregate, reflecting the quantitative characteristics of the human capacity units engaged in the work quota setting, requires careful consideration of the qualitative characteristics of setters (Tab. 1).

Tab.1. The qualitative composition and structure of specialists in work quota setting on the surveyed enterprises in the Republic of Tatarstan

Name of an indicator	Actual value of indicators	
	Pers.	Specific weight,%
The number of setters, total:		
Including having:		
Higher economic education	286	100
Higher technical education	78	27
Specialized secondary education	51	18
Secondary technical education	85	30
Secondary education	72	25
	-	-

Age groups (years)		
20-30	29	10
31-40	32	11
41-45	56	20
46-50	63	22
51-55	61	22
56-60	27	9
60 and above	18	6
Professional experience (years)		
0-3	46	16
4-10	51	18
11-15	65	23
16-20	47	16
21 and above	77	27

Source: The table is compiled by the results of the questionnaire of surveyed enterprises using the method of statistical groupings

The analysis of data on the number of setters in the context of age groups showed that the proportion of basic reproductive firms surveyed are kept and Figure 1 illustrates that .

The proportion of specialists in work quota setting in the working-age population is more than 90% of the total number of employees working in enterprises rationing.

For a more detailed analysis of the age structure of the staff look at the well-known social-normal criteria used in the research process of personnel potential of organizations:

- Number of employees in the most productive age (30-50 years) should be around 50%;
- Number of employees under the age of 30 years and after 50 years in equal shares and should take no less than 50% of the total amount.

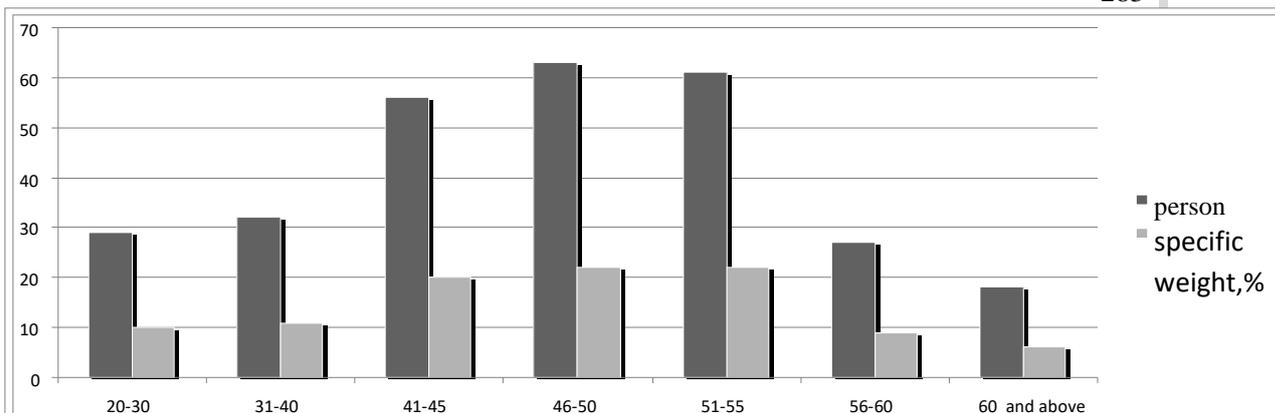


Fig. 1 The age structure of experts on work quota setting at the surveyed enterprises in the Republic of Tatarstan

Source: Chart compiled by the authors is based on the results of the questionnaire surveyed enterprises using the method of statistical groupings.

In the surveyed enterprises the share of productive age setters almost corresponds to the normal social criterion (53 per cent), but the proportion of setters over 50 years is much higher (12 percent), while the share of setters under 30 years is significantly lower (15 percent) of these criteria that it does not allow to evaluate positively the age structure of specialists in work quota setting. The distribution of setters, depending on professional experience (Fig. 2) shows that the largest share in both absolute and relative terms, workers take with experience more than 21 years.

⁵ However, the high proportion of inexperienced setters with experience of up to 3 years (16%, Table 1) at a sufficiently uniform distribution of workers with work experience of 4-20 years indicates a lack of correlation with the distribution of setters age (Fig. 1).

This situation formed as a result of either use of technology leasing specialists in work quota setting having narrow branch specialization within intersectoral labor market either in the course of an open personnel policy, accompanied by a high level of mobility of setters.

As it can be seen from the Table 1 and Figure 3, the implementation of any of these approaches to human resources management at last adversely

⁵ Fakhruddinova, Yagudin. Legislative Provision

of the Quality of Working Life in Russia. World Applied Sciences Journal 2013: 92-96.

affects personnel potential of specialists in work quota setting on the criterion of basic education.⁶

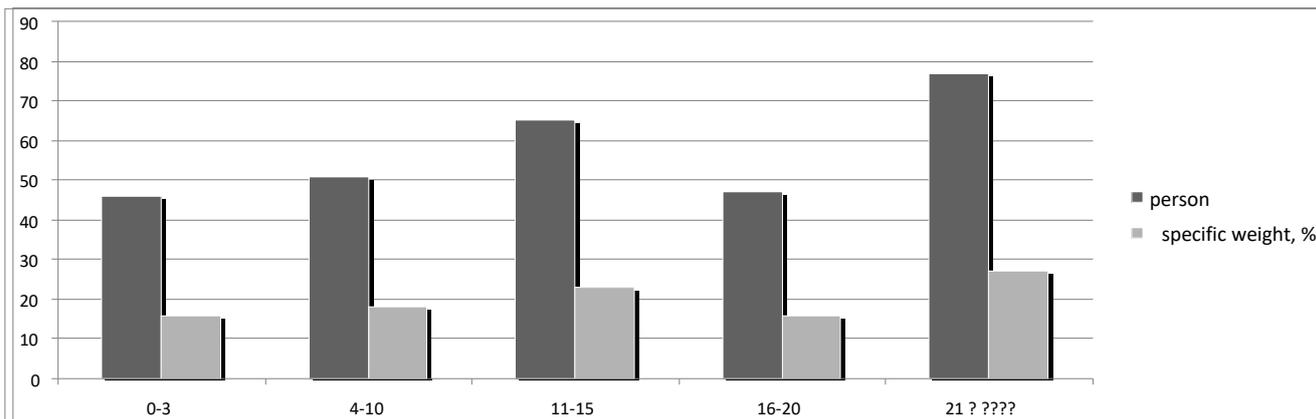


Fig. 2 Composition of specialists in work quota setting in the Republic of Tatarstan on the criterion of length of service

Source: Chart compiled by the authors is based on the results of the questionnaire surveyed enterprises using the method of statistical groupings

In particular, the analysis of the data in the Table 1 indicates that more

than half of the professionals working in the field of work quota setting at the enterprises surveyed population, have special secondary education, higher technical education - 18%, higher economic education - 27% setters.

⁶ Sharafutdinova, Valeeva. Quality management system as a tool for intensive development of

trade organizations J. Mediterranean Journal of Social Sciences 6 (1S3) 2015: 496-498.

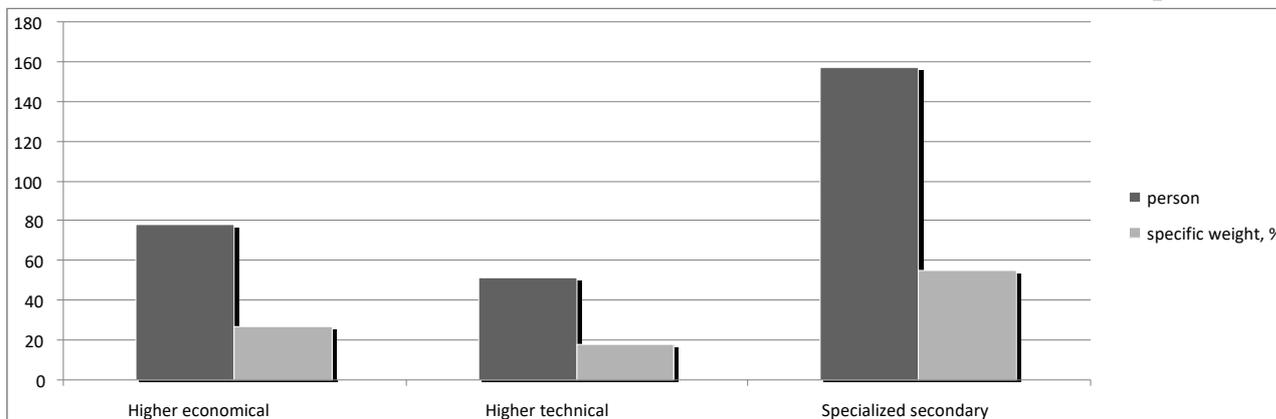


Fig. 3 Composition of specialists in work quota setting in the Republic of Tatarstan on the criterion of basic education

Source: Chart compiled by the authors is based on the results of the questionnaire surveyed enterprises using the method of statistical groupings.

The prevailing forms of distribution setters for basic education does not create objective conditions for improving the quality of the development of labor standards.

3. Discussions

It is known that the quality of the work quota setting is reflected in the rate of utilization of technically based norms (TBN). Information to assess the quality of existing norms on the enterprises surveyed are shown in Table 2.

*Tab. 2. Specific weight of the technically based and statistical standards used in the surveyed enterprises of the Republic of Tatarstan **

Name of the company	Share of the TBN, %		Share of research and statistical standards, %	
	Pieceworkers	Time-workers	Pieceworkers	Time-workers
The chemical industry enterprises:	90,5	98	9,5	2

OAO	88	96	12	4
"Nizhnekamskneftekhim"	93	100	7	-
JSC "KZSK"				
Engineering enterprises:				
JSC "Kazan Helicopters"	87	85	13	15
SUE "Electric appliance"	65	50	35	50
JSC "Kazan-Compressormash"	75	65	25	35
SUE "Teplokontrol"	100	100	-	-
OJSC "KAMAZ diesel"	71,4	74,3	16,1	13,2
JSC "Kama RPP"	82,3	72,5	1,0	1,0
Total average of the enterprises of mechanical engineering	80,1	74,4	15,0	19,0

* Source: The table is compiled by the results of the questionnaire of surveyed enterprises using the method of statistical groupings. The table 2 includes only those businesses target population which provided relevant data.

The study of the degree of scientific substantiation of labor standards in JSC "Nizhnekamskneftekhim" and OAO

"KZSK" showed that here the proportion TBN on piecework was 90.5%, on a time-paid - 98%. Such parameters can be explained by the interest of leaders and professional training specialists in the work quota setting and the specifics of technological processes (production apparatus). At the enterprises of mechanical engineering index specific weight TBN slightly lower in comparison with the leading enterprises

of the chemical industry and, consequently, higher than in the chemical industry, the share of research and statistical standards (15-19%), which is explained, in our view, large volumes work on the work quota setting and the inappropriate amount of labor potential setters. Most commonly they are used in the chemical industry (98-100%). In the machine-building enterprises the share of the TBN for the pieceworkers of 80.1% for time-workers - 74.4%. However, a realistic assessment of the reasonableness of the rules reflects the degree of their implementation. Analysis of indicators of performance standards based on the following assumption: the higher the percentage of compliance with the rules, the lower the quality of their development.⁷ Figure 4 illustrates the results of the distribution of workers according to the degree of compliance with the rules on the surveyed enterprises.

The data in Figure 4 show the high level of performance standards in the production of machine-building enterprises - the average percentage of 160, with almost 32% of workers

perform the norm by more than 150%. This situation seems at first sight paradoxical with a high specific gravity of technically based standards. In fact in practice technically based standards include all standards calculated on the basis of timing, that is obtained by analytical - research methods, or based on time limits and modes of operation of the equipment. This leads to the fact that the rules are often set irrespective of how the work is organized, what techniques and methods of work are used as specified modes of operation of the equipment corresponds to the optimal condition.

4. Summary

During the research, results are received.

As a result in the number of technically based reach also such standards, which only record the current conditions of work (without their analysis and improvement). Obviously, these rules can not be recognized as high quality and do not differ much from the

⁷ Shikhalev, Akhmetova. Using of aggregate indexes in the process of oil export modeling on

an example of the Republic of Tatarstan before the 2009 crisis. *Procedia Economics and Finance* Vol.4 2013: 55- 63.

statistics of development.⁸ Approaches used in most enterprises to substantiation standards can not be considered adequate to the situation, which explained by not high personnel potential of specialists in work quota setting.

Maintaining an optimal level of labor intensity in labor standards is also one of the important characteristics of human resource capacity of specialists in work quota setting.⁹ This results from the fact that excessive intensity of work causes inadmissible decrease in working capacity, weakening of attention, care loss that leads to injuries and accidents, increase in a share of the rejected production. Work with low intensity is ineffective, and negatively affects

individual and collective development. Studying of the specified factors on group of the surveyed enterprises allowed to draw a conclusion that for 67% of the enterprises account of intensity of work is not kept. Only for 33% of the enterprises intensity of work when developing TBN at a stage of establishment of time for rest is considered. Such enterprises are JSC KZSK, JSC Kazan-Kompressormash, JSC Kamaz-Diesel, JSC Kamsky Press and Frame Plant. This situation allows us to conclude that there are significant opportunities to improve human resource capacity of specialists in work quota setting in the region.

⁸ Shikhalev, Vorontsov. The creation of the estimation of the ratio of internal and external resources in the management of extensive and intensive firm development. Conference

Proceedings political sciences, law, finance, economics and tourism Vol. 4 2014: 701-708.

⁹ Shigapova, Valiullin. The Methods of Prediction of Demand on The Labor Market. *Procedia Economics and Finance* Vol.23 2015: 1476-1479

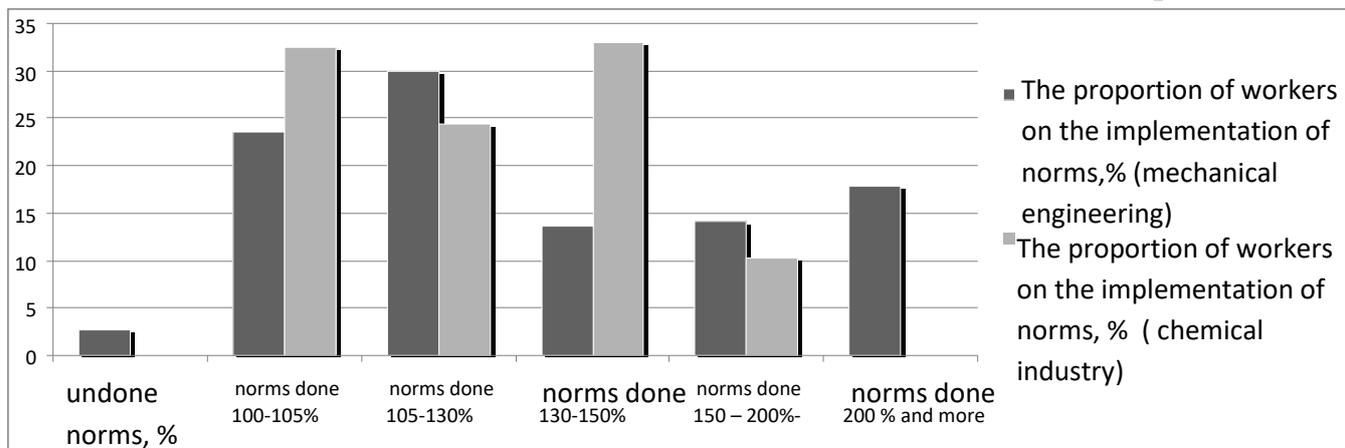


Fig. 4. The distribution of workers by the degree of compliance with the rules in the surveyed enterprises

Source: Chart compiled by the authors is based on the results of the questionnaire surveyed enterprises using the method of statistical groupings

5. Conclusion

The analysis of human resource capacity of specialists in work quota setting in the aspect of extensive indicators revealed a rather high level of balanced age structure and length of service in the profession. At the same time, the prevailing distribution of setters in forms of basic education does not create objective conditions for improving the quality of the development of labor standards. Moreover, there are no serious bases to

believe that the situation will improve. In curricula of chairs of an economic profile of technical colleges work quota setting as independent discipline is absent. Its studying is limited to separate subjects in rather small amount of hours in the courses "Labour Economics", "Organization, Rationing and Compensation". Questions of work quota setting are almost not studied at the level of secondary specialized education that affects quality of development of labor norms and a condition of the organization of work quota setting in general.

Serious obstacle on the way of improvement of quality of work quota setting is also insufficient attention paid to professional development of norm

setters. Only 50% of the surveyed enterprises carry out purposeful work on professional development of division's employees on work quota setting, and only 33% from them carried out professional development of norm setters in the scientific research institutes specialized centers of work, the Ministry of Labour and employment of the Russian Federation, institutes of professional development (Moscow).

Nevertheless, despite the low educational level of norm setters, rather good balance of age structure of the personnel in a combination high specific weight skilled workers with an experience more than 21 years. This allows to draw a conclusion on existence of considerable opportunities in this area of labor potential increase of specialists in work quota setting by realization of various forms of their continuous education.

A special place in the work of the selection of continuous education work priorities should take automated methods for calculating the norms and regulations on labor. The use of these technologies can improve labor productivity by 5 - 7 times [3], which is especially important for the current situation, characterized by the tendency

of reducing the number of setters. Other advantages of the use of calculation automated methods relates to achieve of equal strength standards of time, which provides comfort psychological climate in the workplace, as well as the possibility of calculating the norms of the time in the early stages of production technological preparation, in the absence of technical processes.

Therefore, it's offered to increase personnel potential of norm setters in the Republic of Tatarstan first of all in the following main directions: preparation and professional development of experts in the field of work quota setting; reprofessionalization and continuous education of specialists in work rationing, expansion of the sphere of microelement rationing, automation and computerization of work on standardization of work in a single cycle with computer-aided design of technological processes and organization of work, international cooperation in the field of work quota setting. These directions can be the basis of a regional program to improve the system of management of work quota setting, the implementation of which will ensure the sustained growth of labor productivity, improvement of motivation of personnel,

increase production efficiency and product competitiveness.

6. Acknowledgment

The work is performed according to the Russian Government Program of Competitive Growth of Kazan Federal University.

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Vol.4 2013: 55- 63

**ANALYSIS OF TRANSACTION TAX CONTROL BETWEEN
RELATED PARTIES IN RUSSIAN FEDERATION**Ajdar M. Tufetulov¹Fatih Sh. Nugaev²Andrey S. Zayats³

Abstract: Nowadays the system of transaction tax control between interdependent persons in Russian Federation is close to international standards both by the process of transaction tax control between interdependent persons, by used monitoring instruments, and by the mechanism for pricing agreement conclusions. In order to analyze the tax control of transactions between interdependent persons, it is advisable to consider the process of transaction tax control between interdependent persons that has been carried out in Russian Federation since the 2000-ies. The following research methods were used in order to identify the results of transaction tax control analysis among interdependent persons: analysis and synthesis, induction and deduction, comparison methods, economic-

mathematical and econometric methods. The results of transaction tax control analysis between interdependent persons show that the issues of transaction tax control between interdependent persons became more relevant every year. The authors of the article also found that the number of disputes increased by 1673%, which is undoubtedly the indicator of the large-scale growth concerning the relevance of problematic moments in the process of tax control between interdependent persons. The developed analysis and the forecast of the time series with the application of econometric methods allows to draw the conclusion that certain negative tendencies in the process of transaction tax control implementation between interdependent persons will be preserved. The tendencies that have appeared in the area of

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transaction tax control between interdependent persons since the 2000-ies, exist up to the present time. The forecast of the time series compiled on the basis of actual data confirms that the number of tax disputes will grow after 2013. Therefore, in order to neutralize these trends, further research is needed in terms of transaction tax control causes, problems and risks determination between interdependent persons in Russian Federation.

Keywords: tax control, the transactions between interdependent persons, econometric methods, economic-mathematical methods, research.

Introduction

The purpose of transaction tax control analysis between interdependent persons is to identify trends, as well as quantitative and qualitative criteria for its effectiveness.

In the process of transaction tax control analysis between interdependent persons, certain tendencies can be identified characterizing the system of transaction tax control between interdependent persons [1, p. 107]:

- increased attention of tax authorities to tax control of transactions between interdependent persons;
- an increasing number of tax disputes arising in the process of transaction tax control between interdependent persons;
- a low share of winning cases from a tax authority in the total volume of tax disputes arising in the process of transaction tax control between interdependent persons.

During the period from 2002 to 2013, an upward trend in the number of tax disputes is observed arising in the process of transaction tax control between interdependent persons, which is shown on Figure 1.

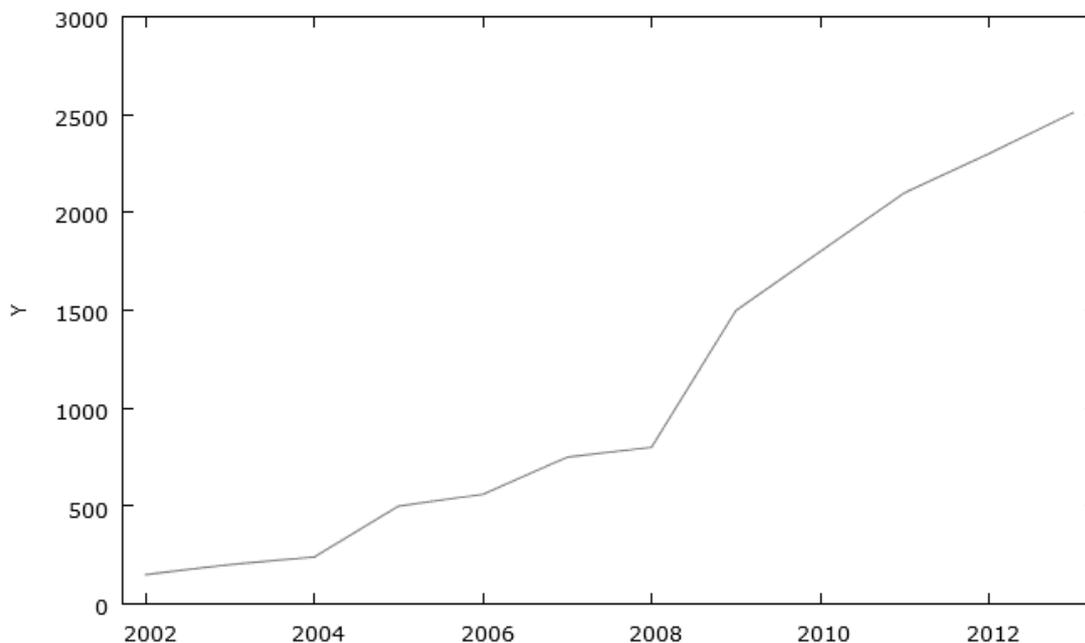


Fig. 1. The dynamics of tax dispute (Y) number that arose in the process of transaction tax control between interdependent persons for the period of 2002-2013.

In order to confirm these trends, the factor analysis of transaction tax control was performed between interdependent persons in Russian Federation during the period of 2000-2013, as well as the economic and mathematical modeling of its implementation trends. The results of the study confirm logically determined tendencies of transaction tax control between interdependent persons, and also suggest a further study in the form of risks and problems identification that arise both for taxpayers and tax authorities in the process of transaction

tax control between interdependent persons.

Methods

In order to analyze the audit activities of tax authorities for interdependent persons and the development of prices for transactions between them, the information was used on the number of tax disputes, since there are no other effective statistics in the reporting of tax authorities.

In order to analyze the dynamics of tax dispute number, we introduce the concepts of growth rate and absolute growth. The chain growth rate

shows how many times (by what percentage) the value of an observed period indicator has increased in comparison with the value of the indicator for the previous period [2, p. 5]:

$$K_{p.u.} = y_i/y_{i-1} \quad (1)$$

where: y_i - the value of the observed period indicator;

y_{i-1} - the value of the indicator for the previous period.

At the same time, the basic growth rate shows how many times (by what percentage) the value of an observed period indicator has increased in comparison with the value of the indicator for the basic (initial) period:

$$K_{p.b.} = y_i/y_0, \quad (2)$$

where y_i is the value of an observed period indicator;

y_0 - the value of the indicator for the basic (initial) period.

The absolute chain increment shows the absolute value by which the indicator increased during the observed period in comparison with the previous period [2, p. 6]:

$$K_{аб.прп.ч.} = y_i - y_{i-1}, \quad (3)$$

where y_i is the value of an observed period indicator;

y_{i-1} - the value of a previous period indicator.

An absolute basic increase shows the absolute value by which the indicator increased during the observed period in comparison with the initial one:

$$K_{аб.прп.б.} = y_i - y_0 \quad (4)$$

where y_i is the value of an observed period indicator;

y_0 - the indicator value for a basic (initial) period.

In order to describe and predict the model of tax dispute number in the course of transaction tax control between interdependent persons for the period of 2002-2013 it is advisable to use econometric methods of time series modeling and forecasting.

Table 2 will be used as the data for the econometric modeling of the time series describing the number of disputes during the tax control of transactions between interdependent persons. All the steps of econometric modeling should be implemented using the Gretl application software, starting with the process of the model parameter formalizing, the

finding of their estimates, the validation of the model and ending with the

prediction of the model data and the development of the time series trend.

Table 2: Initial data for the purposes of econometric modeling

Years	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013
Number of disputes, pcs.	150	201	240	500	560	750	800	1498	1800	2100	2300	2 510

For the purposes of time series econometric modeling and prediction, we introduce the following notations:

- Y - the number of tax disputes arising during the tax control of transactions between interdependent persons (dependent factor);
- time - the year of transaction tax control between interdependent persons (independent factor).

When they assess the factors of the model and their effect on a dependent factor (the number of disputes) the method of least squares is used. It consists in sum minimization of the quadratic deviation between the observed and calculated values. The

calculated values are found by the selected regression equation. The smaller the difference between the actual values and the calculated ones, the more accurate the forecast based on the regression equation.

The formula of least square method [3, p. 193]:

$$Y_{t+1} = a * X + b \quad (5)$$

where: t + 1 – prediction period;

Y_{t+1} – prediction indicator;

a and b - coefficients;

X - conventional time indicator.

The calculation of a and b coefficients is performed by the following formulas:

$$a = \frac{\sum_{i=1}^n (Y\phi * X) - (\sum_{i=1}^n X * \sum_{i=1}^n Y\phi) / n}{\sum_{i=1}^n X^2 - (\sum_{i=1}^n X)^2 / n}$$

(6)

$$b = \frac{\sum_{i=1}^n Y\phi}{n} - \frac{a * \sum_{i=1}^n X}{n}$$

(7)

where: Y_{ϕ} are the actual values of dynamics series;

n – the number of time series levels.

arising in the process of transaction tax control between interdependent persons is shown on Figure 2, where the main quality indicators of the obtained model are displayed.

Results

The obtained model explaining the time trend of tax dispute number

Модель 1: МНК, использованы наблюдения 2002–2013 (Т = 12)
 Зависимая переменная: Y

	Коэффициент	Ст. ошибка	t-статистика	P-значение
const	-410,652	135,431	-3,032	0,0126 **
time	235,087	18,4014	12,78	1,62e-07 ***
Среднее зав. перемен	1117,417	Ст. откл. зав. перемен	873,2002	
Сумма кв. остатков	484213,8	Ст. ошибка модели	220,0486	
R-квадрат	0,942268	Испр. R-квадрат	0,936495	
F(1, 10)	163,2141	P-значение (F)	1,62e-07	
Лог. правдоподобие	-80,65951	Крит. Акаике	165,3190	
Крит. Шварца	166,2888	Крит. Хеннана-Куинна	164,9600	
Параметр rho	0,514208	Стат. Дарбина-Вотсона	0,753271	

Fig. 2. The model of the time series concerning the number of tax disputes arising in the process of transaction tax control between interdependent persons in 2002-2013.

The graph of deviations observed from the calculated values is shown in Fig. 3 and demonstrates the degree of a model reliability in terms of

calculated value spread degree from the actual ones, which allows to perform a visual analysis of a designed model quality degree.

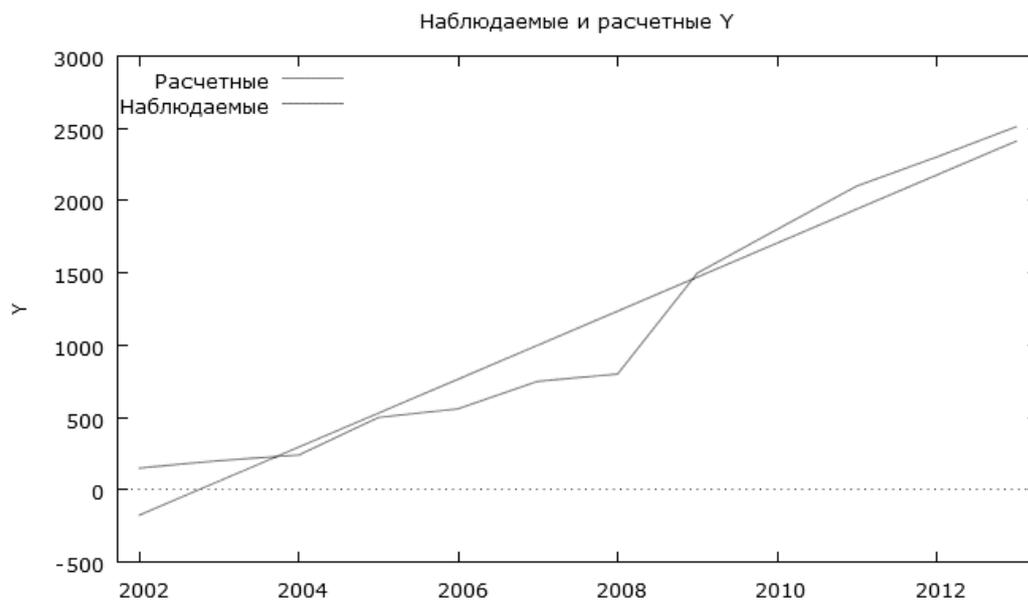


Fig. 3. The graph of observed and calculated values according to the model

The visual analysis of observed and calculated value graph according to the model allows to conclude that the observed values are scattered slightly along the line of predicted values for the model, which allows us to make a preliminary conclusion about the reliability of the constructed model. However, it is necessary to calculate and analyze the main indicators of the model significance as a whole for the final confirmation of this conclusion:

- P-values of the coefficients;

- the determination coefficient R^2 .

The obtained model of dispute number time series that arose in the process of transaction tax control between interdependent persons during the period of 2002-2013 is the following one:

$$Y = -410,652 + 235,087 * \text{time}.$$

It is advisable to analyze the reliability of the obtained coefficients by the means of the obtained P value

analysis. P-value is the value used in statistical hypothesis testing. In fact, this is the probability of error during the rejection of null hypothesis (the error of the first kind). Hypothesis testing using P-value is the alternative to the classical verification procedure through the critical distribution value.

Usually, P-value is equal to the probability that a random variable with a given distribution (the distribution of test statistics under the null hypothesis) will take a value no less than the actual value of the test statistics.

Let $T(X)$ is the statistics used in the testing of a certain null hypothesis H_0 . It is assumed that if the null hypothesis is valid, then the distribution of this statistics is known. Let's denote the distribution function $F(t) = P(T < t)$.

The P-value is determined in the following way most often (during the verification of a right-handed alternative) [3, p. 195]:

$$P(t) = P(T > t) = 1 - F(t) \quad (8)$$

When a left-hand alternative is checked:

$$P_0(t) = P(T < t) = F(t) \quad (9)$$

In the case of a two-sided test the p-value is:

$$P(t) = 2 * \min(P_0, P) \quad (10)$$

If $p(t)$ is less than a given level of significance, then the null hypothesis is rejected in favor of the alternative one. Otherwise, it is not rejected.

If the P-value is less than 0.05, then the coefficient is significant at the level of 0.05. If P-value is less than 0.01, then the coefficient is significant at the level of 0.01.

The P values obtained from the model results were the following ones:

- $P_{const} = 0.0126$;
- $P_{time} = 0$.

All the obtained P-values are significant by factors, which is one of the main indicators of the model significance as a whole. At the same time, it is necessary to verify the significance of the model by determination coefficient.

The coefficient of determination (R^2) is the fraction of the dependent variable dispersion, explained by the model under consideration. In the case of a linear relationship, R^2 is the square of the so-called multiple correlation coefficient between the dependent variable and the explanatory variables. In particular, the

determination coefficient is equal to the square of the usual correlation coefficient between y and x for the linear regression model with one characteristic x.

The true coefficient of the dependence model determination of the random variable y on the characteristics x is determined as follows [4, p. 31]:

$$R^2 = 1 - \frac{V(y|x)}{V(y)} = 1 - \frac{\sigma^2}{\sigma_y^2}, \quad (11)$$

where: $V(y|x) = \sigma^2$ - conditional (according to x features) variance of the dependent variable (the variance of a model random error).

In this definition, they use true parameters characterizing the distribution of random variables. If they use a selective estimation of the corresponding variance values, we obtain the formula for the selective determination coefficient (which is usually implied as the coefficient of determination) [4, p. 32]:

$$R^2 = 1 - \frac{\hat{\sigma}^2}{\hat{\sigma}_y^2} = 1 - \frac{ESS/n}{TSS/n} = 1 - \frac{ESS}{TSS}, \quad (12)$$

where:

$$ESS = \sum_{t=1}^n e_t^2 = \sum_{t=1}^n (y_t - \hat{y}_t)^2$$

- the sum of regression residual squares;

$$TSS = \sum_{t=1}^n (y_t - \bar{y})^2 = n \hat{\sigma}_y^2$$

- common dispersion;

y_t, \hat{y}_t - the actual and the calculated values of the explained variable respectively;

$$\bar{y} = \frac{1}{n} \sum_{i=1}^n y_i \quad \text{— selective average.}$$

The determination coefficient takes the values from 0 to 1. The closer the value of the coefficient to 1, the stronger the dependence. During the evaluation of regression models this is interpreted as the model correspondence to the data. It is assumed for acceptable models that the determination coefficient should be 50% at least (in this case the coefficient of multiple correlation exceeds 70% by module). The models with the determination coefficient above 80% can be considered quite good (the correlation coefficient exceeds 90%). The equality of the determination coefficient to unity means that the explained variable is described by the model under consideration exactly.

In the resulting model, R^2 was 0.9423. The interpretation of this indicator means that the model is quite adequate. It is reliable by 94.23%, that is, 94.23% of the transactions between interdependent transaction persons arising in the process of tax control are explained by the developed model, and 5.77% of the disputes are explained the action of random factors not included in the model.

In other words, the accuracy of regression equation selection is high.

Discussion

The developed time series of tax dispute number arising in the tax control process of transactions between interdependent persons allows us to forecast the trend of a time series development, that is, to determine the magnitude of tax disputes for 2014 and subsequent years.

The extrapolation method used in the forecasting does not give exact results for a long period of the forecast, because this method is based on the past and the present, and thus the error accumulates. This method gives positive results for the near future of certain

object forecasting (no more than 5 years).

The simplest method of extrapolation in general form can be represented as the determination of the function value [5, p. 35]:

$$\hat{y}_{t+l} = f(y_{t,l}) \quad (13)$$

where: \hat{y}_{t+l} - extrapolated level value;

L - the period of anticipation;

V_t - the level taken as the extrapolation base.

The extrapolation on the basis of average time series value is based on the assumption that the average level of the series does not tend to change or if this change is insignificant, one can assume that $\hat{y}_{t+l} = \bar{y}$ i.e. the predicted level is equal to the average value of the levels in the past.

Confidence limits for an average with a small number of observations are defined as follows [5, p. 36]:

$$\hat{y}_{t+l} = \bar{y} \pm t_a S_y \quad (14)$$

where: t_a – the table value t of Student's statistics with n-1 degrees and the probability level p;

S_y is the mean square error of the mean value.

The value of the mean square error is determined by the formula. In its turn, the mean square deviation for the sampling makes [5, p. 36]:

$$S = \sqrt{\frac{\sum_{i=1}^n (y_i - \bar{y})^2}{n-1}} \quad (15)$$

where y_i is the actual value of the indicator.

The total variance, related both to the variability of a mean sample, and to the variation of individual values around the mean, will amount to S^2+S^2/n . Thus, the confidence intervals for the prognostic evaluation are the following ones:

$$\bar{y}_{t+t} = \bar{y} \pm t_{\alpha} S \sqrt{1 + \frac{1}{n}} \quad (16)$$

CONCLUSIONS

Table 1 summarizes the analysis results concerning the number of disputes that arose during the tax control of transactions between interdependent persons in Russian Federation for the period of 2000-2013.

Table 1

The analysis of tax dispute number in the course of transaction tax control between interdependent persons from 2002 to 2013.

Column	Years	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013
1	Number of disputes, pcs.	150	201	240	500	560	750	800	498	800	100	300	510
2	Coefficient of growth (chain)	-	1,34	1,19	2,08	1,12	1,34	1,07	1,87	1,27	1,17	1,09	1,09
3	Average coefficient	1,32											

	nt of growth (col. 2/11)												
4	The growth rate (basic)	16,73											
5	Absolute growth (chain), pcs.	-	51	39	260	60	190	50	698	302	300	200	210
6	Absolute increase on average, pcs. (col. 5/11)	214											
7	Absolute increase (basic), pcs.	2 360											

The analysis of tax dispute number in the course of transaction tax control between interdependent persons shows that during the period of 2002-2013 the number of disputes increased by 214 (32%) every year on the average, according to the data of Table 2.1.1. In relation to 2002, the number of disputes increased significantly by 2,360

(1673%) disputes in 2013. Such a significant absolute increase in the number of disputes also confirms the growing relevance of transaction tax control problems between interdependent persons.

The prediction of the time series levels using the Gretl application program showed that the number of tax

disputes in 2014, 2015 and 2016, will be 2645, 2880 and 3115 cases, respectively (Figure 4) with 95% probability, that is, the upward trend in the number of

disputes that have arisen in the process of transaction tax control between interdependent persons will be preserved (Figure 5).

Для 95% доверительных интервалов, $t(10, 0,025) = 2,228$

	Y	Предсказание	Ст. ошибка	95% доверительный интервал
2009	1498,00	1470,05		
2010	1800,00	1705,14		
2011	2100,00	1940,22		
2012	2300,00	2175,31		
2013	2510,00	2410,40		
2014		2645,48	135,431	2343,73 - 2947,24
2015		2880,57	151,928	2542,06 - 3219,09
2016		3115,66	168,819	2739,51 - 3491,81

Fig. 4. The results of time series level prediction using the Gretl application program

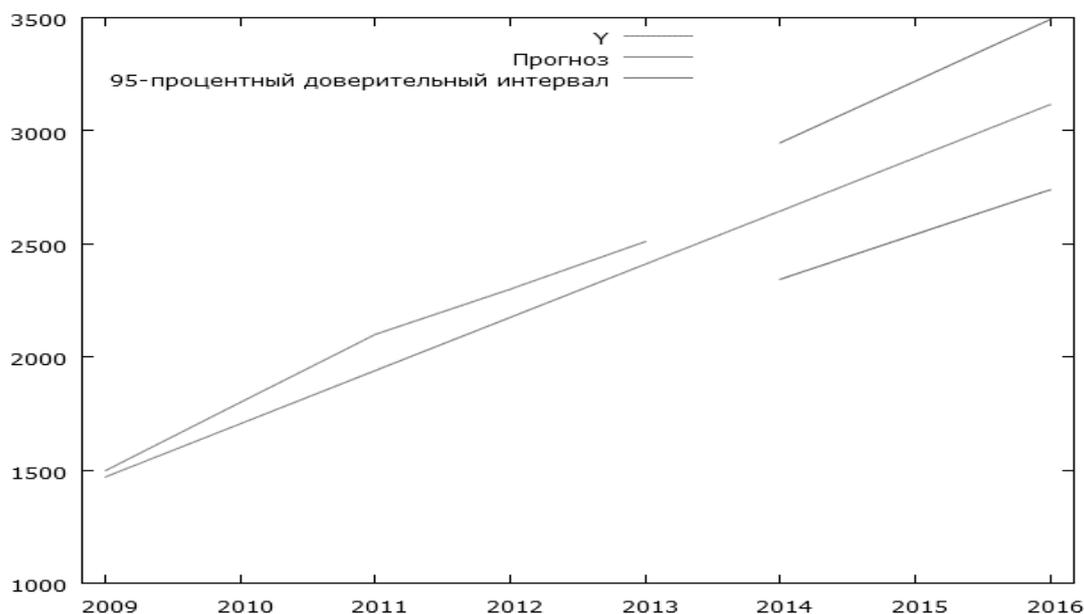


Fig. 5. Graphical forecast of the trend line in terms of the number of disputes arising in the process of transaction tax control between interdependent persons

The designed analysis and the forecast of the time series allows us to conclude that certain negative trends in

the process of transaction tax control between interdependent persons will continue.

Summary

Thus, the trends that have arisen in the part of transaction tax control between interdependent persons since the 2000s, exist up to the present time, the forecast of the time series compiled on the basis of actual data confirms that the number of tax disputes will grow after 2013. Therefore, in order to level these trends, it is expedient to begin, first of all, with the definition of the causes and the problems of transaction tax control between interdependent persons in Russian Federation.

Acknowledgements

The work is performed according to the Russian Government Program of Competitive Growth of Kazan Federal University.

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ASPECTS OF STUDYING EMOTIONS IN LINGUISTICSLiliya R. Sakaeva¹Marat A. Yahin²Gulfiya S. Mullagayanova³

Abstract: The study of emotions is primarily related to psychology, although other sciences also pay enough attention to this problem. The authors of the article make a brief review of the researches carried out by linguists in the sphere of emotions. The readers are suggested a survey describing a number of key Russian and Kazakhstani scientists involved into studying emotions. The popularity of studying emotional features of lexemes and texts has not diminished over the years. On the contrary the linguists as well as psychologists and scientist of other fields of science devote a lot of time and efforts to the issues related to emotions. There is a considerable number of researches devoted to the study of the verbal-conceptual set of emotions in modern linguistics, but the science of language is not yet ready to answer all the questions

related to the manifestation of emotionality in the language. So, this research paper deals with the aspects of studying emotions in linguistics.

Keywords: Language, speech, semantic, explication, linguistic world view, Emotions, perception.

Introduction

In the field of cognitive linguistics the well-known works are those belonging to Y.L. Goncharova, E.Y. Myagkova, O.O. Budyanskaya, etc.; Z. Kovescheş, V.I. Shakhovsky, S.V. Zaykina, A. Zaliznyak and others deal with emotions within the frames of cultural linguistics. So, there are a lot of cross-disciplinary researches such as those made within linguistics and psychology. Psycholinguistics is a science, the subject of which is the

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relationship between the language system and the language ability. Psycholinguistics studies the processes in which the intentions of the speakers are transformed into the signals of the code accepted in the given culture and these signals are transformed into the interpretations of the listeners. The subject of psycholinguistics is speech activity as a whole and conformity to the principles of its complex modeling. A.A. Leontiev makes quite clear distinctions of this science framework; in his work “Psycholinguistics” he notes that the speech mechanism of the listener and the speaker is not fundamentally different. The author emphasizes that “everything comes down to simple accumulation, mechanical sorting and repetition of what was heard”. At the same time he distinguishes the roles of scientists in two different fields: “A linguist deals with what to accumulate and a psychologist with how to accumulate (information)” [1, 22].

1. Methods

We offer to consider a brief overview of the aspects of studying emotions in linguistics together with the methods used for this purpose. D. Romanov examines psycholinguistic

grounds of emotional identification, that is, particular combinations of variants of emotional states names. Lexical means, denoting emotions in the Russian language, are systematized by him on the basis of twenty fundamental emotional modalities, which include the following: surprise, interest, determination, love, anxiety, fear, grief, suffering, shame, shyness, guilt, contempt, disdain, anger, rage, disgust, loathing, happiness, joy and pleasure (udivleniye, interes, reshitelnost, lyubov, trevoga, strakh, gore, stradaniye, styd, zastenчивost, vina, prezreniye, prenebrezheniye, gnev, yarost, otrashcheniye, omerzeniye, schastye, radost i udovolstviye).

The researcher notes two significant problems encountered in studying various aspects of emotions both in linguistics and other sciences. A lot of scientific research has been devoted to the model attribution of emotionality. The start to the systematic study of emotive models of the state and their inventory was given in the works of S.N. Tseitlin, L.I. Vasilievsky, A.G. Kondiushenko. Another issue connected with the topic is identification of emotional states; here one can note a lot of white spots that are waiting for their researcher, according to D.A. Romanov.

Partially, this problem is revealed by the author, where he makes an attempt to distribute the dominant emotions and their varieties into groups by lexical meaning. The empirical part of the research is based on samples of emotions names taken from dictionaries of synonyms and on the results of the conducted cluster analysis. As a result, the author comes to several conclusions. First, it was found that the naive emotional world view is symmetrical to the scientific, which means that people when identifying emotions do not realize the components of modality factor characteristics to the full extent, but subconsciously use them in groupings and classifications of emotions. Secondly, emotional identification can be applied to any direct lexical characteristics (names) of emotions, such as language lexemes-synonyms of fundamental emotions or metaphorical names of modalities, or authorial figurative definitions or emotional nonce formations, etc. Thus, D.A. Romanov confirms that emotion can naturally be called in different ways, having thus a basic form, or the basic modality.

2. Results and discussion

Despite the fact that a lot of attempts have been made to systematize the description of language units expressing or naming emotions, the researchers still interpret the very concept of emotions in different ways and put different meanings into it. This fact can be explained both by the variety of approaches in the study of this phenomenon and by the complexity and inconsistency of the phenomenon itself. Emotions are an integral part of a person and his speech activity. Perception of various kinds of information by a person is individual due to the personal characteristics. Emotions manifestation is also specific for every speaker: some people are more and some are less emotional. This explains why psychologists distinguish four kinds of temperament, which were once designated by Hippocrates. So, for example, a sanguine person is characterized by quickness, rapid excitability and easy changeability of emotions. A phlegmatic is described as a slow person, possessing calm temperament with inherent weak sense of outwardness. As for the melancholic, this psychological type is characterized by increased impressionability and a relatively insignificant external

manifestation of senses. People with this temperament tend to be depressed, with frequent moods of sadness and depression. A choleric is described as a type possessing quickness of action, strong, fast-paced feelings, which are vividly reflected in speech, gestures and facial expressions. Thus, people are divided into 4 types of temperament, although it should be noted that mixed types of temperament are more common for people. Characterizing personality by temperament S.L. Rubinshtein points out that the activities of different natures directly depend on the mental state and on how they experience the attitude to the surrounding reality. But it is also known that different native speakers can cause various reactions, including speech actions in one and the same situation. Thus, despite the existence of a common linguistic world view this happens due to the individual knowledge background and experience as well as owing to the situation and circumstances. Comparing the people of different origins, here, in addition to individual characteristics, also arises the question of variety in perception due to the differences in linguistic world view.

It is important to note that the meaning the communicants put into the

linguistic sign is mobile: “... the sign can have different meanings for different individuals, as well as for one individual, but at different times” [3, 172]. This is also confirmed by V.I. Shakhovsky in his work “On the Role of Emotions in Speech” (*O Roli Emotsiy v Rechi*), where it is noted that “the same thing, the same situation, the same chain of events in the same individual at different times can cause different and sometimes even contradictory emotions, not to mention different individuals” [4, 111]. Thus, the “choice” of emotion in a particular situation is conditioned by the psyche of a particular individual, national and cultural features, specific situation, a proposition, disposition, and other factors.

V.I. Shakhovskiy introduces a specific component of the word meaning i.e. emotive. This component, in his opinion, is the result of reflection of emotions in the word in the process of their verbalization and semantization. Being socially generalized, this component serves for the individual expression of emotional appraisal of the world objects, the implementation of which occurs in emotional situations of communication through the emotional type of speech acts. In emotionology it is

common to distinguish between: nominative (naming), descriptive (describing) and expressing (actually emotive) units. This classification is studied in details and described by V.I. Shakhovskiy [4].

L.G. Babenko studies the systemic linguistic and speech capabilities of denoting emotions in the Russian language. The researcher represents typological classifications of emotive vocabulary in her works. The author also turns to the identification of the emotive semes of different ranks in the semantic structure of the word (intra-verbal paradigmatics) which is the basis for describing the structure of the field of emotions in the Russian language (inter-verbal paradigmatics). L.G. Babenko singles out emotive vocabulary corpora in the Russian language, which can belong to either positive or negative ones. In contrast to V.I. Shakhovskoy L.G. Babenko understands the emotional value in a different way: this is the meaning (seme) in the systemic structure of which there is a seme of emotivity of a particular rank. In other words, it can be designated as a value in which emotive meanings are represented in a certain way [5, 32].

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Russian scientist Y.L.

Goncharova conducted a cognitive study of emotions word-names in the Russian language. She attempted to analyze both semantic and pragmatic properties of emotions names. Due to the fact that there was revealed a higher degree of synonymy in comparison with antonymy, the author took the synonymous series of nouns denoting positive and negative emotions as the units of analysis. Also, Y.L. Goncharova drew attention to the evaluation function of emotions. It seems interesting to us to conclude that denominations of negative emotions can be used to express both negative and positive assessments.

In addition to the nouns representing the emotions, the researchers were also interested in other parts of speech. Here it is necessary to pay attention to the works of S.S. Polezhaev, M.B. Amalbekova, L.M. Vasilev, M. Orazov and others who considered verbs in their scientific studies. As for the researches of such grammatical classes as adjectives and adverbs, a small percentage of covering can be noted here. This makes it possible to deepen the study of this issue in linguistics.

Having considered the range of problems studied by linguists in the aspect of modern linguistics, we can distinguish four types of emotive units:

- vocabulary used for naming feelings;
- vocabulary used for expressing feelings;
- vocabulary characterizing the emotional state undergoing; and
- vocabulary conveying the external manifestation of emotions.

Thus, any of the above lexical units can claim the status of an emotive unit.

The emotions are frequently being researched within the framework of cognitive aspect. Some of A. Wierzbicka's studies are devoted to the development of cognitive scenarios of emotions. Such scenarios are identified through lexical universals, which allow us to explore human emotions from a universal point of view, independent of a particular language [6, 12]. A. Wierzbicka primarily uses cognitive scripts to describe various emotional concepts. N.D. Arutyunova, T.V. Bulygina, S.G. Vorkachev, N.V. Dorofeeva, S.V. Zaikin and some other linguists deal with studying certain emotional concepts. Today the linguistic

cognitive approach provides an opportunity to view linguistic units as a means of cognition of human consciousness, which in turn allows the researchers to study the mechanisms of understanding emotional concepts from the point of view of their perception in terms of the representatives of different cultures.

Thus, to identify the specific features of ethnical cultural aspect of emotions, the researchers turned to the study of emotive concepts in various linguistic world views. Concept is one of major units of culture in the mental world of a man as it is determined by culture and objectified in the language. Belonging to one or another culture predetermines the level of emotionality and its intensity. A. Wierzbicka, for example, points to a greater degree of emotional expression in Russian compared to the English language. As for the study of emotional concepts, the analysis is intended to show their extremely complex conceptual structure and, consequently, their significance in the mentality of a person, which is undoubtedly reflected in the speech of native speakers. So, this field of study has a lot to do and still waits for a research.

O.O. Budyanskaya and E.Y. Myagkov considered the means of describing emotions in the English and Russian languages using the examples of fear (strakh) concepts. As a result, the researchers revealed the features specific to perception of fear through idiomatic expressions. The concept of “longing” (toska) was considered by Y.L. Goncharova on the material of the Russian language in comparison with the equivalents used in the texts translated into English. She found out new pragmatic components in the semantic content of the given name that were not fixed in lexicographic sources. Linguists have also paid attention to such emotional concepts as “anger” (gnev), “joy” (radost’), “happiness” (schastye), etc. Thus, the term “emotional concept” became common for linguists, although the initial positions that served as the basis for distinguishing the above-mentioned concept is not absolutely indisputable. One of the allegations being questioned is that the emotional concept is based on an emotional notion. So, taking emotional notion as a basis, N.A. Krasavsky singles out emotional concepts. However, any concept can include both intellectual or rational component and emotional or affective.

Kazakhstani linguists also did not ignore the relevant issues of studying emotions in the language. For example, Z.Kh. Ibadildina studied emotive vocabulary in the perspective of comparing Kazakh and Russian. M.B. Amalbekova focused on the problems of describing the verbs that denote emotions and their causation. In the study, the author notes the ability of emotions to be graded or ungraded. G. Kazhigalieva dealt with the emotive words in the lexical and word-building system of the modern Russian language, where a special role was assigned to the semantic field of “anger”. In her research, the author notes semantic derivation as the most productive way of implementing the emotional potential of the word, and also allocates the semantic field of “anger” emotive words to the part of speech tagging structure. Thus, it is clear that linguists from different countries have been dealing with the issues connected with emotions, but, nevertheless, there still remains a wide range of problems that require the study.

3. Summary

A brief review of the history of studying emotions in linguistics leads us to the following conclusions. At present, the linguistic science has accumulated a large amount of experience of studying emotions in the language. Different linguistic researchers address this issue from the point of their views and interests, which, of course, has both advantages and disadvantages. As for the first, they are obvious and the explanation can be limited only by the fact that when studying any phenomenon, whether it is linguistic or belonging to any other science, approaches from different points of view are needed, as well as studying at different levels. So, in order to obtain a complete vision of the phenomenon under research, it is necessary to organize studies both horizontally, in the aspects of different disciplines related to the subject matter, and vertically, which in this case means exploring from different points of view of a single science. If we talk about the disadvantages, first of all it is necessary to note a different vision of the same problem, which contributes to the emergence of contradictions. Another drawback of studying emotions from different sides is a different

understanding of the same phenomenon, that is, the sparseness of terms.

4. Conclusions

Some researchers of emotions consider it impossible to accurately identify emotions through speech notions; the doubts in precise identification of emotion can be caused by different factors. For example, some emotions physically cannot be identified precisely, that is, there are situations when it is profitable for the speaker to demonstrate, or “to play” the feeling that is not really experienced. Another reason for the incorrect identification of emotions is inability of the listener to accurately determine it by virtue of inattention or due to lack of acquaintance with the speaker. Thus, there can be a lot of reasons for the incorrect recognition of emotions.

This phenomenon is mentioned by V.I. Shakhovskiy who paid attention to the facts of verbal concealment or filtering of true emotions. Thus, N.V. Vitt, in one of his works on emotions, quotes J. Mandler, where the latter states the following: “If we want to find out what feelings people are experiencing, the only way to find out is to ask them: it is difficult to find nonverbal ways of

finding out emotional experiences” [7, 96].

So, this work deals with some studies of emotions in different aspects based on Russian, English and Kazakh languages. We have tried to cover the overall range of problems studied by the above mentioned authors. But at the present time there is still a wide range of issues related to emotions that need to be paid attention to and this article may help to get closer to the unresolved problems of emotion studies.

5. Acknowledgements

The work is performed according to the Russian Government Program of Competitive Growth of Kazan Federal University.

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CULTURAL PECULIARITIES IN TRANSLATION OF COLLOQUIAL VOCABULARY

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Abstract: The present article studies peculiarities of colloquial vocabulary of English, Russian and French languages on the material of fictional texts and their translation, particularly works by S. Maugham and their translation into Russian and French. Special attention is paid to the problem of preserving stylistic component when translating from one language into another. Since the languages demonstrate their own specific features in the aspect of word choice determined by cultural nature, development of functional styles and peculiarities of linguistic and stylistic norms, translators have to face certain difficulties when transferring the source text into another language. One of the problems in this aspect is that translator has to find not only corresponding lexical or phraseological units to preserve semantic components of the original, but also follow the stylistic mode of the text and at the same time do

not shift away from stylistic norms of the target language. The article shows how translators cope with this problem and try to solve both tasks.

Keywords: linguistics, intercultural communication, translation, culture, colloquial.

Introduction

We live in the world where there exist various cultures and each of them has its own peculiarities and brings its own sense. To be exact, it is culture that determines such notions as what is right, and what is wrong. In different cultural traditions these notions may in one thing be universal, and otherwise may have their specific national character in other. Culture is determined by Yu. M. Lotman as the complex of non-heritable information which is accumulated, kept and transformed by various groups of human society as well as it is the system

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of prohibitions and prescriptions registered and fixed in linguistic form [1]. Major part of general culture has semiotic nature, i.e. it is realized in actions aimed at being perceived by other people. These actions form a system determined not only by social structure, but also by the definite epoch, national character, temperament, religious confession, etc. [2]. In connection with semiotic nature three important functions of culture can be pointed out, namely accumulative (mnemonic), communicative and generating (creative) [3]. Source and target languages demonstrate conceptual as well as cultural asymmetries encountered at all levels of language that give translators a challenge that require higher-order receptive, transfer and productive skills. This process involves source-text comprehension, problem awareness, problem identification, problem solving and the formulation of target-text concepts functionally analogous to those of the source text (Massey, 2017) [4]. Thus, translation appears to be a culturally contextualized pursuit determined by elements lying outside of what is typically perceived by language (Liddicoat, 2016) [5]. Therefore, in the light of various ideas,

translation is appreciated as a disposition of “intercultural communication” (Schäffner, 2003; Katan, 2009) [6, 7].

Methods

Language is undoubtedly a part of culture and it is through language that we can perceive soul and culture of nation. Language is the source of self-expression, and ability to accumulate different cultural senses is the peculiarity of any modern language. Cultural background is reflected in vocabulary pattern of the language. Words can accumulate and preserve cultural information. Close relation between language and culture creates word-connotation. Connotation is not only additional elements of lexical meanings, but also definite characteristics that represent evaluation of a thing or fact assumed in the society and reflect cultural notions and traditions connected with the word. In this sense the norms of the language should also be taken into account. It is noteworthy that norms and conventions from natural language usage are built upon in literary conversations [8, 12]. They reflect regular processes and developments happening in the language. Both language and stylistic norms show degree of codification of the

language and its possible variability or strictness.

Stylistic norms as well as the hierarchy of functional styles are diverse in different linguistic traditions (which should be taken into account during foreign language teaching and translation). Principles of language codification have not only historical cultural, but also national cultural specific features. For example, modern Russian language is characterized by blurring borders of literary language, variability of language norms and intensification of linguistic changes; that is why the pattern of its vocabulary tends to colloquial style. The norm of the French language was formed by classicists with their well-known purism and restriction of colloquialisms. That is why French neutral style shifts more to bookish speech. In England influence of classicism was not so strong as in France. Basically, in English speaking countries the strongest level of substandard norms in colloquial speech is observed in Australia, then come the USA and afterwards Great Britain. Referring again to the Russian language, it should be noted that the authority of literary language continues to remain rather high. Deviations from literary norm are

viewed by society rather negatively and as the representation of low cultural level of the speaker. In English sociolinguistics otherwise it is emphasized that Standard English is only one of the variants of the English language appropriate in one context and inappropriate in another [9]. The Standard dialect and the Received Pronunciation accent represent jointly the high-prestige varieties of British English, although these are far outnumbered by many non-standard regional varieties. As all speech and writing is framed in a dialect of some sort, whether it be standard or non-standard, high-prestige or low-status [10], it becomes very important during translation from one language into another take into account national cultural and stylistic peculiarities of this or that register. Among the diversity of functional styles colloquial style and colloquial speech as its representation stand out noticeably. Being quite stylistically flexible colloquial speech comprises the whole diversity of language, i.e. from scientific terms to low-colloquial words and phrases, dialectisms, jargonisms and vulgarisms. And it is on the border of colloquial and low-colloquial vocabulary where

different approaches of defining norms of the English, Russian and French languages reveal itself, and this raises special scientific research interest. In this respect, in our research we apply comparative method and method of semantic and stylistic analysis.

Results and discussion

Stylistic peculiarities of different languages (in our case certain features of colloquial style) are vividly revealed when we turn to the analysis of fictional texts translated into other languages (Russian and French). Novels and stories by S. Maugham are well-known in many countries and have been translated into different languages. His style is considered to be mostly literal and rather bookish, but at the same time the English writer artistically uses common colloquial speech sometimes even with the shades of familiarity. This combination of colloquial and bookish registers makes language of his works specific and original. So in S. Maugham's works we can find a number of lexical and phraseological units marked by the dictionaries as colloquial and low-colloquial, e.g. *my sweet, my pet, poor lamb, old boy, you're a brick, old cow, you brute, old hag, a mug, the*

dirty skunk, the damned fool, rotten hound, you bloody swine, vulgar little beast, crusty old dowager, to go on a bat, to fork out, a quid, old fogey, the blasted fool, little pipsqueak, go to hell, to lead smb. a dance, as clever as paint, like two peas in a pod, get down to brass tacks, as poor as a church mouse, to roll in money, to have one's eyes open, to knock smb. all of a heap, to cry over spilt milk, to play one's cards well, a smack in the eye, etc. The examples show that lexical and phraseological units belong to various thematic fields. Here can be found lexemes expressing physical and psychological state of the speaker, his mood, character, actions, intellectual abilities, appearance, material state, etc.

The aim to express all semantic shades of meaning of the word arouses certain translational difficulties due to denotative, connotative and interlinguistic semantic components which play important role in translation process. The highest degree of equivalence is gained when a word in a target text corresponds to the source one not only on the content level, but on the stylistic level as well. Quite often equivalents belong to different functional styles and stylistic component of the original may be lost. The following

examples of translation from English into French and Russian illustrate this tendency, and we can see lexical units where the first word is stylistically marked and the second one is stylistically neutral: *pigsty – la porcherie* (*pigsty*), *beast – le voyou* (*hooligan*), *shut up – Motus!* (*Not say a word!*), *le brocard* (*a mock*) – *abuse, to fork out – risquer* (*to risk*), *to pop up – zajty* (*to come in*), *raspekat'* (*to scold*) – *to bully*, etc. When analogues of this type are used, stylistic equivalence of the words is violated. Such violation may be compensated in the context surrounding as stylistic component of the meaning colours not only the word itself, but the whole phrase.

The process of translation may cause certain omissions of words and expressions in the target text. These divergences occur due to the peculiarities of the target language, style of translation and sometimes unintentional cases of tautology which do not bring stylistic sense but sometimes take place in the source text. A peculiar role in translations may be given to amplifications (or additions). They sometimes appear under the influence of the rhythm and stylistic mode of the whole phrase. The intention of a

translator to recreate certain undertones or hints expressed in the original text, hidden citation and expressive content lead to inserting new lexical or phraseological units in the target text. Such tendency is quite common in the practice of translating from English into Russian. In English literature we can often find stylistically neutral words and expressions which due to peculiarities and principles of Russian stylistics are replaced in translation by emotionally coloured and expressive ones. This is one of the important types of transformations in translation called expressive concretization. Sometimes the context of the original text may require certain expressive substitutions [11]. Method of compensation involves translating semantic meaning of the word or its stylistic colouring not where it is expressed in the original text and not by the same means as in the original. If a translator has to sacrifice either stylistic colouring of the word or phrase, or its expressive meaning, it is highly recommended to preserve primarily the expressive meaning, and if it is not possible try to find such conforming unit by applying method of compensation to minimise losses. Method of compensation is quite frequent in

translating jargon words and colloquialisms that do not always have adequate equivalents in the Russian language. One of the common compensation means is reference to Russian phraseological units in order to impart certain imagery and vivacity to the text in those parts of it where translator had to forgo these peculiarities.

I've known him a good many years, you know. He gets a lot of fun out of talking about other people's business («The Razor's Edge») [12].

Ne zabudte, my s nim davno znakomy. Ego khlebom ne kormy, day tol'ko posudachyt' o chuzhykh delakh. / Don't forget, we've known him for quite a long time. You may not feed him with bread, but give him a chance to gossip over others affaires [13].

This example shows that in the Russian text there appear phraseological units and some lexemes which also represent certain national cultural peculiarities of the language. The method of compensation thus appears to be very productive among translators.

Translations into French language are of special interest, because on the one hand the task of the translator is to express all shades of meaning of the

original text, and on the other hand, he has to stick to stylistic norms of the target language. We know that the notion of norm varies in different linguistic traditions, and French norm was created by classicists and tends more to literal language. It is not so much flexible and free as norms of the English and Russian languages. Of course, our linguistic material from French target texts (i.e. novels “Theatre” and “Razor's Edge” by S. Maugham) demonstrates lexical and phraseological units of quite diverse stylistic registers, but in the whole bulk of translated units, i.e. the original text and translation into Russian, we can deduce that translators into French follow stylistic norms and do not use colloquial and low-colloquial words in the same number as they occur in the source text. Let's consider the following lexical examples from English text and corresponding French equivalents that demonstrate a certain degree of divergence of stylistic marking: *vulgar beast* – *la dernière des dernières* (i.e. *the worst of the worst*), *woman* – *la créature* (i.e. *creature*), *pip-squeak* – *freluquet* (i.e. *a plain person*), *old bitch* – *vieille rosse* (i.e. *old mean person*), *bloody bitch* – *la dernière des dernières*, *the slut* – *cette petite* (i.e. *this little*), *dirty little*

bitch – *sale petite grue* (i.e. *dirty little fool or woman of loose morals*), *bloody good actress* – *bougrement bonne actrice* (i.e. *develishly good actress*), *flappers* – *gamines* (i.e. *street girls*) etc. In these lexical units the first phrase is marked as low-colloquial or even vulgar and the second one tends to be not so offensive and stylistically low. In translations into French, some lexical units with so-called neutral and even elevated semantic and stylistic components in certain contextual situations may acquire strongly negative connotation and low stylistic register, like the lexical pair *woman* – *la créature* (i.e. *creature*), in other words though this unit has rather elevated external form, its inner meaning is quite opposite. In some cases, in French target text we can find addition of new elements like inserting personal pronoun *vous* (i.e. respectful form of *you*), which also elevates the whole style of translation, though lexical unit itself is translated with the corresponding stylistically low equivalent, like in “*You dirty little bitch, you’ve made me cry*” [14] and the French variant “*Taisez-vous, petite garce! Vous m’avez fait pleurer*” (i.e. *Don’t speak, little bitch. You’ve made me cry*) [15]. In the French text there is

omission of a lexeme ‘*dirty*’ and amplification of the phrase ‘*taisez-vous*’. Though stylistic register of coarse words like *bitch* – *la garce* is preserved, the whole phrase is stylistically smoothed.

In French texts we may observe certain omissions when some low-colloquial lexemes are left untranslated. In the following example such lexemes as ‘*the devil*’ and ‘*blasted*’ are omitted.

“*What blasted fools they are,*” he said. “*What the devil do they think they’re going to get out of it?*” [14].

– *Quelle toques! disait-il. Qu’espèrent-elles, je me le demande?* (i.e. *What fools! he said. What do they hope for, I wonder*) [15].

Sometimes the whole style of the sentence may be influenced by grammatical arrangement of the phrase and the choice of words, i.e. whether the noun is abstract or concrete. Let’s view the following example: “*I think an actor’s a perfect fool to marry young*” [14]. – *Pour un acteur c’est une folie de se marier jeune* (i.e. *For an actor it is a foolishness to marry young*) [15]. Here the substitution of concrete noun ‘*fool*’ to abstract noun ‘*une folie*’ and omission of the attribute ‘*perfect*’ makes the whole phrase sound less colloquial than the original sentence. Or in the next pair of

sentences amplification of abstract noun 'quel culot' (i.e. *what impudence*) also elevates the style of the whole phrase "How he could say a thing like that? The fool. The blasted fool" [14] – "Quel culot, ce morveux, comment avait-il pu dire une chose pareille?" (i.e. *What impudence, this greenhorn, how could he say a thing like that?*) [15].

At the same time, the French target text has a number of lexical units that have the same stylistic register as the original text, e.g. *old hag* – *ce vieux chameau* (i.e. *this old witch*), *the old cow* – *vieille chipie* (i.e. *old witch*), *damned fool* – *imbécile* (i.e. *imbecile*), *the bloody fool* – *le fieffé imbécile* (i.e. *notorious imbecile*), *blasted idiot* – *sinistre crétin* (i.e. *sinister cretin*), *damned rotter* – *un salopard* (i.e. *scoundrel*). Though these units are marked as low-colloquial they mostly demonstrate differences in the semantic components of the word.

Summary

Colloquial style examined on the example of several novels by S. Maugham and their translations into Russian and French performs various stylistic functions, i.e. function of emotional and expressive strengthening, characterising and communicative

functions. The individual style of the author is also revealed in the artistic usage of diverse number of colloquial and low-colloquial forms in author's speech as well as characters' speech for their verbal characteristics. Translation of stylistically marked lexical and phraseological units raises some difficulties because these units seldom coincide in different languages what is determined by different views on the norm in different linguistic traditions. Our lexical material shows that translators in most cases find corresponding analogues which also reflect linguacultural peculiarities of the languages under study. At the same time on the lexical level it is not always possible to preserve all semantic components of the word, especially if the lexical unit is stylistically coloured. In this case we can speak about differences in lexical systems of the languages and differences in cultural notions that are revealed in lexical and phraseological units. The volume of semantic meaning also does not coincide. The reason of various transformations in translation is determined by the necessity to express communicative meaning of the source text in spite of the asymmetry of linguistic and cultural systems.

Conclusion

Comparative analysis of translations made it possible to distinguish certain linguacultural peculiarities of colloquial vocabulary of the English, Russian and French languages and also determine that actions of translators in most cases are dictated by the norms of the target language and individual preferences.

Acknowledgements

The work is performed according to the Russian Government Program of Competitive Growth of Kazan Federal University.

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IMPLICATURES IN FICTION TEXTSFarida B. Sitdikova¹Guzel R. Ereemeeva²Ekaterina V. Martynova³

Abstract: The article considers implicatures of utterances. An implicature is information complex which is literally (verbally) unexpressed and which can be elicited as a result of extracting the meaning using background knowledge of recipient, context and situation. Formation and understanding the meaning of an utterance is the process of extracting implied meaning which is formed by interaction of linguistic units with constituents of cognitive environment. An utterance therefore can be considered as a speech stimulus involving the knowledge from cognitive environment to form the meaning of the utterance. Extracting the meaning is (that is, eliciting an implicature) is important for communication. The purpose of the

research was to study various aspects of implicatures: the way of extracting the meaning, describing different types and obtaining statistical data of different types implicatures usage. In particular, our research demonstrates statistical prevalence of contextual implicatures. The results of the paper can be of some interest for experts in linguopragmatics and psycholinguistics.

Keywords: language, linguistics, research, implicature, utterance, implicitness, implicit meaning, contextual implicatures, common communicative implicatures.

1 Introduction

During the recent decades significant changes have taken place in

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the studies of linguistic phenomena – from predominantly grammatical approach researches shifted to the complex one including methods from psycholinguistics, sociolinguistics, ethnolinguistics, cognitive linguistics, and linguopragmatics which is one of the most promising fields of contemporary linguistics.

Linguopragmatics studies a wide range of issues, but our research focuses on interpretation of utterances by a recipient and meaning drawing during a communication act. The presence of implicit meaning in an utterance is one of the major features of verbal communication.

According to the Sperber and Wilson's theory of relevance [1], formation and understanding the meaning of an utterance is the process of drawing or interpretation of meaning. The interpretation proceeds in a number of steps; each step is associated with implication or in other words each step of meaning formation involves an implied meaning. This is not clearly expressed but some utterances have an implied meaning which is formed by interaction of linguistic units with constituents of cognitive environment.

An utterance itself can be considered as a speech stimulus involving the knowledge from cognitive environment to form meaning [2].

In the following dialogue

A: Where's Bill?

B: There's a yellow VW outside Sue's house.

B's reply is a relevant answer to A's question: if Bill has a yellow VW car, he may be in Sue's house [3].

Consider the following example from Tatar fiction:

- Ul minga sezne senglem didde.
- Aning seglese ya tumagan, ya aida... [4].
- He told me you are his sister.
- His sister either hasn't been born or is on the Moon...

From the highlighted utterance we can come to the conclusion that the above mentioned sister does not exist. This hidden meaning of the utterance which is not expressed verbally but can be understood by communicants from cognitive environment, context and situation is called the implicature.

1. Methods

Our research based on Tatar fiction texts is focused on implicatures. An implicature is an implied meaning of an utterance or literary (verbally) unexpressed information complex which can be elicited as a result of meaning drawing (implication) using additional background knowledge, the situation and the context. The aim of the investigation was to study various aspects of implicature: implicature drawing, classification and some statistical data of their usage.

In this paper we have made use of component analyses and description methods. As language examples we have used extracts from Tatar fiction containing different kinds of implicatures.

2. Results

For efficient communication act a recipient should be able to elicit the concrete and contextual meaning and implicature from an expressed utterance. It should be noted that eliciting the implicature from an utterance is not the only condition. Initially, the postulates drawn by language philosopher Grice

should be followed. These are the principles of Cooperation, Quantity, Quality, Relation, and Technique which are the essential conditions for succeeded communication act [5]. Nevertheless, implicature eliciting by a recipient remains the major condition.

The process of eliciting the concrete and contextual meaning and implicature can be shown in the following example: Americaga... kaichan da bursa kilep chigip alirmin digen uy bashima kerep chikmadi. Bezde mekal' bar – yurgagina karap ayak suzasing [6]. It never occurred to me that I might travel to America. We have a saying – stretch your legs according to the coverlet.

The utterance semantics can be understood by presuppositions, which are both linguistic knowledge (linguistic presuppositions) and general knowledge (extralinguistic presuppositions, for example America). The utterance implicature is the following: The character of the story never thought that she would travel to America because she could never afford it.

As for the “implicature” term the notion goes back to the works by Grice who divided implicatures into the conventional (drawn from meaning of

words used in an utterance) and communicative ones (drawn from the knowledge of context) [7].

In his book “Logic and conversation” Grice wrote that one utterance can correspond to more than one implicatures. Implicature drawing depends both on objective factors (presence of certain background knowledge) and the subjective ones (recipient's ability to draw implicatures).

Implicatures can be divided according to various principles: on type of information being transmitted; the way of implicature formation; implicature role in the structure of utterance global meaning; implicature relations with other components of meaning in an utterance. We follow the classification proposed by V.Komissarov who classifies implicatures according to the correlation between the general content of an utterance and its drawn implicit meaning [8].

We completely share V. Komissarov's view classifying implicatures into common communicative and contextual that corresponds to two kinds of implicitness: 1) common communicative ones which

are relates to the linguistic content of an utterance and 2) contextual, related to individual context content.

The common communicative implicature can be shown in the following example: Ker, pnimayete li,biologiyage. Beraz tegelairek keshese (director imen barmagi belen chigeden estarak bashina tukip kursette), no kak specialist – kechle [9]. ... You can enter the Biology lesson. The teacher is a bit strange (the Headmaster tapped his index finger slightly above the temple), but very strong as a specialist. In any context tapping or twisting one's index finger by temple indicates describing a strange, odd person. Thus, common communicative implicatures retain their implicit meaning regardless a context or situation.

The second type of implicatures is the contextual one. Drawing the contextual implicatures can be explained with the fact that in any concrete context any utterance can acquire an additional meaning as in the following example:

Kazanga yerakmi song?

Yerak tugel! Ike segat'tan anda bulabiz.

Ike sagat'?

Annan da alda barip bulmiy.
Raspisaniye [10].

Are we far from Kazan?

Not that far. We'll arrive in two
hours.

Two hours?

It won't be possible to arrive earlier.
The schedule.

The implicature from the underlined
utterance is drawn using the background
knowledge: The train have to observe the
schedule.

3. Discussion

The correlation between common
meaning and implicature in an utterance
can be classified into three types: real
(objective), logical, and conventional.
The conventional type of correlation
V.Komissarov further divides into
symbolic, figurative, and etiquette [11].

The implicit meaning often bases
on real (objective) relations between
objects which helps to identify the
equation between the described and
implied situations. The participants of
communication identify this equation
basing on their personal experience, i.e.
the cognitive base. For example, turning
a key means locking or unlocking a door,

slamming the breaks means stopping a
car.

Explicit and implicit meanings
can also have logical relations allowing
the communication participants drawing
logical conclusions from an utterance.
Consider this example:

Mine yugalttingmi? – dide
yegget.

Yugaltir echen, bashta tabarga
kirek, – dide kiz. [12].

Did you lose me? – asked the
guy.

Before losing you have to find
first, – answered the girl.

The implicature from this funny
utterance is that a young lady states that
she has not missed or thought of that
young man.

The conventional relations
between implicit and explicit meanings
can exist only provided that an utterance
is used to denote a situation which due to
various reasons can not be indicated
directly.

As it has been already mentioned
above, the conventional implicatures can
be symbolic, figurative, and etiquette.
The symbolic implicatures a frequently
associated with human behavior,
gestures, mimics i.e. kinemics specific to

every linguistic and cultural community. For example, nodding or shaking one's head from side to side for a Russian speaker means agreement or disagreement while for a Bulgarian speaker these gestures have the opposite meanings. The example of a symbolic implicature: Mirvali kizga iyak kakti da Shamsiyagayanga tekelde [13]. Mirvali nodded to the girl and stared at Shamsiyagayan. (Nodding a head in many cultures mean agreement, compliance or confirmation).

Implicatures can emerge basing on the figurative meaning of an utterance which can be drawn from communicative situation and context. Consider a language example: Uze ezgech echkerten sagish beggep ani Balkis da tabriklade. Mena bit, Balkis monda annan aldanrak kilgen ide. A Narkisneng kilgane nibari alti-jide ai. Cartochka ber aska kumelep kalsa, ani berkem ezlap kalmi inde [14]. Overcoming the internal pain, Balkis also congratulated her. In fact, she had come here a lot earlier. And Narkis arrived only six-seven months ago. But if the card is lodged in a drawer bottom, no one will find it. The card, lodged at the bottom of the card file box,

symbolizes the fate of an elderly teacher who could not create a family in time.

Consider an example of etiquette implicatures. In certain situations due to ethical considerations the participants of communication have to use euphemisms because literal expressions of the meaning are impossible. For example, talking about death many nations use various euphemisms like in the following example: Mansurni yuldan alirga digen nikli kararga kilde Saet. Isuli ber gene... "Ojmahka ozatu" [15]. Sait made a decision to get Mansur out of his way. There was only one way... "To send him to Paradise".

4. 4. Summary

Apart from the Grice's postulates for effective communication act, the implicature drawing by a recipient is the major condition. Perception of the utterance means that a recipient retrieves not only the meaning of linguistic units but also using situation, context, and cognitive base a recipient elicits literary unexpressed additional information, i.e. implicature.

In our studies on linguistic examples from Tatar fiction 200

implicatures of different types have been considered. The investigation results including the quantitative ones are listed in conclusions.

5. Conclusions

1. The implicatures can be classified into common communicative and contextual ones. Our research has shown statistical prevalence of contextual implicatures. Of 200 implicatures selected from original texts the contextual implicatures were 73% while common communicative ones were only 27%.

2. According to the correlation between the common meaning and the implied one the implicatures can be divided into the objective, logical, and conventional (consisting of symbolic, figurative, and etiquette ones).

3. Our investigation results have shown that most of the selected implicatures were the figurative ones (53%) which apparently can be explained by the fact that the studies were carried out using the texts from fiction prose.

4. The second prevailing implicatures were the logical ones

(28%), then symbolic (8%), objective (16%), and etiquette ones (5%).

6. Acknowledgements

The work is performed according to the Russian Government Program of Competitive Growth of Kazan Federal University.

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**INNOVATIONS IN REGIONAL JOURNALISM (ON THE
EXAMPLE OF MASS MEDIA OF THE REPUBLIC OF
TATARSTAN)**Tatiana A. Nagovitsyna¹Ramis R. Gazizov²

Abstract: The article refers to the "new media" of the regional level - the Republic of Tatarstan. A characteristic of "new media" is given and an analysis is made of the effective use of three of their types - video blogs, blogs and online conferences. In the article the specifics of Internet publications are researched on the material of the leading regional mass media of the Republic of Tatarstan: Inde, Real Time, ProKazan.ru, Business Online, their characteristics are given, comparative analysis is carried out, attention is paid and evaluated the nature of innovations being introduced into the activities of publications. System characteristics of regional mass media on the Internet are a system that can be classified on the basis of: ownership (public and private media), information policy (pro-state and opposition). They

also have differentiation, depending on the direction, the problems to be reflected. The trend of modernity is the emergence of a large number of information publications, prevailing over analytical publications, over expert opinions. Most publications on the Internet create commercial structures interested in advertising revenue, as well as in managing the information environment at the level of a specific region of the Russian Federation. In this material materials of the Republic of Tatarstan are investigated.

Keywords: regional journalism, mass media Republic of Tatarstan.

Introduction

Today we can say with confidence that journalism, including regional, is undergoing serious changes.

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In the everyday life of theorists and practitioners of Russian journalism, the term "new media" has now become firmly established. This term appeared relatively recently - at the end of the twentieth century. Meanwhile, the definition of "new" is very conditional. It does not express any specific qualities of the media, except its status of recent actualization. The main properties of new media are: interactivity, digital nature, and new communication opportunities. Let's take a closer look at each separate characteristic of new media,

The first characteristic feature is interactivity. It underlies new media. Its appearance is directly connected with the rapid growth of the development of the Internet, the globalization of the information space and convergence.

The second feature is the digital format. At the end of XX century, observes the emergence and development of digital, computer, information, network technologies and communications. Convenience for consumers of information here primarily lies in the mobility of media. They are willing to pay for fast and high-quality content.

The third feature is multimedia. As D. Yu. Kulchitskaya writes, the scope of the concept of convergence includes the notion of multimedia [1, p.13]. Since the 1980s, the name of multimedia has changed, when the name "audio-video-computer" was used to designate a device adapted for recording on discs. And already in the 1900s, the expression "true multimedia" became "true multimedia" [2, c.11]. Multimedia is not only the quality of digital space, but also the format in which there are modern online media. Multimedia combines different means and forms of communication. [3, p. 37].

It is necessary, meanwhile, not to confuse the notion of "digital media" and "new media". According to D.V. Galkin, the world of new media includes: Internet sites, virtual reality of multimedia, computer games, interactive installations in art, computer animation, digital video, cinema and the human-computer interface. [4] Among the fundamental factors here it is necessary to allocate: the degree of quality of media content, the breadth of coverage of the existing and potential audience, how to disseminate information and attract new audiences, and others.

1. Methods

The research is based on the structural-functional, content, comparative-comparative methods of analysis, which made it possible to reveal the essential features of the specifics of blogs in the publication. Multimedia features of the media are widely studied by a wide range of international scientists [7; 8; 9].

The authors proceed from a comprehensive substantiation of the issue under study, analyze journalistic texts published in 2017. The materials are prepared by professional authors, journalists, editors, not by experts and not by scientists, which is fundamentally important when differentiating approaches and positions in relation to the reality reflected [10].

First, it is worth giving a characterization to the research publications: the newspapers "Real Time", "BUSINESS Online", as well as to the information agency "Tatar-inform".

The newspaper "Real time". The project is about business news and industry analyst realnoevremya.ru. Up-to-date information on the development of the economy and technologies in the

Volga Federal District for regional, federal and foreign readers.

The newspaper "BUSINESS Online". This is the most cited regional media of the Republic of Tatarstan in the last three years. The publication is valid for 10 years, has regular readers. The circle of the audience consists of representatives of the regional establishment, business circles, representatives of big business. In the information policy of the publication, the highest priority is given to companies interested in promoting goods for business and consumers with high incomes. The project has no equal in the coverage of a high-quality audience in the country. According to the research of the sociological company CIAR 2015, "BUSINESS Online" is read by about 80% of executives in Kazan and about 70% of managers in Naberezhnye Chelny. At the same time, BUSINESS Online is the most popular regional media for more than half of Kazan's business audience and almost 30% of the business community of Naberezhnye Chelny. The publication is considered economically successful and independent, its founders do not include

state structures and large business groups.

The newspaper "BUSINESS Online" is recognized as the best regional publication on the results of the annual All-Russian competition of business journalism of the Russian Union of Industrialists and Entrepreneurs (RUIE) in 2013.

Information agency "Tatar-inform". Has been in operation since 1990. It is considered the first independent regional news agency in the Soviet Union and in the Russian Federation. Today it is the leading news agency of the Republic of Tatarstan.

2. Results

As of the beginning of 2017 in the Republic of Tatarstan, 1.3 thousand media were registered. Today, the total number of Internet users in our republic is about 3 million people, more than half of whom visit the network every day. At the same time, it is too early to speak about the active growth of the Internet audience, and therefore most of the websites of Internet publications. The increase in subscribers, in our opinion, will be schoolchildren and people older than 50 years. But, it is worth

emphasizing that the Internet publications themselves are more and more oriented towards the youth of 18-30 years (Internet publications «Inde», «Real time») and people aged 35 plus (Internet publications «ProKazan.ru», «Tatar-inform», business newspaper «Business Online»). Most Internet publications develop their projects, usually through social networks. Interesting, in our opinion, was the project «Tom Sawyer Fest - Let's At Home».

If we talk about the rating of the Internet media of the Republic of Tatarstan, according to the information of medialogy, starting from the first quarter of 2017 to the present, the list of leaders of the republican electronic mass media includes: Tatar-Inform, Business Online, Real time.

The information agency Tatar-inform delivers various modern media products to the media market, including new media-video interviews, online broadcasts and online conferences. In recent years, the agency has built a new system of work in social networks. Currently, social media hosts more than 100 regional and federal news every day. In April 2017, the Tatar-inform news

agency received a million unique readers.

3. Discussion

Video blogs are one of the specific types of new media that are experiencing a period of rapid development. The video blog materials should have a targeted focus and be regularly placed as video content on one of the popular video hosting platforms, using the potential of social networks.

Let's look at some examples of video blogs and blogs. Up to 50 thousand views are picked up by clips of the Kazan video blogger Sergei Koepp, which this year has become quite popular among users of different ages the Internet. The plot of his video blog, at first glance quite simply - the author simply buys popular dishes in fast food establishments in Kazan and eats them directly to the camera in his car. This video blog can cause the audience to have different emotions. Can be perceived or not perceived by them. However, judging by the number of views, this video blog is considered in demand.

Another example is the live magazine of kukmor Niyaza Aksanova

(Kukmor, Republic of Tatarstan). It is read by more than fifteen thousand people. Kukmor was one of the organizers of the Kazan action "Bloggers against garbage", which in an improved and modified version will be held this year.

Niyaz Aksanov writes about his impressions of attending various events. In our opinion, he obviously lacks the "author's self." On this example, one can trace the connection. It should be noted that the author regularly responds to all comments and often comments on the entries in the journals of his Internet. Among the latest Niyaz records, I would like to especially highlight the photo report about the trip to Kazakhstan.

You should also mention the blogs irek_murtazin, mamonino, mamonino,. marat_ahtjamov, etc. They are led by journalists, businessmen, and just people who try themselves in this sphere.

G.P. Bakulev [6, p.135] singles out the main features distinguishing "new" media from "old" ones:

1. Decentralization - the supply of information topics and the forms of their submission are no longer dependent

on their suppliers, they are offered by the readers themselves

2. Large coverage of the audience is due to modern technologies.

3. Interactivity of new media allows the recipient of information to the user and exchange it with those to whom it is interesting.

4. Flexibility of form, content and use.

A successful example of online conferences, in our opinion, is the online edition of "Real Time. Kazan. "Let us dwell on some of them. August 25, 2017 - online conference with the Mayor of Naberezhnye Chelny, Nailym Magdeev. September 7, 2017 - online conference with Dariya Bikbaeva, businesswoman, head of the marriage agency.

In the first case, Nail Magdeev described how his experience in managing Bugulma in the 1990s helped bring Naberezhnye Chelny out of the crisis of 2014, establish a proper level of work there, why he considers the work of the mayor more difficult than the work of the minister. This material may be of interest to a fairly wide audience from 20 to 70 years. The format of the video not only promotes a better mastering of the topic, but also gives the opportunity to

participate in the dialogue. The choice of the main guest of the online conference- the Mayor of Naberezhnye Chelny-is an interesting and unusual person.

From the materials of the second online conference it was possible to find out what is the basis of business creativity, can a woman successfully conduct business and what is needed for this "and all about the wedding" on a turn-key basis "in the agency of Dariya Bikbaeva [7]. Despite the fact that this material refers to the "female" theme, it was also interesting to a large and diverse audience and had thousands of views.

As the brief analysis shows, online conferences are an effective way to increase the effectiveness of the impact of publications on a certain readership and the formation of public opinion. The direct participation of Internet users in the online conferences held by any publication makes them accomplices, people interested in the ultimate goal of solving the problems raised. Online conferences introduce subscribers to modern forms of journalistic materials.

4. Summary

During the work on the article, various sources of domestic and foreign scientific literature on the problems of journalism and new media were used and analyzed, in particular, materials of forums and conferences, as well as directly the media of the Republic of Tatarstan. Today, among the scientists practicing the theme of the new mass media, it is worth mentioning D. Bryant, S. Thompson, B. Etling, GP Bakuliev, P. S. Kireev, and others.

As a result of the study, the authors concluded that effective use of new media increases the number of subscribers and makes publications popular. Recently, new media have constructed new realities. New mass media can be successfully used not only in journalism, but also in related specialties - public relations, sociology, psychology, etc.

5. Conclusion

Further research of the functioning of Internet publications can be carried out in the directions of determining their system-functional, linguistic, stylistic, genre specificities. Comparative analysis of the activity of publications of different cities, regions,

countries is expedient. Differentiation can occur and proceeding from the specialization of publications, their problem-thematic focus.

Conflict of interest

The authors confirm that the data is not contained in the conflict.

Acknowledgments

The work is carried out in accordance with the Federal Government's Program of Competitive Growth of Kazan Federal University.

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TECHNIQUE OF ASSESSMENT OF EXPEDIENCY OF APPLICATION OF OUTSOURCING

Ilnour I. Farkhoutdinov¹Alexey G. Isavnin²

Abstract: One of the main criteria of successful application of production outsourcing is competent definition of degree of expediency of use of this tool at the enterprise. Reasonable combination of outsourcing and insourcing where management of them is constructed on in advance defined accurate principles, and identification of exact borders of outsourcing are pledge of effective application of this model of management at the enterprise. Therefore there is a need for a reliable technique which would allow to define competently the product components which are subject to transfer to outsourcing. The purpose of this work is development of a technique of an assessment of expediency of application of production outsourcing at the enterprise, and also definition of major factors of adoption of the administrative

decision on use of this tool. The offered technique is based on matrix approach. In the real work as authors the technique of an assessment of expediency of application of production outsourcing at the enterprise is offered. Results of the real work can be of interest to heads of the large industrial enterprises, and also can be useful to further scientific researches in the field of sourcing. The offered technique allows to define competently the product components which are subject to transfer to outsourcing.

Keywords: expediency of outsourcing, strategic management, outsourcing matrix; insourcing; industrial outsourcing.

Introduction

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From the moment of practical application of the tool under the name "outsourcing" and in process of its development in scientific and practical literature, process of formation and formation of the new direction in economic science which it is possible to call as "economy of sourcing" began. The economy of sourcing is devoted to development and studying of models of optimum use of factors of production therefore one of the main criteria of successful application of production outsourcing is competent definition of degree of expediency of use of this tool at the enterprise. Reasonable combination of outsourcing and insourcing where management of them is constructed on in advance defined accurate principles, and identification of exact borders of outsourcing are pledge of effective application of this model of management at the enterprise [1]. Therefore there is a need for a reliable technique which would allow to define

2.

competently the product components which are subject to transfer to outsourcing.

The purpose of this work – development of a technique of an assessment of expediency of application of production outsourcing at the enterprise, and also definition of major factors of adoption of the administrative decision on use of this tool.

Materials and methods

The analysis of the existing models

The analysis of scientific and practical literature on this subject allowed to allocate the following main and most widespread techniques of an assessment of expediency of application of outsourcing at the enterprise:

1. The Price water house Coopers model which is based on use of the following factors at decision-making on outsourcing use: competitive and strategic importance of an asset [2].

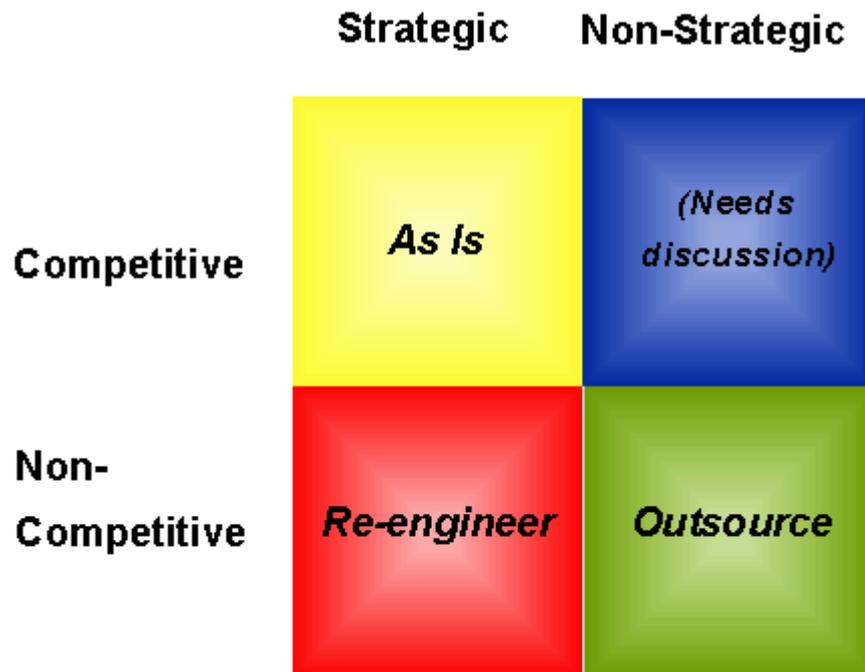


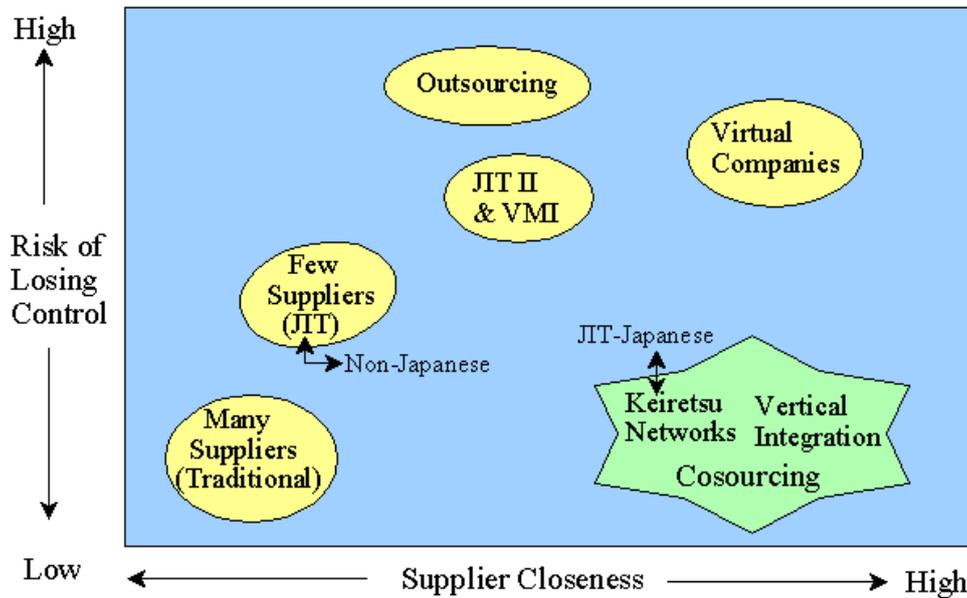
Fig. 1. Model of PricewaterhouseCoopers

3. Card of agreements with the supplier of Clinton B.D. and S.C. Del Vecchio. The card of agreements with the supplier of Clinton and Del Vecchio

4.

is based on use of the following factors at decision-making on outsourcing use: proximity of the supplier and risk of loss of control [3].

Supplier Arrangements Map*
 (Cosourcing Compared to 7 Other Supply Chain Arrangements)



* Adapted from Clinton & Del Vecchio, Exhibit 1, p. 6.

Fig. 2. Card of agreements with the supplier of Clinton B.D. and S.C. Del Vecchio

5. Matrix of outsourcing of K. Vitasek and M. Ledyard. This matrix is based on use of the following factors at decision-making on application of

6.

outsourcing and insourcing: potential value for the organization and organizational expert knowledge [4].



Fig. 3. Matrix of outsourcing by K. Vitasek and M. Ledyard

7. Matrix of outsourcing of Ronan McIvor, Paul K. Humphreys, Anthony P. Wall, Alan McKittrick. This matrix is based on use of the following factors at decision-making on application of outsourcing and insourcing: relative possibility of realization and importance of process to competitive advantage [5].

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		Relative capability position	
		Less capable	More capable
Importance of process to competitive advantage	Critical to organisational success	Q1 Invest to perform internally or outsource	Q2 Perform internally and develop
	Non critical to organisational success	Q3 Outsource	Q4 Outsourcing or internal

Fig. 4. Matrix of outsourcing by Ronan McIvor, Paul K. Humphreys, Anthony P. Wall, Alan McKittrick

9. Matrix of outsourcing of Mingu Kang, Xiaobo Wu, Paul Hong. This matrix is based on use of the following factors at decision-making on application of outsourcing and insourcing: risk of outsourcing and influence on profit [6].

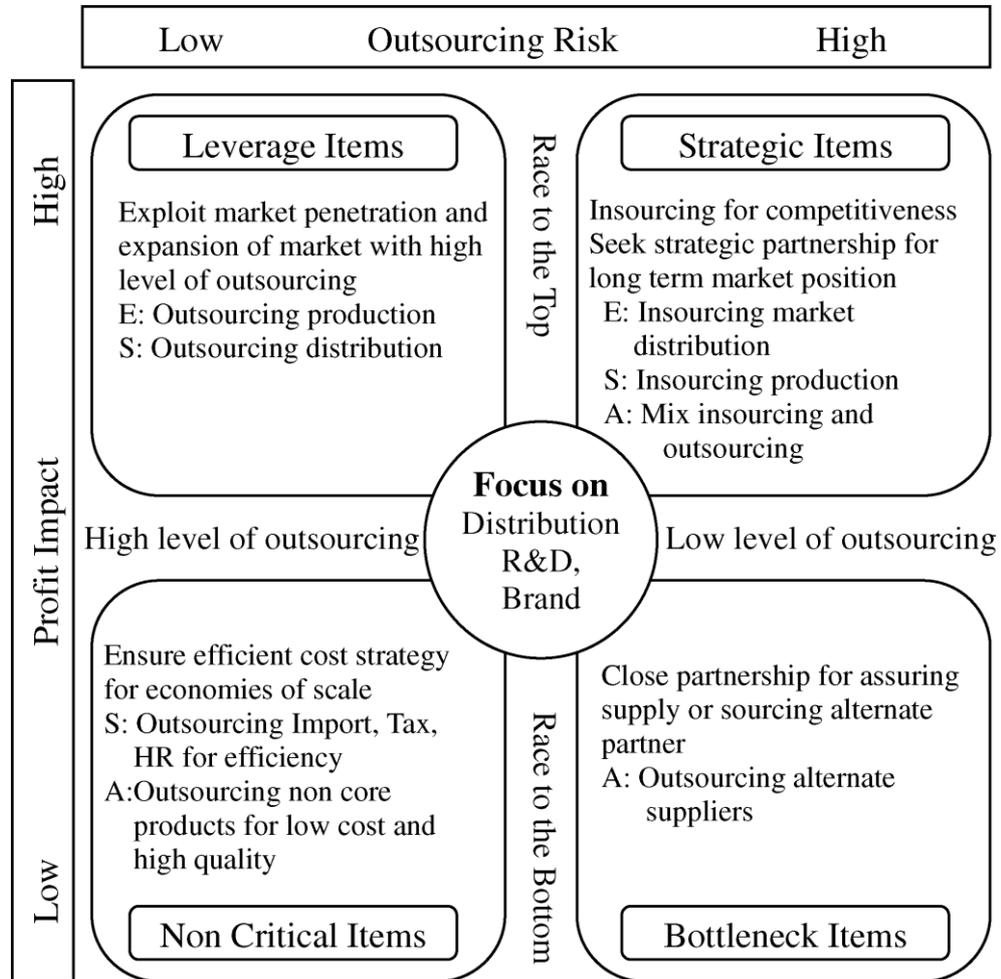


Fig. 5. Matrix of outsourcing by Mingu Kang, Xiaobo Wu, Paul Hong

Also in scientific and practical literature there are Moiseeva N.K., Malyutin O.N. and Moskvina I.A. model [7], Mitrofanova E.V. model [8] and others.

It should be noted that all models given above are kinds of matrix approach as "the outsourcing matrix" is the most widespread and demanded method. However an essential lack of "an outsourcing matrix" is the two-factoriality [9].

Application of production outsourcing in the Russian industry most often is followed by restructuring of the enterprise [10]. Therefore, for definition of the components of a product which are subject to transfer to outsourcing it is necessary to understand how strategically significantly for the enterprise production of this component and what profit it makes for the company. All listed above models are based a little on other factors,

inapplicable for this type of outsourcing as they, were generally developed for an assessment of expediency of application of outsourcing of business functions. Here we represent the following technique of an assessment of expediency of application of restructuring production outsourcing at the enterprise.

Results and discussion

This technique is a kind of matrix approach which is based on use of the following factors at adoption of the administrative decision on use of

restructuring production outsourcing: strategic importance and profitability. We will consider in more detail each factor.

Strategic importance

To define how strategically significantly for the enterprise production of this or that component of a product, we will make the table in which the main criteria of an assessment of the strategic importance, levels of points and their values (table 1) have to be designated.

Table 1. Criteria of an assessment of the strategic importance of a component

№	Criteria of strategic importance	Points			
		B_1	B_2	...	B_n
1	Criterion 1 (K_1)	x_{11}	x_{12}	...	x_{1n}
2	Criterion 2 (K_2)	x_{21}	x_{22}	...	x_{2n}
...
m	Criterion m (K_m)	x_{m1}	x_{m2}	...	x_{mn}

Some explanations to table 1:

✓ Criteria of an assessment of the strategic importance and their quantity for each company are individual. It is possible to give the following criteria

which can be applied at the enterprise as an example:

- the importance of a component for a brand,
- the importance of a component for the final product,

- market of suppliers of a component,
- component prospects on the future and others.

In other words, criteria are defined proceeding from strategy of the enterprise. For example, on OJSC "KAMAZ", in view of developed in Russia and the CIS countries of a dealer network [11], one of criteria of an assessment of the strategic importance of a component is "The importance in the market of spare parts".

✓ Each company determines the level of points and their value for itself individually. The most convenient is the three-level system of points: low,

average and high point; where the low point is equal 1, the average is equal 2 and the high point is equal 3.

✓ Matrix $X = (x_{ij})_{i=1, j=1}^{m, n}$
 (where i – index by amount of criteria; j – index by number of levels of points) represents set of characteristics of each criterion of K_i to each level of points of B_j .

For descriptive reasons we will present an example of how the table of criteria of an assessment of the strategic importance (table 2) completed at the enterprise can look.

Table 2. An example of the made table at the enterprise

№	Criteria of strategic importance	Points		
		Low point ($B_1 = 1$)	Average point ($B_2 = 2$)	High point ($B_3 = 3$)
1	The importance for a brand	The component has weak impact on a brand	The component has average impact on a brand	The component has strong impact on a brand
2	Prospects on the future	The component will be made less than 5 years	The component will be made from 6 to 14 years	The component will be made more than 15 years
3	Market of outsourcers	Number of outsourcers more than 8	Number of outsourcers from 3 to 7	Number of outsourcers less than 2

4	The importance for the final product	The component is established only as an option	The component can be in the form of the additional decision or obligatory at some options (complete sets) of the final product	The component is irreplaceable part of a product
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After definition of the main criteria of an assessment of the strategic importance, the analysis of components of a product by each criterion where the level of points corresponding to it is defined is carried out and value of this

level is appropriated. Further for each component the arithmetic average value of points which shows the relative level of the strategic importance of a component for the enterprise (table 3) is defined.

Table 3. Assessment of the strategic importance of components

Nº	Components	Criterion 1 (K_1)	...	Criterion m (K_m)	Arithmetic average value of points (SB)
1	Component 1	B_j	...	B_j	SB_1
2	Component 2	B_j	...	B_j	SB_2
...
p	Component p	B_j	...	B_j	SB_p

Further we determine profitability level.

Profitability

Profitability represents an indicator of the economic importance of a component for the enterprise. As this indicator such indicators as profitability of production, profitability of sales, marginal profitability and others can be

applied. Each enterprise defines for itself an indicator convenient to it. For example, OJSC "KAMAZ" defined for itself an indicator of marginal profitability [11].

After definition of arithmetic average value of points and profitability the summary table which can look as follows (table 4) is under construction:

Table 4. Example of the summary table.

Nº	Components	Arithmetic average value of points, units	Profitability, %
1	Component 1	2,20	15%
2	Component 2	2,45	25%
...
p	Component p	1,95	30%

Having made the summary table on the analyzed components, we build the dot schedule in the Cartesian system of coordinates where the

provision of each component of a product occupied on the level of the strategic importance and profitability is displayed (figure 6).

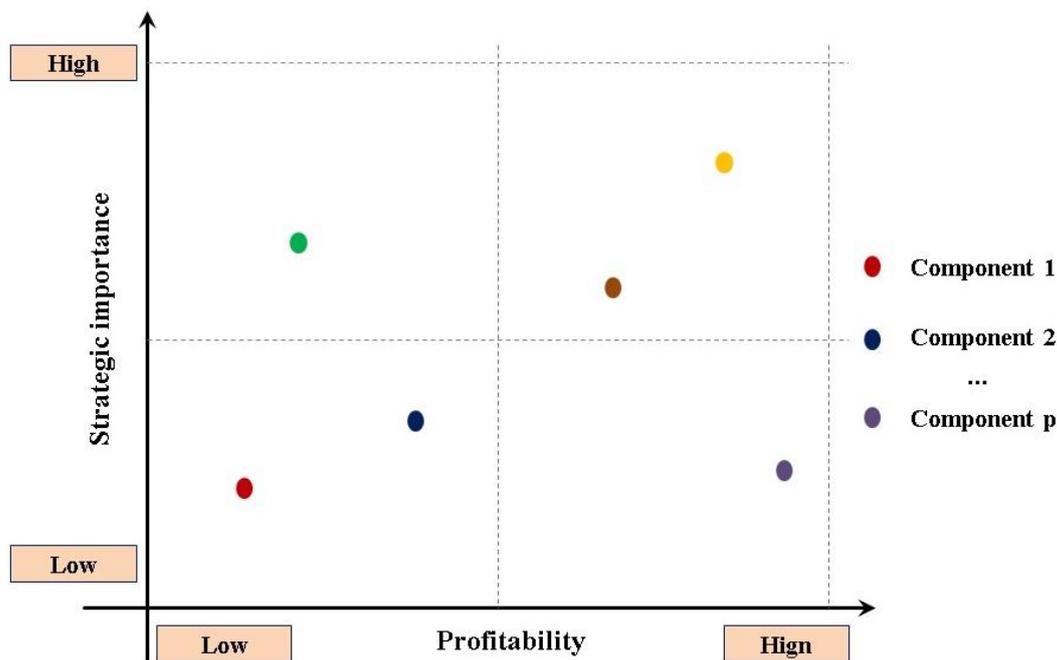


Fig. 6. Spot chart

The following step is submission of this schedule in the form of an outsourcing matrix. The matrix of outsourcing can be both symmetric (2x2, 3x3, etc.), and asymmetrical (2x3, 3x2, etc.). The most evident and idle time for

use by a matrix is a symmetric matrix of outsourcing of dimension 2x2:

$M = (m_{ij})_{i=1,j=1}^{2,2}$. We will construct it, proceeding from our dot schedule (figure 7).

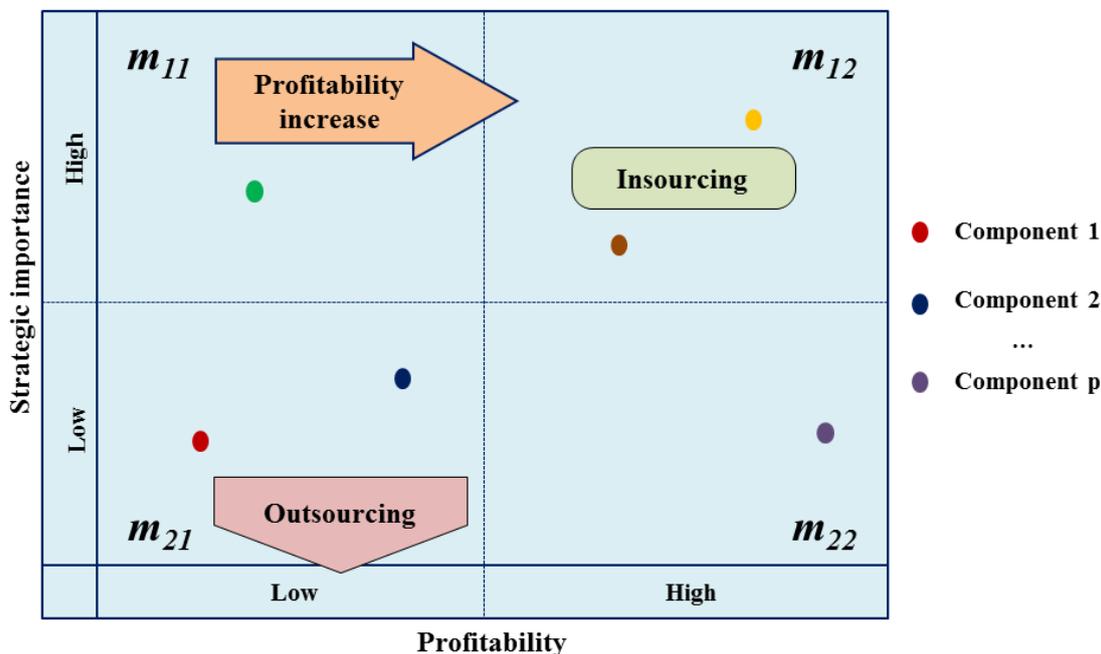


Fig. 7. Matrix of appropriateness of outsourcing

From figure 7 it is visible that all components belonging to m_{21} matrix element are exposed to a conclusion in outsourcing in view of the low strategic importance and profitability. The components opposite to them belonging to the m_{12} element which have the high strategic importance and profitability, remain in the enterprise (insourcing).

As for other components, the components belonging to the m_{11} element have the high strategic importance for the enterprise, but low profitability therefore it is expedient to perform optimization of designs of these components and/or technological process for the purpose of profitability increase. The components belonging to

the m_{22} element can or remain in the enterprise, or be transferred to outsourcing depending on policy of the enterprise.

If the company chooses other type of a matrix with other dimension, versions of decisions on these or those components can be defined by the company individually, proceeding from policy of the enterprise for a component or depending on the reasons of application of production outsourcing.

Conclusions

The presented technique of an assessment of expediency of application of production outsourcing at the

enterprise is a kind of matrix approach therefore its only shortcoming, as well as other matrix models, the two-factoriality 1) is. However for application of restructuring production outsourcing which, is generally directed on optimization of floor spaces and decrease in costs of production, existence of factors "the strategic importance" and "profitability" is sufficient.

The main advantage of the presented model is ability to integrate with other existing outsourcing matrixes. In particular, the company can construct a matrix of any dimension (symmetric or asymmetrical) with application of the decisions on a component borrowed from other models. The technique allows to define and retain competently only those components of a product which are favorable to production and are strategically significant for the enterprise.

Acknowledgements

The work is performed according to the Russian Government Program of Competitive Growth of Kazan Federal University.

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**IMPROVEMENT OF THE REGIONAL MANAGEMENT SYSTEM
BASED ON HARMONIZATION OF INTERESTS OF SOCIAL AND
ECONOMIC INTERACTION SUBJECTS**Almaz Sh. Akhmetov¹Aidar M. Toufetulov²Gulnara N. Khadiullina³Fatih Sh. Nugaev⁴

Abstract: Activation of the processes on globalization and national economic space regionalization actualizes the problem of formation of an effective mechanism for managing the regional socio-economic system, the availability of which ensures effective use of available resources, creates prerequisites for the formation and implementation of the competitive potential of a territorial entity, and is a necessary prerequisite for neutralizing the consequences of global and local crises. The level of sustainable functioning of regional socio-economic systems is a key factor affecting the socioeconomic development of the Russian economy in the face of

increasing uncertainty in the external environment. This requires new approaches to identify tools for new governmental management at the meso level, to developing new forms and models for sustainable socio-economic development of regions. The paper substantiates the thesis that the necessary condition for the implementation of sustainable development of the regional economic system is the presence of adapters in its elements that provide a certain quality of management decisions. Regional development is aimed at achieving a set of parameters that meet the needs of economic agents: residents and non-residents of the regional

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economy, subject to feasibility of management decision, compliance with strategic guidelines for regional development and reducing agency costs. At the same time, regional development is interpreted as the result of structural changes (the synthesis of structure and processes) in the system of interaction between subjects of socioeconomic relations at the meso level, and controlling is considered as a tool for effective management of innovation changes.

Keywords: regional economy, interaction between subjects of social and economic interaction, mesoeconomic indicators, strategic analysis, new governmental management.

Introduction

Sustainable development of a particular region, along with the action of general laws on the functioning and development of a national economy, has its own specifics and is determined by the share of production of basic industries in a region in total production in the country, the availability of the

export sector in the regional economy, the level of security and the availability of the regional resource potential, the mentality of the population, etc. However, along with these factors which determine the necessary prerequisites for progressive mesoeconomic dynamics and its configuration, there are sufficient conditions, including conditions of the regional management system which determines the completeness and effectiveness level of the resource potential implementation as a factor of sustainable development. In turn, the effectiveness of management decisions largely depends on complete accounting for the nature of interactions in the regional system of socio-economic relations with the participation of the state, business and society.

Increasing the level of uncertainty in the external environment and the complexity of the management system necessitate formation of an effective internal coordination mechanism. Controlling in the strategic management system of sustainable regional development ensures the transformation of regional system development goals into a system of targeted programs. At the same time, it is

viewed as a tool that allows for monitoring and analysis of actual deviations based on the definition of planned parameters for regional development, organization of interaction between information flows within the mesoeconomic system, monitoring of the main processes implemented within the system, taking into account the space and time characteristics, and evaluation of results.

1. Methods

According to the regional management interpretation by Gavrilov A.I., a territory is considered as a corporation formed by territorial entities united by a common goal and unity of location [1; 35]. These entities include agents of socio-economic processes in the region, which interact and are connected with various formal and informal relations; the list of those agents can include the regional government considered as a full-fledged subject of economic activity and, at the same time, the subject of the public management structure in the form of which indirect influence occurs through the creation of a set of certain administrative, legal,

economic conditions that constitute an entrepreneurship climate.

In our opinion, effectiveness of functioning of a public administration system in a region can be improved on the basis of improving the mechanism that harmonizes the interests of the social and economic interaction subjects, taking into account the entrepreneurial and creative components. Accordingly, it is necessary to establish a balance between expectations and opportunities, authority and responsibility. We consider it expedient to set positions for the economic responsibility areas of regional governments, the society and business, as well as to determine the area of their mutual interests and shared responsibility (Fig. 1).

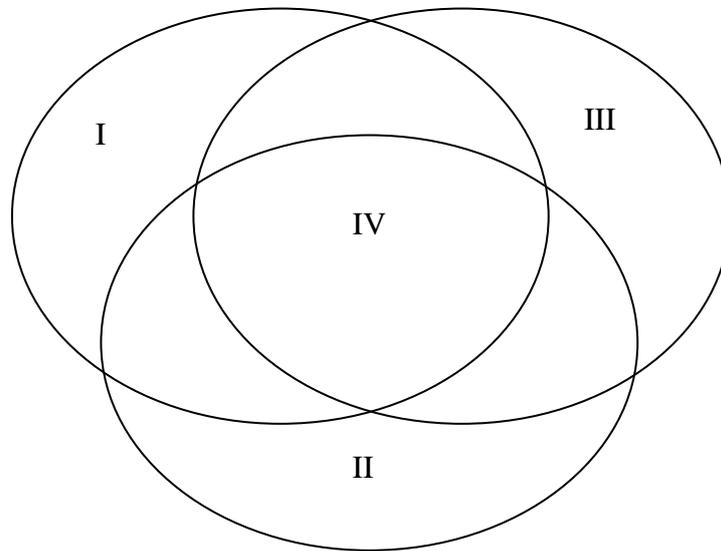


Fig. 1. Venn diagram to identify the area of mutual interests and responsibilities of regional government, population and business [2; 28]

Zone I - interests and responsibilities of regional governments.

Zone II - interests and responsibilities of the society (local community).

Zone III - interests and responsibilities of regional business.

Zone IV - joint interests and mutual responsibility.

These conditions actualize the use of foreign experience for controlling systems. Dieter Khan, a professor at the Berlin Technical University and Justus-Liebig University in the city of Giessen, defines controlling as "... an informational support of the results-based management of an enterprise" [6; 23]. However, in our opinion, controlling is a broader concept, and it includes a

complete process of setting and achieving goals, which allows to consider controlling as a "profit management system". In modern management, the objectives of a region are divided into operational and tactical, which, in turn, allows us to subdivide controlling depending on its objectives into operational and tactical controlling,

the characteristics of which are presented in Table 1.

Table 1: Characteristics of controlling types at the regional level

Features	Strategic controlling	Operational controlling
Orientedness	Internal and external regional environments	Indicators of economic efficiency and profitability of regional enterprises
Control	Strategic	Tactical and operational
Goal	Anti-crisis policy, survival, potential for success	Budget profitability, earning power and liquidity of regional enterprises
Main goals	Definition of regional goals; Development of a strategy for social and economic development; Identification of alternative development options; Identification of critical points that determine strategic plans; Identification of key indicators on compliance with the normative ones within the framework of defined strategies; Estimation of economic efficiency	Development of Guidelines for current and operational budget planning; Identification of the conditions for tactical control; Identification of a set of key indicators on compliance with current objectives; Identification of the reasons for the deviations of actual indicators from the normative ones; Assessment of the impact of identified deviations on current planning;

		Development of information systems for management decisions
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With the help of strategic controlling, the formation of a regional economic strategy is ensured, short-term goals are realized with the help of operational control, and current (operative) solutions for optimizing the revenue and expenditure parts of regional budgets are adopted.

2. Results

In our opinion, the structure of regional controlling as a process of planning and monitoring results at the regional level should include:

1. Regional development strategy, which comprises a general goal of the regional development as a direction of socio-economic activity of the region;
2. Regional strategic planning, being implemented as a special type of management activities in the direction of the development strategy, which is a set of the main objectives of the region and options for their achievement;
3. Operational planning at the regional level is represented by a management

system for the implementation of goals identified at the level of strategic planning and allows for the continuity of the decision-making process in the area of regional resources movement and optimization of revenue and expenditure parts of regional budgets;

4. Management accounting, a feature of which is the focus on the information needs of the regional leadership on the adoption of managerial decisions;
5. Monitoring of information flows at the regional level reveals the features of the processes occurring in the region and provides operational reports on the results of work. Monitoring can be graphically represented in the form of a block diagram (Fig. 2).
6. Analysis of the results and criteria for decision-making is carried out on the basis of all the above stages, which identify strategic alternatives, choose the most expedient of them, and start a new economic cycle on the basis of an objective assessment of the current situation, analysis of the potential and prospects for development, [5; 129].

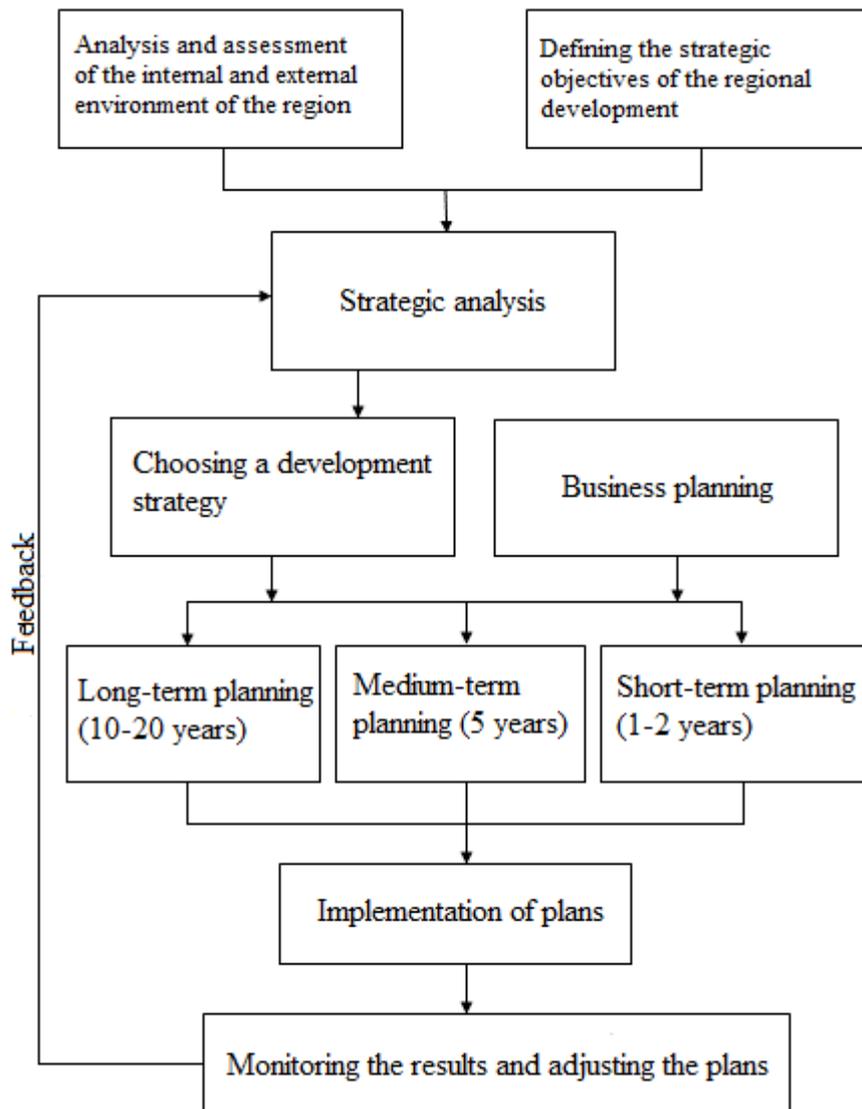


Fig. 2. Algorithm for monitoring regional information flows

The cluster analysis of Russian regions was carried out based on the data of the official state statistics bodies of the Russian Federation, taking into account, on the one hand, the indicators of the social and economic development of the territories, and, on the other hand, the

quality of controlling within these territorial entities [3; 4]. As a result of hierarchical clustering, five main types of regions (clusters) were identified (Table 2).

Table2: The final centers of clusters (groups of regions)

Indicator of the regional development	Number and characteristics of the cluster				
	1	2	3	4	5
1. Population, thousand people.	1726.15	514.13	50.76	3,725.55	43.39
2. Per capita income, thousand rubles / person	48214.53	308919.61	421415.29	160376.81	440243.15
3. Unpaid income per capita, thousand rubles / person	14477.37	8737.39	204353.45	37414.81	97977.60
4. Share of expenses on wages,%	12.74	11.77	9.19	11.96	16.82
5. Subsidies, mln. rub.	7,701.46	332.68	8953.49	16049.14	0.00
6. Subsidies, million rubles.	5111.86	2145.00	758.28	2887.82	104.21
7. Subventions, million rubles.	3549.57	1110.76	314.13	8443.87	4077.61
8. Expenditures per capita	51915.94	283370.90	440114.79	168985.57	455148.76
9. Budget deficit / surplus in the region, mln. rubles	-5435.57	12573.20	-949.17	-14020.39	-646.78
10. Quality of controlling in the region, share	0.58	0.67	0.64	0.63	0.64

For the first cluster, characterized by a relatively low level of controlling and budget deficits, rigid

hierarchical management systems are characteristic, which require substantial modernization. For the second cluster,

characterized by a relatively high level of controlling and budget surplus, adaptive management systems are characteristic, which make it possible to use a self-organization potential. The distinctive features of the third cluster are the medium level of quality controlling, a small budget deficit and a high level of per capita income associated with its insignificant number; the regions of the fourth and fifth clusters have similar indicators.

3. Discussion

Let us explore the types of potential strategies for regional application:

1. Commodity strategy consisting in the conditions of the organization of potential commodity markets corresponding to regional needs, which determines the requirements for the most preferable regional areas of activity, ensuring the improvement of living standards of the population.
2. The strategy of formation and regulation of production, financial and labor resources market; the strategy consists in the formation of principal theses which have an active influence on

the effectiveness of the demand formation for regional resources.

3. The strategy of coherence with the financial regional market, which is the elaboration of rules and norms for the formation of additional financial resources needed for both investment tasks and for solving current financial problems.

4. The strategy of stimulating labor resources, which forms a "motivational field" that increases the efficiency of using labor capital and satisfies the requirements of the regional market.

5. The strategy of reducing production and transaction costs, developing the mainstream of regional provisions and providing regional competitive advantages by reducing costs with developing principles for regulating the costs formation process.

6. Transaction cost strategy which forms databases on potential transaction partners, and develops cost-effective regulations for the preparation and implementation of various market transactions.

7. The strategy of foreign economic activity of the region, which determines the principles for the implementation of export-import

operations on the basis of federal and regional legislation.

8. The investment activity strategy, which forms the investment portfolio of the region and is directly related to innovative regional activities, and involves determining the direction on maintaining the level of material security of the region with a constant demand for goods and services.

9. The strategy of preventing insolvency (bankruptcy) of enterprises in

the region, contributing to the forecasting of its consequences and the definition of strategic decisions within the framework of the above strategies.

Diagnostics for weak signals is required in the case of a high level of regional instability, the scale of which assessment is shown in Table 3, where more instability corresponds to a greater number of points.

Table 3 :Determination of factors and levels of instability

Characteristics	Stages				
	Stability	Reaction to problems	Foresight	Study	Creation
Event customization	Habitual	Within the extrapolation of experience	Unexpected, but having analogies in the past		Unexpected and completely new
Rate of change	Slower than the reaction of a firm	Compared with the reaction of a firm		Faster than reaction	
Predictability of the future	By analogy with the past	By extrapolation	Predictable serious problems and new opportunities		Partial predictability for weak signals
Scale of instability points	1	2	3	4	5

There are five levels of awareness:

I. There are weak signals about changes in the external environment, but there is no certainty in their parity;

II. The certainty of the sources of changes and their orientation is increasing;

III. Specification of the scale, scope and nature of the changes;

IV. The ways of solving the problem have been identified, but there is no certainty in the consequences of the decisions made;

V. A high probability of predictability and certainty of the results of decisions taken to eliminate the danger.

Consequently, the timely response to signals from the external and internal regional environment requires the organization within the control system of monitoring a large sample of the parameters of the living conditions in the region, which also actualizes the formation of monitoring which includes:

- list of observed target parameters for assessing the region's activities;
- principles of quantitative and qualitative evaluation of external and internal signals;

- frequency of observation of established parameters;

- methods for analyzing the possible consequences of initial economic phenomena identified in the process of observation;

- methods for determining the "critical points" in chains of economic phenomena and the procedure for monitoring these points;

- principles of developing anti-crisis management decisions based on observations and economic analysis;

- the order of the listed sections essentially reflects the order in the package of measures for scanning the external and internal environments of an enterprise and the development of management decisions on this basis.

A high level of instability, determined by a dynamic change in the internal and external situation, causes the rate of change which exceeds the response to these changes, and actualizes the need for strategic decisions when weak signals from the external environment arise. The action matrix is shown in Table 4.

Table 4: Matrix of regional actions in conditions of weak signals

The strength of signals from the external environment	The nature of measures to increase effectiveness					
	Monitoring of the environment	Determination of the relative strength of the signal	Reducing external strategic vulnerability	Increasing intraregional flexibility	Implementation of preliminary measures	Practical activities
Potential hazards						
Definiteness of the threat or possibility						
Definiteness of the problem scale						
Definiteness of the solution to the problem						
Predictability of the results of decisions						

The table presented illustrates the possibility of taking countermeasures in connection with the increase in the

amount of information about signals, which corresponds to the tasks of controlling weak signals.

Precautionary reaction facilitates the adoption of timely actions to eliminate potential crisis phenomena, which makes the strategic controlling tool relevant and applicable in controlling regional management.

4. Summary

Thus, controlling within the regional management structure is a complex system linking the setting of goals, planning, accounting, monitoring, analysis, management of information flows and developing recommendations for making managerial decisions, which ensures the synthesis of the regional dynamic development over time with the complexity in identifying and solving regional problems.

5. Conclusions

The cluster analysis for the Russian regions based on accounting for, on the one hand, indicators of the social and economic development of the territories, and, on the other hand, the quality of controlling within these territorial entities, made it possible to identify five main types of regions

(clusters). A comparative analysis of clusters of regions has shown that the level of quality of controlling largely determines the dynamics of social and economic development indicators of the region, and, at the same time, these indicators depend on the chosen model of regional management and the level of using the self-organization potential. This circumstance determined the need for research of key parameters, the change of which indicates a change in the possible level of use of the self-organization potential analyzed within the framework of a dissertation study based on the controlling quality indicator.

6. Acknowledgments

The work is performed according to the Russian Government Program of Competitive Growth of Kazan Federal University.

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**LANGUAGE OF FAMILY COMMUNICATION IN THE MODERN
TATAR-RUSSIAN BILINGUAL SOCIETY**Gulshat R. Galiullina¹Enze Kh. Kadirova²Gulfiya K. Khadieva³Khalisa Kh. Kuzmina⁴Zilya M. Kajumova⁵

Abstract: The article is devoted to the study of the functional potential and specificity of use of native language in family communication, in the conditions of modern Tatar-Russian bilingualism. The sociolinguistic study was conducted on the basis of a survey of humanities students, taking into account the type of family, place of residence and language of instruction at school. The choice of respondents of this category is explained by the fact, that they are sufficiently dynamic and receptive to new socio-cultural and political conditions. They were brought up in the conditions of intensification of bilingualism development on the one hand, and the

activation of national identity on the other. The analysis shows, that in the modern active bilingual society the language of family communication has its own specificity and vary, depending on the place of residence and the type of family. The rural family, predominantly, uses its native language in domestic communication. In a rural family, children speak their mother tongue with their parents and brothers and sisters. The urban family, living in the environment of Russian-Tatar bilingualism, prefers to use both languages. Outside the family society, respondents actively use Russian language. The survey shows, that the

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degree of functioning of native language in urban families between children and their parents is higher, than between close relatives. The penetration of bilingualism into the family environment is also observed in modern families, implementing Tatar-Russian bilingualism. Native Tatar language is the first for the members of such families.

Keywords: *bilingualism, sociolinguistics, family, language of family communication, Tatar language.*

Introduction

The family is the environment where social and economic processes take place; cultural and behavioural stereotypes are built. Since the sphere of family communication is an important context for the functioning of the first language of the child, and later it becomes a significant part of communication space of language personality, the study of language of family communication is of great interest.

The language of family society can reflect all the elements of native language: colloquial and literary forms,

the elements of social and territorial dialects. Language in family communication can reflect mutual influence and interaction, combination of different languages at the level of spoken language. Despite the widespread belief that in small communities the probability of linguistic homogeneity is high, modern families speak not only one language - the mother tongue. In family communication two languages are used. This phenomenon is most common in bi-and multi-lingual society.

In modern linguistics, the study of language of family communication, in the conditions of close contact between different linguistic cultures, is conducted mainly among migrant families, and the language of family society, which exists in the conditions of prolonged contact of different languages and cultures, remains outside of proper attention.

Meanwhile, bilingual society forms a special environment, where the interaction of languages occurs at all levels of communication. In this respect, Tatar-Russian bilingualism, whose roots go deep into history, is of great interest. The main aspects of this issue are

reflected in the work of such researchers as L.K. Bayramova [1], O.P. Esin [2], F.F. Kharisov [3], A.M. Ismagilova [4], O.A. Maximova [5], L.R. Nizamova [6], M.I. Solnyshkina [7], R.R. Zamaletdinov [8] and others.

Despite the existing works on Tatar-Russian bilingualism, the peculiarities of language functioning in the family are not often researched. For example, the problems of language of family communication in the conditions of Tatar-Russian bilingualism were studied by such researchers as G.R. Galiullina [9], Z.A. Iskhakova [10], T.A. Titova [11] and others.

The purpose of this article is to identify the functional potential and the specificity of use of native language in family communication, in the conditions of modern Tatar-Russian bilingualism. Given that the functioning of language among young generation is one of the indicators of language vitality, the study was conducted among this category of respondents.

Methods

In the process of research, a set of methods and techniques was used, which

allowed to come to the main results. With the help of descriptive method, scientific-theoretical and empirical materials were studied, language phenomena were described.

The main method of research is the questionnaire survey, as the method of sociolinguistic analysis. The survey involved 220 humanities students, which were the residents of the Republic of Tatarstan, at the age of 17-23. This category of respondents is quite dynamic, susceptible to new social, political and cultural conditions. It was brought up in the conditions of intensification of bilingualism development on the one hand, and the activation of national consciousness on the other hand. Among them 173 respondents (78.6%) are Tatars, 32 respondents (14.6%) are Russian, and 15 (6.8%) are the representatives of other nationalities. Two-thirds of the respondents use Tatar language as the first, and implement Tatar-Russian bilingualism.

The questionnaire contained questions, which were focused on identifying the language competence of respondents, and the functional potential

of native language in family society. As the survey results show, 93.2% of respondents were brought up in a mono-ethnic family, and 8.6% - in an interethnic family.

59% of all respondents were brought up in rural families, 40.9% - in urban families. The parameters of Tatars-respondents are as follows: 67.6% - are the representatives of rural family, 32.4% - are the representatives of urban family. Differentiation by the place of residence was necessary for establishing the specifics of realization of Tatar language functions as mother tongue by urban and rural respondents.

Half of the respondents received education in general education establishments with Tatar language of teaching, the second half of respondents - with Russian language of teaching.

Correlation analysis was also used for processing the data obtained. It allowed to establish a correlation between the language situation, competence and social parameters of the respondents.

Results and discussion

Tatar-Russian bilingualism has developed over the centuries. Close contacts and living in the neighbourhood of the Tatar and Russian population on the territory of the modern Republic of Tatarstan contributed to the formation and development of bilingualism. In addition, the Volga region and the Southern Cisurals were historically a place of close contact with other ethnic groups and their cultures. By the end of the twentieth century, in the conditions of multi-ethnic society, the intensification of migration processes, the expansion of cultural contacts, and the prevailing socio-political situation, active bilingualism embraced all social and age groups of the population. Despite such socio-demographic and linguistic characteristics as the place of birth, the language of teaching at school, the type of family, modern Tatar youth is fluent in Russian. For example, the answers to the question “*How fluently do you speak Russian?*” are as follows: 87.2% of respondents speak perfect Russian, read and write; 5.1% - speak fluently, but read and write with difficulties; 7.7% - speak with difficulties.

The answers of Tatar respondents to the question “*How fluently do you speak Tatar?*” are the following: the overwhelming majority of respondents from rural families (94%) speak perfect Tatar, read and write; 3.4% - speak fluently, but read and write with difficulties; 2.6% - speak with difficulties.

65.5% of Tatar respondents, who were brought up in urban families, fluently speak, read and write in their native Tatar language. 21.9% of respondents speak fluently, but read and write with difficulties; 5.5% of respondents speak with difficulties; 5.5% - understand, but don't speak, 1.6% - do not speak Tatar language.

The significance and future of language depends on the degree of knowledge of native language by the young generation. According to our sociological survey, the majority of Tatar respondents recognize Tatar as the native language (95.5%). Russian language is native to 4.05% of Tatar respondents. And as the first language, 90% of Tatar respondents choose Tatar, and 9.2% of respondents choose Russian. As we see, the respondents have some differences in

the recognition of native language and the first language. It is, probably, due to the understanding of native language as a language of ethnicity.

Among Russian respondents, 96.9% recognize Russian as the native language; 3.1% of respondents identify themselves as Russian (mother - Tatar, father - baptized Tatar), but they choose Tatar language as native.

The sphere of family communication is the environment of everyday contact in family, the importance of which is conditioned by the fact that, as a rule, the acquisition of mother tongue takes place in the family, in communication with parents. It belongs to the number of amorphous communicative spheres, which are not regulated [12: 223]. Constant communication in native language in family society promotes the development of language personality, the transmission of ethno-cultural and family traditions between generations. In addition, the language of family communication demonstrates the potential of language, the possible ways of development and enrichment of its entire system, change in the volume of

words meanings, the spheres of their use, the specifics of perception and acquisition of linguistic units, the creation of new words and meanings, etc. If the native language functions only within this micro-society, without going

beyond, it remains flawed, and it will not be able to realize all the functional potential. In our study, we focused on this problem and conducted comparative analysis of the responses of Tatar respondents (see Table 1).

Table № 1: Language of respondents - Tatars inside and outside the family, %

Settlement	Language	With parents	With brothers and sisters	With friends
City	Only in the native	23.2	19.6	1.8
	Mainly in the native	25	17.9	7.3
	To the same extent in native and Russian	32.1	37.5	43.6
	Basically in Russian	14.3	14.3	34.6
	Only in Russian	5.4	10.7	12.7
Village	Only in the native	71.8	60.7	15.5
	Mainly in the native	19.7	25.6	44.8
	To the same extent in native and Russian	6.7	8.6	31.9
	Basically in Russian	0.9	3.4	7.8
	Only in Russian	0.9	1.7	0

As the results of the research show, in urban families, communication is made in the native and Russian languages to the same extent. This is observed in communication as with parents (32.1%), as with close relatives (37.5%). The degree of functioning of

native language in urban families between children and their parents is higher, than between close relatives. As we see, in the communication of children among themselves, there is a decrease in the activity of native language in favour of Russian language in all indicators. So,

for example, 23.2% of respondents from urban families speak with their parents in their mother tongue, and only 19.6% of the respondents communicate with their brothers and sisters in their native language. Outside the family there is a sharp decline in the activity of native language functioning. For example, only 1.8% of respondents communicate with their friends in their native language. Outside the family, the young generation communicates in native and Russian languages to the same extent (43.6%), or mostly in Russian (34.6%).

The active functioning of bilingualism, first of all, is observed in the urban environment, where Russian is the dominant language. It covers all spheres of communication, including the family society. It should be noted, that the intensive development of bilingualism has a strong influence on the language of family communication of rural population, which manifests itself in the form of mixed speech.

It is well known, that ethno-cultural traditions in a rural family, unlike urban families, are preserved better and are handed down consistently. They are less susceptible to influences

from the outside, and are characterized by stability and conservatism. The study of the rural family makes it possible to understand fully the depth and scale of the spread of bilingualism in modern society. For this reason, we paid special attention to the language of family communication in rural areas. As can be seen from Table 1, in a rural family, 71.8% of children communicate with parents only in Tatar language, and with brothers and sisters - 60.7%. The values of the variant "*Mainly in the native*" are lower in the family society, and the percentage of respondents, who communicate outside the family mainly in the native language, differs markedly (44.8%).

The use of the second (Russian) language instead of the native is especially noticeable in small towns and villages, where the language of instruction is Russian. However, as our analysis shows, Russian language, as the language of family communication, gradually penetrates into the rural family, not only as a mixed speech, but also as a language of family communication.

Summary

Thus, in a modern active bilingual society, the language of family communication is complex and differs depending on the place of residence and the type of family. Traditional rural family (the carrier of Tatar-Russian bilingualism) actively uses native language in its domestic communication, and the urban family, living in the environment of Russian-Tatar bilingualism, prefers to use both languages. In such environment, the young generation actively uses Russian language in communication outside the family society.

Conclusions

As the research shows, in modern conditions, Tatar-Russian bilingualism actively develops and penetrates into such a stable sphere as family society. This phenomenon is also observed in modern families, implementing Tatar-Russian bilingualism. Native Tatar language is the first for the members of such families.

Acknowledgements

The work is performed according to the Russian Government Program of Competitive Growth of Kazan Federal University. Funded by Volkswagen Foundation (AZ № 90217, 2016-2019).

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**NARRATIVE STRATEGIES BY CREATING A REALITY
TELEVISION ON MODERN RUSSIAN TV**Lilya R. Khuzeeva¹

Abstract: Narratology as a general narrative theory applies to the analysis of artistic and historical texts. At the same time, it can be successfully applied to the analysis of television scenarios, because it allows you to see the general course of the proposed history, determine the television picture of the world, and, perhaps, more broadly, media reality. The reconstruction of the TV show model can be useful for the subsequent implementation in the practical activities on television when creating original projects. Based on the narratological analysis of the two seasons of the reality show “Ladette” (they appeared on the Russian TV channel “Piatnitsa” in 2016-2017), the author identifies the composition of the program and narrative strategies that implement various types of narrators. In the course of the study, groups of narrators were identified, their roles in the development of the plot were defined, and their

narrative strategies were formulated. A consistent study of the implementation of the strategy led to a general conclusion about which strategy is leading and decisive for this type of reality show. Identification of narrative strategies allows you to expand the boundaries of potential project changes in the future, and also stimulates the search for optimal ways to implement various television functions, including regulatory, social and educational, and others.

Keywords: television, reality television, reality shows, narratology, strategy, narration, composition.

Introduction

Television creates media reality, not identical to the reality where every single subject of mass communication exists. Due to careful screening, the use of editing techniques and sound design

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television can create a certain picture of the world. At the same time, as noted in the studies, a separate program does not create a holistic picture of the world, but represents its separate fragment, the content of which translates the idea of the program authors and the tasks facing them [1]. It is precisely in accordance with the tasks of a particular TV program that its composition is built, the content is determined, the necessary and sufficient figurative and expressive means are selected. Based on the opinion of S. Hall [2, 3] that the message in the media sphere undergoes transformation both at the stage of its creation and in the process of perception, as well as on J. Fiske's statement that "television does not represent (or represents) a fragment of reality, but rather produces or constructs it" [4], we can safely assume that the transfer of any genre on television does not recreate reality as much as recreates it, based on real facts.

In this context, the reality show genre is of particular interest, and its popularity is constantly increasing on modern Russian television. A reality show (reality television) is an entertainment television program, the plot of which is the demonstration of the

actions of a group of people in a close-to-life environment. Despite the freedom of behavior of participants and the development of events declared by the genre, there is no doubt about the fact that the script is carefully prepared, since it lays down the main narrative strategies, as well as the ways to implement communicative tasks.

This paper discusses the issue of narrative strategies and the compositional construction of the reality show "Ladette" on the channel "Piatnitsa" (2 seasons aired in 2016 and 2017). In general, the reality show model in its most general form is comparable to the model of a work of art in which the author creates the art world, his laws of time and space, characters, sets a certain composition, defines the narrator - all the essential elements of a work of art. Consequently, the approaches developed in narratology may be applicable to the reality show scenario as well as to the final television production.

The results of the study can be used in the development of training courses on drama and screenwriting for television, as well as in actual practice of creating original scripts for television programs.

1. Methods

This research used general scientific methods: analysis, abstraction, induction, modeling. The main special method was the narratological analysis, which starts from the works by V. Schmidt and the structuralists. To determine the main narrative strategies, theoretical conclusions from the works by V.I. Tiupa were used.

2. Results and discussion

In autumn 2016 and 2017, the entertainment channel “Piatnitsa” broadcasted two seasons of the reality show “Ladette”, which is the analogue of the British show “Ladette to Lady” (broadcasted in 2005 - 2010). It is about girls with a low level of general culture of behavior, who have alcohol, nicotine, or other types of addiction, but who have decided to radically change their lives.

Simulation of reality in the project “Ladette” operates according to certain rules and is essentially a game in its understanding, which was given by the Dutch culture researcher J. Heizing [5]. A reality show with full confidence can be attributed to the narrative text [6, 7], since both the script and the final

product possess the key features of the narrative.

1. Eventuality. As noted by Iu.M. Lotman, “an event in the text is the movement of a character across the border of a semantic field” [8]. The reality show “Ladette” on the TV channel “Piatnitsa” preserves the traditional three-part structure: a) the heroine is in her usual way of life (social “bottom”) and is guided by her usual system of values; b) the heroine “crosses the border”, enters the project (the so-called “Lady School”), where the previous order of her life collapses; c) the heroine changes in order to acquire new values and live a different life.

2. Fictionality. Despite the general focus of reality shows on the viability, its conventionality is beyond doubt. In a television narrative, the laws of space and time are violated, when, for example, thanks to editing, a retrospective commentary on a specific event can be shown in parallel with the screening of what is happening or even before it is shown in order to retain the audience and create intrigue.

3. The significance of the form of the final television product. Each element when assembling the final

version of the release acquires meaning for the formation of the perception of content by the viewer. The selection of personnel, replicas, the construction of the drama of the release - all this works to implement narrative strategies.

Reconstructing the original script, we can highlight its main elements:

- 1) “advertising card” (profile) of each participant;
- 2) challenges / tests aimed at adjusting the behavior of participants;
- 3) comments of participants, teachers and the psychologist;

“Advertising card” (profile) is the representation of the participant, which is removed before the beginning of life in the “Lady School”. In the reality show “Ladette” the profile performs the function of exposure, acquaintance with the hero. In this case, the profile is shown not from the first minutes of the show, but after the first (as a rule) appearance of the heroine in the show. Compulsory components in the representation of the heroine is a short story about her life before the project, about difficult, mostly dramatic relations with parents or children. The focus is on the conflict of the heroine with the world

around her (external conflict) and with herself (internal conflict), as well as the desire to change her life (including solving problems with alcohol, nicotine and other types of addictions) due to her participation in the project.

The appearance of teachers in the show is always associated with the test. Their functions on the project include explaining the challenges for the week, monitoring their implementation, commenting and evaluating the behavior of the project participants and their success over the allotted time. In their comments, each of the three teachers determines whether the past week was useful for the participant, whether the heroine has learned to deal with bad habits, and whether there is progress towards changing her behavior.

One of the main and permanent elements of the scenario of the reality show “Ladette”, revealing the identity of the participants, as well as creating an intrigue and a comprehensive picture of what is happening on the screen, is a retrospective commenting by the participant of an event on the set or her decisions. On the one hand, this block in the structure of the plot of the program slows down the course of the narration,

on the other hand, it provides an opportunity for self-disclosure of the hero. However, this is not a monologue to the camera, because on the set the participant of the reality show communicates with one of the editors and answers his questions that are not part of the final layout of the program, but help to build the necessary dramatic line, identify and aggravate the conflicts between the participants, thereby strengthening the most emotional impact of the transmission on the audience.

In a close manner, the composition of each release and the entire project “Ladette” is associated with the narrator of this story. It should be noted that this reality show includes several types of narrators. The narrator, the viewer meets first, is a narrator whom the viewer does not see, but only hears his voice behind the scenes. He presents participants, teachers and guests to the audience, reports on the rules of a particular task, announces events. This narrator is not included in the process, knows more than the viewer, for example, how the series and (or) the project will end, how the participants will behave, so they can give comments

regarding their status or decisions, that is, it is implicit and non-diegetic.

Another type of narrator is the teachers of the “Lady School” (they also include invited guests and a psychologist). They are included in the process, but they are not always with the participants, so they can be attributed to explicit diegetic narrators. Their function is to evaluate and correct the behavior of participants, relating it to generally accepted norms. Being a kind of intermediaries between the participants and the audience, they are at the same time the carriers of knowledge and pass them not only to the participants, but also to the audience.

The third type of narrator is the project participants themselves. The viewer not only watches their behavior, but also hears the comments in the interview. That is, in this way, a polyphony of opinions is created, which allows the audience to form an aggregate view of the project participants, of the reality show itself. Heroines also belong to explicit diegetic narrators.

Finally, another type of narrator should be distinguished, the presence of which is not quite obvious to many viewers, but it is an obligatory part of the

program and largely determines its course - this is an implicit non-diegetic narrator that can be considered primary, framing the whole story. This is a much more complicated construction for analysis, since the creation of the script, both initial and final, is the collective work of both the scriptwriters, the director, the producer and other participants in the shooting process. That is, this narrator is a kind of abstract collective formation, thanks to which the dynamics of the project, its overall strategy are built, individual situations are constructed, specific plots are programmed.

Frequent change of narrator in each release allows achieving polyphonic sound, which, on the one hand, creates the illusion of objective narration (since the viewer hears the opinions of different participants about the same event or phenomenon), and on the other hand, allows the primary narrator to program possible options of interpreting the behavior of the project participants.

3. Summary

If we consider the narrative strategies of various narrators, we can

see a comprehensive picture of their interaction. At this stage of the study, we deliberately do not delimit the narrative strategies of individual participants in a reality show, since in this case such detailing is not necessary. The individual strategies of each heroine are of interest, first of all, for analyzing them from the point of view of psychology. In this paper we consider them as a generalized type of this type of narrator.

V.I. Tiupa, interpreting the concept of narrative strategy, indicates that it “consists in positioning the cognitive subject of communication (the author) of a verbal subject (narrator) with respect to objects and recipients of storytelling” [9] in relation to the history of the picture of the world, as well as intrigue, designed to keep the addressee's attention [10]. V.I. Tiupa reveals the basic narrative strategies that exist in the history of culture, emphasizing that in the culture of the New Age they are present simultaneously and actively interact with each other. Based on the theoretical conclusions of the scientist, we apply them to the analysis of the narrative in the reality show “Ladette”.

First of all, we note the narrative strategy of the implicit and non-diegetic

narrator, whose voice is heard by the audience. Model of his narration, if we turn to the theoretical reflections by V.I. Tiupa, can be partly put in parallel with the strategy, which is revealed through the mythological picture of the world, where the heroes do what they have to (according to their fate), that is, the world "does not transform, it only reveals itself in its truth" [9]. Indeed, for this narrator, the events have already passed, he has to some extent an epic look, he knows the result of the series and (or) the project, for him there is no surprise or intrigue (according to the research of V.I. Tiupa, this is the first narrative strategy).

Next, we shall turn to the definition of the narrative strategy of the teachers of the "Lady School". They demonstrate the strategy that V.I. Tiupa (based on the research by Iu.M. Lotman and Kh. Perelman) characterizes, through the imperative nature of the picture of the world, the modality of authoritarian persuasion and the didactic intrigue of obligation. "Leaving an arbitrarily vast space for freedom of delusions and mistakes, the narration of a parable type presupposes the existence of the only right path," [9] writes the

researcher (the second type of strategy). This correlates with the position of the teacher as a narrator. Acknowledging the right of every person to make mistakes, they broadcast the only true model of life, seeking to replace with it the former way of life of the heroines of the project. Authoritarian persuasion is often manifested in rigorous assessments and criticism of the mistakes of project participants. Despite the fact that we have united the teachers and the psychologist of the project into one type of narrator, a slight clarification can be made that the psychologist will be more prone to a strategy that includes understanding rather than conviction.

The narrative strategy of the direct participants of the reality show "Ladette" will be determined through the occasional picture of the world, where "the adventurous event chain is formed by private initiative, ingenuity or mistakes of the actors who are free in their wills, and also by coincidence, the play of chance" [9] (third type of). The heroines of reality shows act independently in the framework of often spontaneously developing routine and communicative situations. The participants as narrators do not have a

broad vision of the situation, they are as personalized as possible, that is, they have bright and individual personal characteristics. In this narrative, events are often organized on a cumulative principle, when one event is “strung” on another without always having a causal relationship between them.

As part of the development of the reality show “Ladette” one can see the constant collision of the second and third strategies and the mandatory conflict between them. The answer to the question of what this conflict should lead to is possible if we look at the task that the producers of the reality show set themselves: “to release real ladies into the real life” [11]. This position can be correlated with a strategy in which a probabilistic picture of the world is realized, within which a person has freedom of choice (working on himself and getting better or remaining the same himself), but at the same time he is responsible of whether he can use his chance and change his fate (the fourth type of narrative strategy). Here there is a search for self-identity, the disclosure of oneself as an individual. This is the way to define the strategy of the primary narrator, which is the collective creator

of the project. The final version of the broadcasts is based on the “problem - the situation of moral choice - taking responsibility - the result of the choice” scheme. The winner of the project becomes a heroine, able to realize the result of her actions and take responsibility for them.

Thus, to win the reality show “Ladette”, the most important and necessary condition is the change of the narrative strategy of the explicit diegetic narrator, who is the hero of the project, from the third to the fourth, but with the constant narrative strategy of the teachers (the second strategy).

4. Conclusion

The narrative strategies identified in the framework of a concrete reality show, their interaction and conflict once again underline their universality and multiplicity of options for successful use in various television programs. As part of the overall picture of studying television, the study of storytelling strategies in different television genres is necessary, since it is directly connected with the process of studying communication. Despite the fact that television communication is distant,

television constantly seeks to increase the degree of interactive cooperation with its audience. This leads to the complication of the communication process in terms of its organization and modeling, however, it has undeniable benefits for the development of television and video production itself. The identification of narrative strategies in television discourse allows you to further create a separate typology (by analogy with the fundamental works by V.Ia. Propp, Georges Polti, and others), to expand the theoretical understanding of the patterns of television communication. Another challenge for further research may be related to establishing the relationship between narrative strategies and the popularity of the program among the audience. All this will allow deepening knowledge about the forms and methods of influence on the audience, the possibilities of predicting the reaction and the perception of video information by the audience.

5. Acknowledgements

The work is performed according to the Russian Government Program of

Competitive Growth of Kazan Federal University.

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About the project “Ladette” [electronic resource] URL: <https://patsanki.friday.ru>

LEGALIZATION OF THE CRYPTO CURRENCY MARKET: OPPORTUNITIES AND RISKS FOR NATIONAL ECONOMIC SYSTEMS

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Abstract: Today there is a profound transformation of the traditional money and finance world. Innovations in the financial sector, new technologies, tools and systems entail serious and profound changes in the financial institutions that are familiar to us. One of the most important stages of these transformation processes was the emergence of crypto currencies, accompanied by the rapid development of related technologies and the lack of a clear picture of the future landscape of ecosystems. The search for scientifically grounded mechanisms that reveal the specific features of the impact of the crypto currency market legalization processes on national economic systems contributes significantly to an understanding and objective perception of the prospects for

their development. This paper is devoted to solving this problem. The object of the study is the global crypto currency market, which forms the institutional and conjunctural parameters of the national economic systems development. As the subject of the study is the process of designing and scientific and methodological justification of the prospects, opportunities and risks of the development of the national economy formed as a result of the legalization of the crypto currency market. As a result of the conducted studies and implemented assessments, scientifically grounded hypotheses on the influence of the "digital money" legalization mechanisms on key macroeconomic processes have been formed.

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Key words: crypto currency, national economic system, risks and opportunities, macroeconomic and social effects, legalization of the crypto currency market.

The paper was prepared within the framework of the RFBR-supported scientific project No. 18-010-00536

Introduction

A few years ago, most states took a stand of a passive "observer" for the development of the crypto currency market, but today its rapid development compels countries to develop a more definite position on this issue, balancing the support of innovative technologies and protecting the public from the risks associated with them. In general, Western economies mainly use the "soft touch" method monitoring the market and intervening when necessary. A fairly large number of countries have chosen the position of prohibitive measures with respect to crypto currency transactions. At the same time, government authorities of most countries understand the futility of impeding the development of this market, and are trying to determine their methods of regulating it

and reducing the associated criminological risks [1].

However, development of effective regulatory measures in relation to crypto currencies is still at its early stage, primarily because of the very nature of this tool. With the assumption that crypto currencies operate on a global scale, they go beyond the responsibility of national institutions, while influencing the processes that are within the competence of these institutions. Today, national governments face the task of creating legal and regulatory framework that would take into account the risks associated with this market, but do not impede the introduction and development of innovations. A similar task is also faced by international institutions, including financial institutions, such as the International Monetary Fund, the World Bank and others [2].

The main advantages of crypto currencies are, first of all, reduction of transaction costs, speeding up transactions and their security, as well as data security through decentralization of transaction tracking and support tools, high anonymity and confidentiality, and lack of inflationary pressure [3].

Weak points are being studied by different experts, and their list is changing as the market develops; among the main ones are called such features as dependence on external network factors, extremely high volatility, cybersecurity issues, lack of lending, lack of regulatory institutions, and scalability problem.

The combination of presented strengths and weaknesses of "digital money" largely forms an ambiguous reaction to the legalization of crypto currency markets in the world.

Analysis of the approaches of countries to the regulation of crypto currency markets showed that there is no single position regarding the legal status of the digital money type under consideration in the world community today. There is also no single definition of the very concept of digital money, and, consequently, the instruments of their regulation vary in different countries and institutions within certain territorial boundaries. The only issue for which there is unanimity in the positions of the countries is the need to create a balanced regulatory and legal framework, identify measures and tools to prevent the use of crypto currency for criminal purposes [4].

The legal status of crypto currencies varies considerably in different countries. Many countries view the digital currency as a commodity or an investment asset. A number of countries recognized crypto currencies as a monetary unit (for example, Japan). In other countries, transactions with crypto currencies are prohibited for organizations, but are allowed for individuals.

To date, we can unequivocally state that in the world community a single (unified) approach to the legal regulation of crypto currency relations has not yet been worked out. At the same time, crypto currencies are considered by many world regulators as a promising tool in the monetary and credit policy of national economies.

1. Methods

In order to identify trends that demonstrate the attitude of countries to a crypto currency, and also to obtain a more detailed info of their legal status in different countries, an analysis was made reflecting the status of crypto currencies for each quarter from 2013 to 2017 in 29 countries.

The following system of assessments of the legal status of crypto currencies was adopted as a basis:

- 1 - negative attitude to crypto currencies / their complete ban;
- 0 - the status of crypto currencies is not defined;
- 0.5 - the question of legalization is being considered;
- 1 - recognized as private money, commodity, asset;
- 2 - legally recognized, taxed.

The results are shown in Figure 1, Table 1.

The realized analysis shows that in most states the legal status of crypto

currencies is debatable and unsettled. At the same time, despite the heterogeneity of the attitude of national states to the crypto currency market the latter, judging from the data in Figure 1, shows a progressive positive trend, due to the growing trends of its legalization in various countries of the world (the average of the estimates for each quarter form a time series with a pronounced linear trend). This allows us to conclude that with each analyzed period, the level of confidence of the world community in crypto currencies is growing.

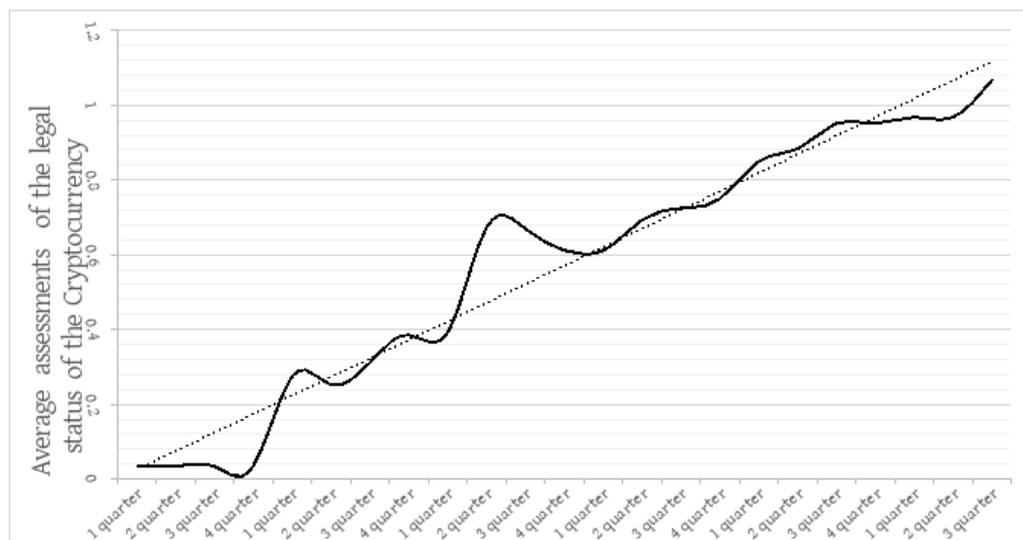


Figure 1- Average assessments of the legal status of crypto currencies

At the current time, in the conditions of a legal vacuum in the sphere of regulation of the crypto currency market, it can be stated that the uncertainty of the legal status of the crypto currency does not prohibit its turnover on the territory of the Russian Federation. The emphasis of state bodies on the prohibition of the release of money surrogates is not accidental, however, the attribution of a crypto currency to the money surrogate is somewhat contrived, since there is no definition of a surrogate in Russian legislation. Therefore, it can be considered that crypto currencies are not a monetary surrogate, although transactions with them may carry problems related to potential involvement in the implementation of questionable transactions.

Since the embedded token (crypto currency) does not have a legal obligation inside it, it does not provide either legally significant right to the owner. Based on this, it can be considered that there is no legal protection of such assets, and the risk that the owner of the crypto currency carries is the loss of funds invested in this asset, is not subject to compensation.

Nevertheless, legal regulation for this kind of assets is required, since a crypto currency has its purchasing power and is involved in economic turnover, so already there are attempts in Russia and abroad to give it the status of a payment instrument, a financial asset, a commodity or a generic obligation.

3. Results and discussion

Crypto currency has become an integral part of the modern world and has a huge impact on the economies of countries and in order to understand the consequences of expanding this market it seems extremely appropriate and relevant to develop an appropriate methodological tool that would allow foreseeing the possible consequences and risks of legalizing "digital money" [5].

It should be noted that according to the P2P service for the exchange of bitcoins "LocalBitcoins", the average value of the weekly volume of transactions for the purchase and sale of bitcoins for the Russian ruble in 2017 was 603.32 million rubles. (Fig. 2) [6]. Upon that, the dynamics of its growth has an exponential character. The main sources of crypto currency generation in

the Russian Federation are: mining and / or acquiring it at foreign crypto-exchanges. Thus, it can be argued that at the current time in Russia, the investment function of crypto currency does not exist due to the lack of tools to use it in the capacity of a payment / exchange mean in the sphere of trade. Legalization of a crypto currency through its legislative / regulatory consolidation in the legal field of the country opens the possibility of conducting commodity exchange transactions through the use of crypto-transactions, thereby creating significant effects of inflow of crypto currencies from abroad. This is especially relevant in the context of sanctions pressure on national economic systems, expressed,

in particular, in restricting the access of foreign investment to sovereign state financial markets through the traditional institutions of their regulation (banking transactions). Taking into account the effects and known tools expressed in the possibility of converting crypto currency through exchange trades into traditional currency, the legalization of the market in question opens up broad possibilities for generating investment functions and the formation of appropriate macroeconomic and other effects. At the same time, an important aspect here is that the growth of investment activity as a result of the legalization of the crypto currency market will be formed, mainly, in non-primary sectors of the economy.

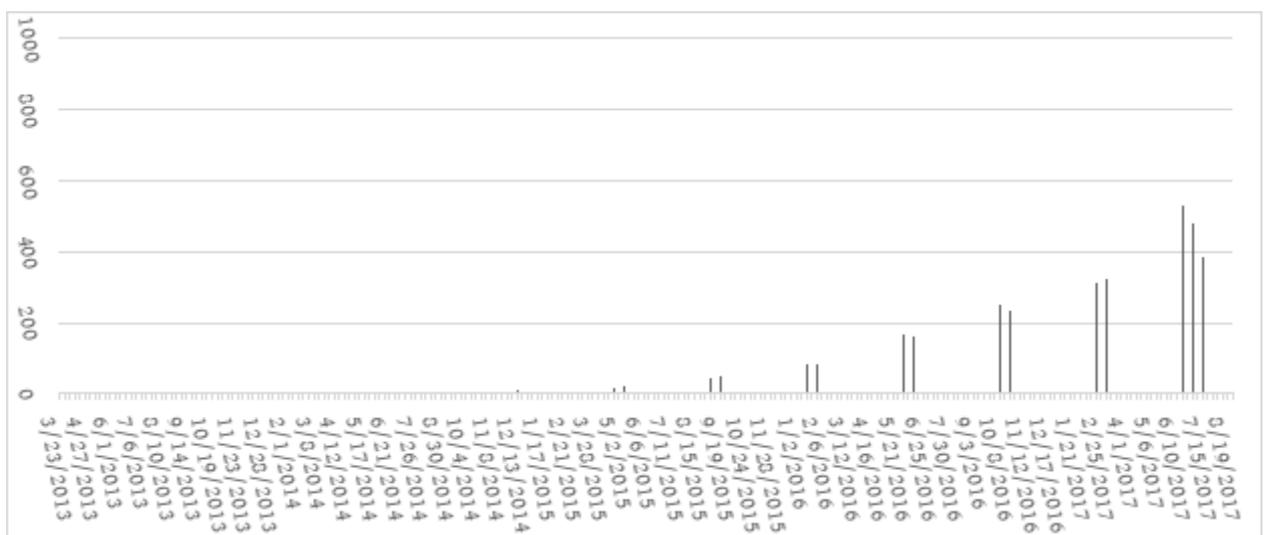


Figure 2 - Weekly turnover of Bitcoin in the Russian Federation, million rubles

An important mechanism that forms positive macroeconomic effects due to the legalization of cryptology is the growth of economic activity of economic entities as a result of the fact that the crypto currency can serve as a driver opening new channels of exchange and consumption.

At the same time, despite the quite wide set of positive macroeconomic effects that are emerging as a result of legalization of the crypto currency market, risks may arise in parallel, primarily in reducing the financial stability of the banking and financial sectors of the national economy [7-8].

The growth of the crypto currency market increases pressure on monetary circulation which affects the national economy as a whole, accordingly. In this regard, it seems relevant to study the main directions that limit or, on the contrary, expand the range of regulation of financial markets and the development of the national payment system due to the integration of business processes into "crypto space". The expediency of this research is largely due to the fact that any violation of institutional reality based on traditional

regulatory instruments may entail certain consequences, for example, expressed in violation of financial stability. Integration of the crypto currency market into the system of economic operations of the national economy is directly reflected in the balance sheet accounts of the Central Bank and other regulatory institutions. The main effect of the crypto currency market legalization process on the country's monetary system is generated as a result of the transformation of the money supply and, as a consequence, the monetary base [9].

In general, it can be said that legalization and active integration of the crypto currency market into economic circulation are capable of active pressure both on the payment system itself and on parameters for adjusting price indices in the economy by adjusting such factors as [10]:

1. Transformation of monetary aggregates due to the growth of the money circulation velocity.
2. Increase in cash that does not serve the commodity turnover.

It should be noted that at the current time, even despite the exponential growth of the global crypto

currency market in recent years, many economists and statesmen assess its influence on macroeconomic and financial stability as insignificant. The basis of this approach is the extremely low volume of crypto market in the overall balance of the payment system. For example, in the Russian Federation, Bitcoin's weekly turnover is only 0.006% of cash and 0.001% of the money supply.

At the same time, in the foreseeable future, a scenario is likely, which is to include a further intensification of the market under investigation and its multi-structural integration into national economic systems, what makes it necessary to pay special attention to this issue today from the scientific and expert community. A significant contribution to the accelerated growth of the absolute values of the global crypto currency market can be made not only by its popularization as a progressive tool used in transactional and speculative operations, but also by the further growth of the exchange rate.

In all fairness, it should be noted that the high level of volatility of the exchange rate in the absolute majority of crypto currencies traded on crypto-

exchanges does not contribute to the current use of "digital money" as a means of commodity exchange operations. First of all, this is due to significant risks of financial stability of economic entities using crypto transactions, which are generated as a result of possible imbalance in the cost of cash flows due to significant exchange rate adjustments to the crypto currency.

4. Summary

It is necessary to emphasize separately in the capacity of key conclusions based on the allocated opportunities and risks of legalization of the crypto currency market, that negative scenarios for the development of macroeconomic trends of a negative nature are reduced to zero in conditions of low market development volumes corresponding to the current and medium-term perspective of 0.5- 1.5 billion rubles. In case of intensive growth of the crypto currency market in the Russian Federation, due to its legalization, appropriate prospects for generating threats and opportunities for the national economy and its residents are formed. In this connection, it is expedient to determine the measures of

state regulation of the sphere in question. So, summing up the presented reasoning, we can state that by now the regulation of the crypto currency market remains the subject of discussions, including at the state level, and the corresponding legal and regulatory framework has not been sufficiently developed, therefore each occurrence of crypto currency relations should be considered individually.

At the same time, by the present moment, issues that reveal the conceptual foundations of the digital currency (crypto currency) remain debatable in the scientific and expert community, beginning with the conceptual apparatus that reveals the essence and significance of the definition being studied, assigning a crypto currency to one or another category in the system of bookkeeping operations and financial accounting and up to legal and regulatory framework issues.

According to the results of the research conducted, it was established that in different countries of the world there are much differentiated approaches to understanding the essence of the digital currency and its role in a national economy. In some countries, crypto

currencies are equaled to the monetary unit (Japan), in others they are treated as a derivative financial instrument, in the third as an intangible asset, in the fourth are completely banned due to the high risks of their use in the real economy.

5. Conclusions

The absence of a single conception and views on the concept, essence and role of digital currencies, and universal approaches to understanding its development mechanisms form a vacuum in the system of scientific and practical approaches to the regulation of the crypto currency market. At the same time, due to understanding that cryptoeconomics demonstrates the extremely dynamic growth rates in the world, expressed in multiple annual growth rates fixed in the last 2-3 years, the relevance of conducting the research aimed at development of scientifically sound regulatory and legal provisions in a single country is practically assured.

6. Acknowledgements

The work was carried out at the expense of the funds granted to Kazan State University for the performance of the

state task in the sphere of scientific activity (No. 26.9776.2017 / BC)

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LOANS OF WORD IN SYNONYMY OF THE TATAR LANGUAGEKasemu Sheramaymayti¹Alfiya Sh. Yusupova²Elvira N. Denmukhametova³Ayşen Uslu Bayramli⁴

Abstract: The vocabulary of each language consists of words that enable people to call the things they see and express their attitude towards them, characterize and compare them with the others. To do it, one uses lexical and grammatical means of native language and the borrowed ones from other kindred languages and unrelated languages. If in the beginning these “foreign” words are perceived as exoticisms, with time, without suspecting of their foreign origin, they can enter into its active lexical fund, take a place in dictionaries, be actively used in oral and written speech. However, they may be forgotten, not accepted by the canons of the language, or become archaisms and historicisms. The relevance of the study is explained by the tasks of revealing the role of the activity of loan words with the synonymy of the

Tatar language. The article presents the materials that reflect the experience of research of the teachers of the Kazan Federal University in cooperation with the colleagues from other countries on the study of Turkic languages, including the Tatar language in synchrony and diachrony. It is well known that the etymological affinity of the borrowed lexicon from different languages is not the same, as well as their morphological and semantic features. If the most active words are the words related to nouns and adjectives, then verb forms in Turkic languages are rarely borrowed. This paper aim is a lexico-semantic description of the synonymous connections of the verbs with borrowed stems in the Tatar language, as one of the representatives of the Turkic world. During the research, the authors got insight into modern works of Russian

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and foreign authors on linguistics, philology; analyzed the lexical material fixed in bilingual dictionaries and in “The Dictionary of Synonyms” of the Tatar language; made comparisons of the dictionary fund and practical Tatar speech; revealed the basic tendencies of development of the modern literary language.

Keywords: synonyms, the Tatar language, dictionaries, speech, Turkic languages, loan words.

Introduction

At present, the world is so intertwined that it is sometimes difficult to determine and establish the boundaries between primordially linguistic means and borrowed ones. To use in speech, it may not be so important to know the etymology and genetic characteristics of a lexeme. Phonetic composition, grammatical categories and stylistic possibilities of native lexemes and borrowed ones do not always coincide and have restrictions concerning their use in speech. This is particularly pronounced in respect of the stylistic and lexical-semantic aspects. However, these restrictions with time are

reduced and loan words are increasingly being used in the language.

The object of this investigation is synonymous rows of the verbs that contain loan lexemes as the indicators of borrowing foreign words in the Tatar language.

The subject of the study is synonymous bonds between the originally Tatar, common Turkic and borrowed verb stems, their structural specificity and peculiarities of use in the Tatar speech.

The aim of the work is lexicosemantic studies of synonymous connections of verbs with borrowed stems in the Tatar language, as the most complex and uncharacteristic forms for the Turkic languages.

Reasoning from the goal, the following tasks are formulated:

1. to identify the structural specificity of synonymic rows of verbs with borrowed stems;
2. to define the possibility of interchangeability of such synonyms in the flow of speech;
3. to consider the possibility of replenishment and reduction of lexemes in the synonymic rows of verbs in the

dictionary of synonyms of the Tatar language;

4. to reveal lexico-semantic features of borrowed verbal synonymous forms in the literary and folklore texts.

The source of the study is the dictionary of synonyms of the Tatar language [1]. The actual research material is taken from the National Corpus of the Tatar language “Tugan tel” [<http://litcorpus.antat.ru/index.htm>] and the Corpus of Tatar Literature [<http://litcorpus.antat.ru/index.htm>].

It is well known that the issues of lexical synonymy were studied theoretically and practically in numerous works of domestic and foreign scholars. They inquire into general questions of the development of the language system and describe the particular forms of enrichment of a particular language, analyze the changes in its lexical fund based on extralinguistic and interlinguistic factors of speech, give linguistic and sociocultural characteristics to the vocabulary of the language in connection with the above reasons. When preparing this article, the analyses of the dictionary fund of the Tatar language as one of the ancient representatives of the Turkic languages

fixed in its dictionaries [2,3,4] were considered, the materials investigated on the basis of the paroemiological foundation were studied [5], the researches of the colleagues based on the language teaching were analyzed [6,7], relying on the works of scientists who studied the dialect material of the Tatar language [8], the results of the influence of extralinguistic factors on the borrowing of lexemes from the Arabic, Persian, ENGLISH and European languages with the general development of the Tatar language in the Russian Federation were compared [9].

If by now the borrowed vocabulary in the Tatar language has been studied by individual scholars, the verbal forms in the lexical synonymy of the Tatar language have not been the object of certain studies to this day, which explains the relevance of this work.

Methods

In the context of this paper, the method of statistical data analysis, the method of seme analysis, the method of comprehensive component analysis, the method of etymological analysis were used. The methodological basis of the research is: the activity approach that

determines the unity of activity and consciousness; the axiological, culturological, hermeneutical approaches, allowing to interpret the lexical and semantic features of the loan words in the Tatar linguistic environment.

Results and discussion

In Tatar linguistics, the study of the verb as a part of speech was covered by the numerous works of the Tatar enlighteners and scholars. The research papers by I. Giganov, M. Ivanov, A. Kazem-Beck, K. Nasyri, Sh. Akhmerov, G. Nugaybek, V. Khangildin, D. G. Tumasheva, F. A. Ganiev, K.Z. Zinatullina, F. M. Khisamova, and others have concerned the verb forms and grammatical categories in respect of various aspects. As pointed out by scholars, as a rule, in the Tatar literary language, verb forms were not borrowed from other languages, therefore, non-derivative verbs consist only of originally Turkic-Tatar words. However, as stated in the Tatar grammar, the verbs in Turkic languages can be structurally both analytical and synthetic [10: 82-83]. At the same time, derivative verbs can have both an originally Turkic-Tatar

basis and the one borrowed from other languages. Verbs of suffix derivation in the Tatar language make up the largest part in the structural system of verb formation, although many of the borrowed word stems are transformed into a verb in a syntactic-morphological way, that is, by adding stems.

The “Tatar Grammar” indicates 14 productive suffixes in modern verb building [10: 86]. As research has concluded, “The Dictionary of Synonyms” of the Tatar language unites over 25 000 words in more than 4 500 synonymous groups. It fixes 1832 verbal synonymous groups. Of these, only 1/3 (611) contains the words with borrowed stems, although in colloquial speech and in the literary language there are a lot more such verb forms. If to compare with other parts of speech, the synonymous groups of nouns, which comprehend the borrowed words from Arab-Persian or Russian, European languages, make up 3242 units, and the names of adjectives - 2342.

It should be noted that most of the verbs with the borrowed stems fixed in the dictionary are the words of Arabic and Persian origin. For example, *ziyan kuru* (понести убыток, ущерб / to

sustain damages) – *kaza kuru, kaza kilu, zarar kuru, ziyalanu, zarar-zekhmet kuru; kuchsizlenu* (слабеть, обессилить, терять силу / *to sap one's strength*) - *khelsezlenu, jeger sezlenu, kuch betu, kuchsez kalu, kuch kitu, kuch yugaltu, khel kitu, khel yugalu, khel betu, khelsez kalu, jeger betu, jegersez kalu, quet betu, gayret betu, yomshaw, buinsizlanu, gayret shinu, zegiflenu; khuplaw* (одобрять, считать достойным, подходящим / *to approve/ to consider to be worth/ appropriate*) – *khup kuru, khup sanaw, yakhshi dip tabu, qulay sanaw, qulay kuru, qulay dip tabu, yaraqli sanaw, yaraqli tabu, unay karaw, layik sanaw, layik dip tabu, alqishlaw, alqishlap qarshilaw, muafik dip tabu, megqul kuru, quetlew, joplew, kabul itu, khush kuru, khushlaw.*

As the above synonymous rows illustrate, in most of them there are the verb forming stems from Arabic (*kaza* – убыток; *zarar* – вред, *zekhmet* – болезнь, вред, *khel* – сила / strength, *quet* – мощь / power, *gayret* – воля / will, *khup* – любимый / beloved, хороший / good, *layik* – достойный / deserving, *muafik* – пригодный / suitable, *megqul* – должный / due, *Kabul* – принимающий / receiving) and

from Persian (*ziyan* – вред / harm, *jeger* – мощь / might, *zegif* – обессиленный / exhausted) words. They are used in Tatar with different shades of one and the same meaning of the word.

Verb forming stems – the lexemes from the Russian language or international vocabulary are far less, although in modern colloquial speech and language of journalistic texts they can be frequent. For example, *khosusiylashtiru* (приватизировать / to privatize) – *privatizatsiyalew*; *fotoga toshu* – *suretke toshu, resemge toshu.*

It has been revealed that the most productive suffixes in verb derivation are the suffixes -la/-le; -lash/-lesh; -lan/-len. Verbal compounds are produced from the borrowed stems by means of such auxiliary verbs as *it, bul, qil, kil, yasa, al.* They occur in the following synonymous groups: *gaeplew* (винить, обвинять, предъявлять обвинение / *blame, accuse, arraign*) – *gaep tagu, gaeptashlaw, gaeptu, gaeple sanaw, gaeplege chigaru; dewalanu* (личиться) – *darulanu; duslshu* (сдружиться, подружиться / *become friends*) – *duslanu, eshnelenu, eshneleshu, beleshlenu, taniship kitu, tatulashu, kileshu, yoreshy.*

It should be noted that there are synonymic rows consisting of the verbs where only the loan words constitute the verb-forming basis, although most of the synonymous groups consist of mixed lexemes. For example, *ilhamlanu* (*вдохновляться, воодушевляться / to feel inspired*) - *ilham kilu, ilham keru, rukhlanu, rukh kuterelu, dertlenu, dert keru, janlanu, jan keru; mikhnet chigu* (*страдать / to suffer*) – *mikhnetlenu, gazap chigu, mikhnet kuru, nuja kuru, nuja chigu, nujalanu, gazap chigu, gazap kuru, gazaplanu, jafa chigu, jafalanu, izalanu, iza chigu.*

It should be noted that among the adjectives such synonymous groups are a lot more. 1/3 of the synonymic rows consists only of such lexemes.

The loan words such as synonyms are used in speech with different frequency, but their activity depends on stylistic coloring but not on etymological features. For example, *Isenleshmi soyleshsen, awirmi ulersen* (*Proverb*), *Doshmaninni uzennen kuchle khisaplama* (*Proverb*), *Ele kupten tugel gene olke komiteti instruktori ani rayondaideologiya eshenen artta kaluwi ochen gayiplamakchi buldi.* (*F. Sadriyev*); *Hich yugi, khurla jirni.* (*R.*

Gatash); *I efende, yaqinraq kil, asha hem gayep itme, bezne, bez bit sinen ni asharga telegenenne belmibez, -dide.* (*Fair-Tale*), *Awil chikkanchi khur itmese inde.* (*A. Timergalin*), etc.

It has been revealed that compound verbs are more actively used among derivatives of verbs from borrowed stems. They can enter into a synonymous relation with native Turkic verbs and derivative verbs formed with the help of different suffixes from the same stems. For example, from the stem *isep* (*счем / count*) - *iseplew, isepleshu, isep itu, khisaplaw, khisap totu; om osnovy khormet* (*уважение, почетом / respect*) – *khormetlew, khermet itu, khermet qilu, khormet kursetu; from the stem gaep* (*вина / guilt*) – *gaeplew, gaep itu, gaep qilu; from the stem dus* (*друг / friend*) – *duslanu, duslashu, dus itu, dus bulu* and so on.

Such verb forms in the texts are used to avoid tautology and to render stylistic coloring. For example, *Shul konnen alip elege qarchiq Nim belen Num oyene kerep chigip yori bashliy, hem ana kilgen sayin qader khormet kurseteler.* (*Fair-Tale*); *Alar da ani yaratalar, khermet iteler.* (*R. Sibati*); *Drama bashlanir aldinnan, avtorni*

khormetlew tantanasi buldi. (R. Nezhmiyev); Duslaru jiyilip khormet qildilar (V.M.).

Investigating synonymous rows, fixed in the dictionary, it can be noticed that in some of them there are also such verbal forms, which in the modern literary language are already archaic. For example, *khuplaw* (одобрять, считать достойным, подходящим / approve, to consider deserving, suitable) – *khup kuru*, *khup sanaw*, *yakhshi dip tabu*, *qulay sanaw*, *qulay kuru*, *qulay dip tabu*, *yaraqli sanaw*, *yaraqli tabu*, *unay qaraw*, *layik sanaw*, *layiq dip tabu*, *alqishlaw*, *alqishlap qarshilaw*, *muafiq dip tabu*, *megqul kuru*, *quetlew*, *joplew*, *qabul itu*, *khush kuru*, *khuslaw*. The lexemes such as *khup sanaw*, *muafik dip tabu*, *megqul kuru* could be excluded from this synonymic row, since they are found only in old Tatar texts or in religious texts.

The last lexeme in the synonymous row *moher sugu* (ставить печать/ to stamp) - *moher sugu*, *pechat basu*, *pechat basu*, *pechatlew*, *keleymelew*, which is a historicism, is considered to be superfluous.

At the same time, there is the possibility of replenishing synonymous

rows of verbs by having added active vocabulary for now. For example, one could add the lexeme *kipek bulu* to the synonymous row with the dominant *mokhtaj bulu* (нуждаться / need); the lexeme *rokhset itmew* – to the synonymous row with the dominating lexeme *tiyu* (сдерживать / to hold).

Such examples are active in both written and spoken language.

Summary

The research and observation of the synonymous system of the Tatar language allowed for making the following conclusions:

1. Each language, being a complex system, has practical representation in speech and, therefore, varies depending on extralinguistic and inter-linguistic factors.
2. Loan words form a part of the synonyms of the Tatar language, as well as of any other, but when they are used in speech, the internal laws of the language act to direct our attention to the stylistic features of the language of a borrowing.
3. When teaching the Tatar language as a foreign language, we draw our focus on the dialogical forms that are

closest to colloquial speech, as well as on the forms of monologic speech with the help of which the students report on the events of reality, by entering into communicative contact.

4. In the modern world, due to the orientation towards globalization, the tendencies towards the internationalization of the lexical fund are more often frequency. However, the Turkic languages try to keep to their linguistic canons, and to attribute their own linguistic features to the lexemes being borrowed. This is particularly pronounced in the synonymy of the Tatar verbs. Therefore, when teaching the Tatar language, it is necessary to put emphasis precisely on these properties of the language to have an effective result.

Conclusions

Thus, the synonymous system of the Tatar language, like any other, has been developing and changing, which is reflected in both spoken and written language. Concerning this, we can also insist upon the verbal synonymous groups. Although the Turkic verbal system is relatively stable, innovations in social and social life, progressive

technologies make their changes to this system. Therefore, one needs to be able to use dictionaries of synonyms and choose stylistically correct lexemes.

Acknowledgements

The work is performed according to the Russian Government Program of Competitive Growth of Kazan Federal University.

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**MODAL WORDS OF POSSIBILITY IN THE TRANSLATION
FROM RUSSIAN INTO CHINESE: HULL-ORIENTED ANALYSIS**Guzel M. Nurullina¹Tao Yuan²Liliya A. Usmanova³

Abstract: The article deals with the modal words with the meaning of the possibility in the translation aspect from Russian to Chinese. The attention is focused on the ways of possibility modality expression in the linguistic corps of the languages being studied. The relevance of this work is determined by the fact that it relies on a contrastive description of the linguistic facts of Russian and Chinese languages and is carried out in line with the modern comparative-typological approach to the study of modal words with the meaning of possibility. The article attempts to study the modal words with the meaning of possibility in the framework of Russian-Chinese translation. In order to determine the features of possibility modality translation, the following studies were carried out: 1) the modal words with the possibility value were

divided into four types; 2) the search was performed for the correspondence of words and word combinations in a parallel corpus. The scientific work also presented an experimental study, which allows us to conclude that each type of modal words shows different conformity trends in translation: zero correspondence, correspondence and compensation. The quantitative analysis shows that the Russian-Chinese translation of modal words shows the tendency to full correspondence in a greater extent, which is primarily conditioned by similar semantic relations (the reflection of an utterance logical evaluation), expressed by modal words in both studied languages. It should be noted that such factors as the diachronic feature of the Chinese language, stylistics, the acceptance and the non-acceptance of Russian language

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features influence the translation of modal words with the meaning of possibility from Russian to Chinese.

Keywords: modal words with the meaning of possibility, correspondence, Russian, Chinese, linguistic corpus, translation.

Introduction

In modern linguistics, the issue of nature and the essence of modality category consideration is one of the most relevant and contradictory ones. Some scientists analyze the modal meaning in terms of diachrony and synchrony, semantics and pragmatics [1; 2], other scientists study modality from the standpoint of comparative linguistics and the typology of languages [3]; cognitive linguistics [4], functional linguistics [5] and discourse analysis [6].

It is known that the concept of modality has come to linguistics from logic, in which modality is viewed as a necessary characteristic and the most important property of judgment. Modality determines the content of judgment in terms of the relationship nature between a subject and a sign, the degree of communication between a

subject of judgment and its predicate. In traditional logic of judgment, three types of modality are distinguished traditionally: possibility, necessity and reality. The main type of the natural language modality and one of the basic concepts of logic modality is the possibility, which is considered as the category of judgment modality, as a conceptual category with all imaginable nuances of the generalized meaning of possibility, with the moment of possibility transition into reality [7].

It is known that the predicative basis, which is the condition for the existence of the message itself, implements the possibility modality in a language. Russian and Chinese languages have a rich and a ramified system of the ways expressing the modality of possibility.

In Russian language the words "modal modifiers" [8: 320-330] serve as the way of possibility expression at the lexical level. This includes (modal) verbs (с) мочь, (с) уметь, удаться, умудряться, умудриться, the modal predicates (or adverbs) можно, нельзя, вправе, возможно, невозможно, and verbal-nominal phrases with short adjectives and nouns: иметь

возможность, быть в силах, быть способным.

The system of modal words of the Chinese language includes: 会, 能够, 可以, 准, 许, 能, 要, 肯, 敢, 愿意 [9: 68]. Chinese scientists comprehend the speech part of these words in different ways. For example, Liu Shuxiang [10] refers them to adverbs; Li Jingshi [11], Zhu Desi [12] argue that the modal words constitute a group of verbs; Zhen Guanglai [13] proposes to consider the modal words of opportunity as a separate part of Chinese language speech.

Methods

The present work is devoted to the translation of modal words of opportunity from Russian into Chinese. A lot of representative materials and statistical methods are provided by the linguistic corps [14-17] to study and compare the modal words of the considered languages. The study was based on a parallel corpus of Russian and Chinese languages.

Research is related to the identification of translation features during the transfer of modal words of opportunity from the original (Russian) language to the translated (Chinese)

language. Thus, during the translation of the modal words of possibility, one should take into account such features of translation as correspondence, translation error and sentence structure.

In order to study the ways of modality expression with the meaning of possibility in the translation aspect, the following research methods were conducted in Russian and Chinese:

1) the division of modal words of opportunity into four types in order to search for correspondences of words or word combinations in a parallel corpus and to analyze the correspondence of translation from Russian into Chinese;

2) the analysis of translation errors and the study of "original language penetration" phenomenon in translation. It should be noted that the penetration of the original language in China denotes the influence of European languages (the borrowing of elements from grammar and vocabulary) into Chinese.

Results

The scientific base of this work is a parallel body of Russian and Chinese languages, which includes the scientific texts of humanitarian and social

orientation. This corps was first established at the Shenyi Teacher Training University under the leadership by Tao Yuan, and at present it is the only corps in China (supported by the grant from the Bureau of the National Fund for Social and Human Sciences of the People's Republic of China). At the first stage of the work, the volume of the corpus was 5,000,000 tokens, the corpus included the parallel texts in Russian and Chinese, as well as a comparable corpus of scientific texts in Chinese [18]. The corps is divided into 4 subcorps, including the texts on politics and international relations, literature, translation studies and linguistics. At present, it also includes the subcorps on management, history, and culturology;

thus, the volume of the corps reached 10,000,000 tokens. Metatext and morphological marking was carried out, they planned the work on syntax and semantics.

Using the concordancer "Wordsmiths", we got the data that the number of modal word use in the corps makes 2320: мочь, уметь, можно, возможно / невозможно, нельзя, способен / не способен, иметь возможность / не иметь возможность, иметь / не иметь право, получить разрешение, быть в состоянии / не в состоянии, быть в силах / не в силах, etc. We divided these constructions into four types by meaning and performed the quantitative analysis (See Table 1).

Table 1.

Type	Modal words of Russian language	Correspondence	Corresponding words or phrases	Number	Correspondence in %
1	мочь	correspondence	能, 可能, 会	505	54.7%
		zero correspondence		393	42.5%
		compensation	或多或少, 某种程度上	26	2.8%

		Result		924	100%
	уметь	correspondence	能, 会	31	100%
2	можно, возможно /невозможно	correspondence	可以, 可能/ 不可能	559	68.3%
		zero correspondence		238	29.1%
		compensation	是.....的, 才能	21	2.6%
		合计		818	100%
	нельзя	correspondence	不能, 不可 能, 不应 该, 不, 无 法	238	100%
3	Способен/ неспособен, иметь возможность / не иметь возможность	correspondence	能, 有..... 的能力	38	67.9%
		zero correspondence		18	32.1%
		Result		56	100%
4	иметь / не иметь право	compensation	有.....的理 由, 有..... 的权力	56	100%
		получить разрешение	compensation	可以, 能	31
	быть в состоянии/ не в состоянии, быть в силах/	correspondence	能够, 无法	106	63.9%
		zero correspondence		8	4.8%
		compensation	有能力	52	31.3%
Total		166	100%		

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Table 1 shows that the frequency of the modal words слов «иметь / не иметь право», «получить разрешение», «способен/ неспособен», «иметь возможность / не иметь возможность» и «уметь» is less than 60% in the corps. The percentage norm of the modal words "быть в состоянии/ не в состоянии, быть в силах/ не в силах" and their Chinese equivalents makes more than 50%; "нельзя" most often corresponds to the Chinese equivalents "不能, 不会, 不应该, 不" (percentage rate - 100%); the percentage norm of modal words "можно, возможно/невозможно", and their Chinese equivalents makes 68.3%. Modal words "мочь, можно, возможно /невозможно" have the zero correspondence of 42.5% and 29.1%. The result of the search showed that the zero correspondence of the modal words is closely related to their compatibility. The modal words "можно, возможно /невозможно" when combined with the words "говорить, отнести, составить, обозначать, свести" often display a zero correspondence with their Chinese equivalents. In combination with the words "быть, иметь, вести" the modal

word "мочь" also displays a zero correspondence.

Experimental research allows to draw the conclusion that each type of modal words during the translation shows different conformity trends: zero correspondence, correspondence and compensation. The quantitative analysis shows that the tendency towards full correspondence is observed to a greater degree, which is primarily conditioned by similar semantic relations (the reflection of the logical evaluation of an utterance), expressed in modal words, in Russian and Chinese. It should be noted that such factors as the diachronic feature of the Chinese language, stylistics, the acceptance and the non-acceptance of Russian language features influence the translation of modal words with the meaning of the possibility from Russian to Chinese.

Discussion

Translation correspondence is closely related to the semantic proximity of translated words of the original language and the translated language. The closer their semantics, the more

often the correspondence tendency. For example, the Russian modal word "МО Ч Ъ" and Chinese "能, 可能" are close in semantics. Xie Kun [19] believed that the words "МО Ч Ъ" and '能' express "epistemic modality", "alethic modality" and "deontological modality". The word "МО Ч Ъ" is used in affirmative and negative sentences, corresponds to "能" and "可以" in the Chinese language. The modal words with the meaning of the possibility in Russian and Chinese show an "implicative relation" in semantics [20: 77], and in this regard the tendency to correspondence is manifested in the translation.

Conclusions

The study in the translation aspect of modal word functioning with the meaning of the possibility in linguistic corpuses made it possible to obtain a multifaceted idea of possibility modality and the ways of its implementation in the systems of Russian and Chinese languages. The analysis of the scientific literature allows us to study and examine in detail the contradictory nature of modality category, which determines the content of judgment in terms of the relationship

nature between a subject and a sign, the degree of communication between a subject of judgment and its predicate. The scientific base of this work is a parallel corpus of Russian and Chinese languages, which includes scientific texts of humanitarian and social orientation. The conducted experimental research allows to observe different correspondence trends in the Russian-Chinese translation of modal words (zero correspondence, correspondence and compensation). The quantitative analysis shows the tendency to correspondence in Russian-Chinese translation of modal words. This kind of correspondence is primarily conditioned by similar semantic relationships ("implicative relations"), expressed by modal words in Russian and Chinese.

Acknowledgements

The work is performed according to the Russian Government Program of Competitive Growth of Kazan Federal University.

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**METHODICAL APPROACHES OF THE INTERCULTURAL
COMPETENCE FORMATION OF FUTURE ECONOMISTS**Oksana V. Polyakova¹Alina F. Nigmatullina²Margarita A. Mihailova³

Abstract: The paper represents the results of conducted experiments on the formation of intercultural competence among undergraduate economics students of Kazan Federal University (Russia). Aimed at describing the advantages of the intercultural competence formation approach, the article focuses on the evidence of competence-based approach's effectiveness in the formation of intercultural competence. The business games, projects, discussions, brainstorming, and simulation games were used as the methods of the formation of the intercultural competence. Both a linguistic and a cultural components have become increasingly important in the personality of an international level modern economist. In addition to knowledge in the professional field, future economist

needs to possess cultural, sociocultural knowledge and skills that allow him to adequately represent himself in situations of intercultural communication. This problem is widely discussed these days due to the active growth of theoretical and practical interest in issues of intercultural communication. The introduction of a two-level education system (bachelor's and master's degrees) in Russia entails a considerable number of changes, including creating courses related to the world economy in a foreign language. These programs must be compiled in accordance with the federal state standards of the generation 3+ and must be implemented in the professional training of future economists at the Institute of Management, Economics and Finance of the KFU. Hence, there is a need to increase the level of intercultural

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competence of future specialists in the economy field and the need for pedagogical theory and practice in the formation of intercultural competence of students in the process of teaching a foreign language at a university.

Keywords: intercultural competence, competence, future economists, intercultural communication, foreign language, higher education, English language learning.

Introduction

Rising interest in the problems of intercultural communication in the modern world is obvious. It is connected with the processes of business integration, the information space expansion and the development of Internet technologies as well as with the business advancement and enriching personal contacts. Russia enters the world community and this necessitates new approaches in teaching foreign language to students of non-linguistic departments. For them a foreign language is the main tool for future professional activities [Chiu Chi-Yue, 2013]. Expansion of international cooperation requires a modern

economist to know a foreign language on a fundamentally new level which should include acquiring intercultural competence. The problem of future economists' intercultural competence formation and evaluation is connected with the process of intercultural communication and requires not only a high level of professional and communicative competence, but also the ability for independent reflexive mastering of their own norms of behavior for intercultural communication.

Formation of intercultural competence among future economists

The analysis of the existing university practice in the field of professionally directed teaching of foreign languages shows that in the process of intercultural communication even those specialists who are fluent in a foreign language are still experiencing great difficulties in understanding the meaning of foreign professional communication. This happens due to ignorance of the norms and cultural and specific values of another country, the lack of personal behavioral qualities

necessary for effective communication in an intercultural environment. Therefore, the search for ways to organize the formation of intercultural professional competence is one of the topical areas of pedagogical research aimed at optimizing education in non-linguistic department. There is a real need to determine appropriate conditions for the formation of intercultural competence among students of economic specialties of universities in accordance with the requirements of the Federal State Educational Standards of Higher Professional Education [Federal state educational standard of higher professional education for the training, 2015].

According to this document language and verbal knowledge of an economist are the following: he must accurately recognize and use professionally meaningful vocabulary blocks of economic and management terminology. He must observe certain speech etiquette for expressing various communicative intentions. The latter may include greeting or farewell, acquaintance, self-presentation, establishing contact, asking questions, searching for necessary information,

expressing a request, indicating, completing a conversation. The logical and compositional skills in solving problems of foreign language communication of the economist include the ability of structuring the sentences correctly, taking into account relationships and sequence patterns, also style and the register of professional communication. It is worthwhile to highlight the ability to compose a professionally significant message or statement, in particular a report on the company's work, the situation of the meeting at the airport / railway station, the presentation of the product, the advertisement of the vacancy, the interview. The student should be able to produce typical samples of professional and business communication, adequately transmit models of speech behavior and ways of communicating with correspondence to the business culture. It is also necessary to have intercultural awareness and ideas about the ways to reflect values of the business. The student, who is mastering how social factors and relations between business partners influence the choice of language units, can increase the success of professional and business

communication in general [Yarmakeev Iskander E, 2016]. Foreign language communicative competence of the student performs as a general, elusive in learning short time aim. It implies such language proficiency that approaches to the language of native speakers by its linguistic parameters; therefore, oral and written forms of training should differ in correctness, disengagement, stylistic adequacy, accordance to the situation of communication. [Fahrutdinova R.A., 2014]

Methods

There are different methods that can qualify as productive educational activities for students. We chose the ones that allow successfully forming the intercultural competence of students in the process of teaching a professionally oriented foreign language course.

For instance, business game can simulate various speech situations. This provides conditions for the integrated application of existing knowledge, improving the foreign language skills they already have as well as a more complete mastery of a foreign language as a tool of formation of intercultural

competence among economics students [Deardorff D.K., 2006].

Project method is based on recreating a social interaction in a small group during the educational process. It creates conditions that contribute not only to increasing the amount of knowledge of foreign language among students in training, but also has an impact on their mobility, creativity, autonomy [Gorelova J.N., 2014] As a student solves creative tasks for the implementation of the project he also acquires knowledge. With the activities done on the way to perform a successful project presentation, students use a variety of forms and methods of work, which indicates the flexibility of thinking, the development of creativity, independence, and intellectual activity of future specialists in the sphere of economy. In a professionally oriented foreign language course, design technology can be effectively used at all stages of training, but its role at the stage of mastering the language in the field of a particular specialty is quite significant. A complicated ethnic composition of Russia's population and its multi-confessional nature cause the educational system to fulfill the

following functions: educational: providing the universal education to the country's population regardless of ethnic origin and religion; ethno-cultural function: disseminating and developing ethnic cultures and languages; consolidating function: integrating the ethnically heterogeneous society into a united supranational community – a political nation – with a common system of values. [L.Salekhova, K.Grigorieva, 2017]. The project work is interdisciplinary which can also influence intercultural competence acquisition during English language learning. And the role of the teacher significantly changes. He becomes the facilitator who watches but doesn't interfere unless it's really necessary [Kramsch C., 2004].

Case-study is a method of active learning which has become popular recently. It imitates and sets up real life situations. The method relies on the organization of discussions on the specific issues. The students are given various tasks connected with the world of business; most of them have issues or problematic areas so the trainees are expected to offer solutions and creative ideas for improving the situations. The

characteristics and the advantages of the case-study technology in the development of personal characteristics of students are ensuring their readiness for professional activity and, consequently, a successful professional adaptation. [Albina R. Abdrafikova, 2015]. The case method can be even more successful in combination with other methods of teaching foreign languages such as system analysis, modeling, problem method, discussion, «brainstorming» and game methods) The main idea of the “brainstorming method” is to organize groups working together on proposing as many ideas for solving some matter in the most creative and untraditional ways as possible. This method demonstrates advantages of cooperation and that many solutions could be found if the group is working together effectively.

These methods give students the opportunity to:

1. Directly participate in team work because the methods under discussion involve a high number of students in the learning process. It is practically impossible to find a student who does not take an active participation in the work;

2. Develop social and personal skills, learn to make decisions together and respect different points of view, thereby revealing leadership qualities. In addition, it also touches upon developing critical thinking and creativity;

3. To learn how to organize their speeches, formulate the main points with illustrative examples in a graphic or collisional form. They start prioritizing, highlighting the main ideas from the less relevant parts. Students also practice creating logical chains and attracting the attention of the audience, which contributes to the development of oratory skills and the ability to represent their own opinions and creative ideas.

To sum up, these methods of teaching have great pedagogical potential, which is aimed at forming intercultural competence of future economists in the process of learning English.

Conclusions

The scientific novelty and theoretical significance of the research are:

- The specification of the term "intercultural competence" as an integrated systematized phenomenon of a humanistic worldview, including a

high culture of interpersonal communication and a generally developed cultural level.

- Defining content of the main educational programs of the "Foreign Language" discipline and stating their place in the formation of the intercultural competence of students - future economists in the educational space of the university;

- Creating the model of formation of intercultural competence of the undergraduate student in the process of teaching a foreign language is developed;

- Identifying methodical means (content, forms, methods, conditions) for ensuring the process of forming the intercultural competence of undergraduate students in accordance with the requirements of new educational standards have been determined and their effectiveness has been experimentally proven.

- Research materials can be used by university teachers and methodologists in the system of advanced training and retraining of educators to improve the educational process of teaching a foreign language,

in general, and the formation of intercultural competence, in particular.

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Discussion

The research was aimed at measuring the awareness of intercultural competence at the beginning of the English language course and at the end after performing certain tasks set by us (the duration of it for students majoring in economics is 2 years which equals to four semesters). Experimental work on the formation of intercultural competence of students by means of English language teaching has been carried out on the basis of Kazan Federal University, Institute of Management, Economics and Finance. The survey was held among 50 second-term first year undergraduate students of the Management department. The group was exposed to English language classes with the use of different methods such as case-study, project method, and “brainstorming”. The methods we used helped students to enrich their vocabulary, use self-correction through grammar, work on problem-solving and teamwork as well as train in presenting themselves and defending their points of view.

The questionnaire we created was conducted among 50 respondents. It has revealed that more than a half of the students in the target groups are aware of intercultural competence phenomenon [Sinicrope C., 2012]. They came across it, know the field it's used in. However they experience difficulties in giving the proper definition to the term “intercultural competence”. Mostly they confuse it with linguistic competence. By the end of the experiment we increased the number of students who are able to define the term from 41% to 75%.

Due to this fact it was quite unexpected that at the beginning of the experiment more than 74% stated the importance of intercultural competence in the process of learning English and becoming successful managers. The majority of the students highlight the importance of intercultural competence development in the ESL classroom. They see necessity in its further formation and think that it's a key issue in developing business connections. The results of this question were high at both beginning and the end of the research. As we questioned the weakest parts in the process of intercultural communication that students can mention we found out that:

43% cannot carry a successful oral conversation with native speakers, 26% said that they have difficulties in using idioms and special business vocabulary that is common in everyday speech, movies and in interviews they watched online. 6% of the students who have taken the survey confessed that they are unfamiliar with the values and proper ways of behaving during different speech situations. They were not sure of the proper greetings or how to behave during the job interview in a multinational company. By using role-plays and other simulation activities we had the number of unconfident in the process of communication students decreased from 43% to 29%. The awareness of core values in the countries of target language rose which led to decrease from 6% of unsure students to 1%.

During our study we came to the conclusion that students in the focus group are aware of intercultural competence and recognize its importance for international communication. Nevertheless, there is also a misunderstanding in the proper definition of the term and necessity of working with students' awareness in this

field. The results we obtained after conducting the survey and analysing its results could be used for the enhancing English language curriculum in the universities. With the use of information gathered we were able to create an effective set of exercises which helps to work on the points that were proven to be weaknesses of the future economists.

Acknowledgements

The work is performed according to the Russian Government Program of Competitive Growth of Kazan Federal University.

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**ETHNO-PSYCHOLOGICAL ARCHETYPES: UNCHANGEABLE
CODES OF THE HISTORY**Narman Godjaturk¹

Abstract: The internal mechanism of mythical subjects' self-organization resuscitates the folklore and gives life to it at any time. The folklore becomes active only in a person's life. Particular people renew forms existing for centuries on the improvisation basis. Thus one can get rid of monotony and a tradition gets a new breath in the performance of each person as well. The tradition is kept, but expressed by a new rhythm and breath. And it shows that myths always live and go through centuries in a new improvisation. Elements of mythical thinking, as archaeological types, always become the center of the researchers' attention. But there are still such problems in this area, so that are of scientific interest. There are issues among them that have a direct appeal to the philosophical thinking. The observation of striking similarities among myths of the world people is of this kind. These are plot similarities. Even the mythical plots of nations

located in a remote geography quite far from one another contain elements and images similar to each other. In Turkish provinces everybody knows the Khizir's Spirit as a cradle song. It is the symbol of the Holiness from its original date. Khizir- a thousand year old Turk fondles his love by the language of the lullaby and bayaties. He has made a tale of his Memory and set up a great deal of saga for himself. In this case the evaluation of mythological plots always maintains its topicality as one of the important terms.

Keywords: myth, archetypes, a plot, folklore, mythical thinking, Khizir, a human, time, a memory, a tradition, history.

Introduction

In folklore studies one of the two explanatory versions of nation's mythical plots connected with the possession of similar elements and characters is called the historical school.

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It appeared in the first half of the 19th century. According to school supporters the similarity reasons in mythical plots are the same with the grammatical and lexical reasons of languages. This approach is based on a common ethnicity axiom. The ethnic similarity provides the similarity in mythical plots as well. Like the language, mythical ideas are conservative too. It is transmitted orally from one generation to the other.

People's migration, marriage relationships, wars to capture lands and other communication types provide a settlement of an ethnic group in different sections to spread people over the planet. Despite differences in shape this has led to the similarity between the myths with motive and picturesqueness. It should be noted that a lot of Western researchers emphasize Turkic tribes' stimulating role in people's "Great Stream" process. For example, K. Jaspers (Jaspers, K. 1991: 50-75) and J. Modelskey (Medelski, G. 2005: 126-128) can be noted. It is true; K. Jaspers looks significant and malicious. But he also confessed that there were rigorous updates in cultural relations with the people's spreading around the world

from Asia. These nations contributed to the history of intercultural communication going to Europe on a horseback.

Saying the wrong historical names and people, K. Jaspers had to adopt, in a roundabout way, the role of Turkish people in spreading ancient cultural elements all over the world. J. Modelskey is in a more concrete position than K. Jaspers. He confesses that the Turkish passionate character stands on the bases of Italian renaissance and the so called "Chinese Renaissance" event by Jack Jerne (he uses "Mongolian Empire" instead of "Turk" expression). J. Modelskey writes: "... but only in reality the Chinese experience was brought over the Italian foundation just thanks to the Mongols Empire. Today they are also the carriers of perceived effects". (Medelski, G. 2005: 126-127).

J. Modelskey estimates this mission as an endeavor of world power creation; i.e. he talks about the historical mission like a dissemination of Turkish cultural elements. There is a need for scientific explanation of Universal Invariants existence. Because this issue doesn't assume scientific-theoretical meaning only, it also has a practical

importance. From the same point of view another approach should be emphasized too. This approach is based on interethnic contacts. It is called “diffusion” in the scientific literature (see: Bremen, K. 1972, Golosovker, Y.E. 1987, Meletinsky, E.M. 2001, Neklyudov, S. Y. 2004).

“Diffusive” approach is based on an explanation of transcultural plots’ movement and their dissemination on a wide geographical area. But despite certain advantages, this approach cannot explain the similarity reasons either, among mythical plots of people with no cultural relations (for example, reasons for plot similarities between Oceania and mainland myths–N.G.). In this regard, the facts brought by S.M. Wilson—an anthropologist, evoke interest. He describes the possession of similar structures in making up a social life of people living in different parts of the world like this: “If we compare Teotihuacan (the oldest city in Latin America) or Chan-Chan (a city in the Far East) with Uric (Sumerians main city) or Uri we’ll find a strong similarity. Cities are divided into functional areas; one can find ceremony, commercial and residential areas there.

The latter is very similar in terms of size and functional organization of space. A resident of one of these cities would immediately understand the other’s structural base” (Wilson, S. M. 2003: 140). Having asked the question where these manifestations get their source and considered the various versions, S.M. Wilson notes that there is not a satisfactory answer and links it to the factor of “uncertainty”. At the same time, he emphasizes a need to talk about possible idea of the “manifestation of some internal and general quality” (Wilson, S. M. 2003: 141). Of course, as an anthropologist, S.M. Wilson has a concrete way of thinking, but somehow this motive is interesting— as an anthropologist he puts the issue of “internal qualities” which is common to all mankind.

And finally, the problem is connected with the human factor; i.e. the reason of similarities in lifestyle of people living in different parts of the planet and never being in contact with one another, generally is connected with being a man. There is some common program for a human life and as a whole, with certain difference it is observed anywhere in the world. From time

immemorial man's life consists of different variations of reaction to existing topics—family ties, getting food, having culture, protection from external threads, explaining the world, updating the basic emotions and other common themes.

Being based on these factors the similarities are called “typological”. A number of researchers are cautious about it. For example, S.Y. Neklyudov notes that when similarities are found in the texts, we, first, take into account possibilities of intercultural relations, genetic commonality and only then we pay attention to the typological generality (Neklyudov, S. Y. 2004). We are talking about the differences observed in the researcher's approach level; i.e. another researcher can go towards historical and genetic analogues beginning from typological similarities. If the typical approach can explain the similarities between myths, then it can't explain aptly the differences observed between contents of myths.

It must be stressed; each of the three approaches approves that remaining of mythical plots in people's memory for ever, though it changes in some respect, as a matter of fact, remains

unchanged and passes from language to language. The issue of keeping the mythical plots in people's memories is the key factor of inferring in a universal level. This factor can play a key role in understanding the philosophy of the connections between the tradition and modernization which manifests itself constantly in the historical evolution. The qualities like conservatism of folklore tradition, the author's lack of creativity, constant availability of “public censorship”, rigorous waiting of canons are taken as the starting point for all of the concepts.

Only the typological approach brings the issue of plots' creation to spotlight. The creation of plots is considered as a random result of creative clarifying. One of the main features of folklore is associated with the peculiarity of the cultural information storing method. Folklore is transmitted orally. This is a very serious impact on the content of culture. The storing orally transmitted tradition elements, their welfare, socialization, evolution and influence on different areas of human life obtain a private character. Actually the problem is connected with a dynamics of mythical ideas, dialectical unity between

keeping itself in the frame of time and social renewal.

For example, the history memory has been written by the shamans. Therefore the shamans became known as chronicle authors as well. Father Qorqut had majority of qualities connected with the shamans. At the same time Father Qorqut was the main carrier of Khizir's features. Father Qorqut was regarded as a myth that looked out from pinnacle of Khizir's wisdom and emitted light upon the earth from Khizir's world. Generalizing "Oghuz letters"- all Turkish memory connected with Qorqut world, such a conclusion can be drawn that it has always been available anywhere. Turning over the pages of Oghuz memory golden pages introduce us Father Gorgut in different cutting out. Information about Father Gorgut is provided in the image of either chief shaman, a miracle worker or as Khakan- a country ruler and guider (Gojaturk, N. 2014: 72).

First of all, folk-lore tradition exists in view of the general outlook. Folklore tradition is also heard so much in the frame of memory capabilities of each tradition carrier. It creates a certain degree of unsystematic character. That

knowledge became active in a word, behavior and appearance. At the activation moment, in the mental representation area, a transformation of the content into the text occurs. So the researcher doesn't have to deal with the tradition, but its "product". This moment draws attention to a very important refinement-tradition memory is actually connected with the ability to keep in mind and actualize what he hears. It is necessary to pay attention to this moment to generalize the tradition memory and imagine it on the level of "people's memory".

As an example it is possible to bring to view the memory connected with Turk Khizir holiness. It doesn't matter which path of religion the Turks worship, which temple they set foot on, they have never forgotten Khizir's glory. The Turks saw the living as well as energetic spirit and felt it close. The Turks used to say my God is in the heaven, my Khizir is on the earth. They convey their love and wishes to the gates of God by Khizir. And he sat on a white horse's croup and rode to the homeless. He found the way out for the grief of distressed people. He gave to drink in the goblet and kindled the fire in

loving hearts. When homeland was pressed, he came for help.

So, Turk kept Khizir in memory like that. He regarded himself descending from Khizir. When fertility came to the land, no matter which hamlet they set up ceremonies in and danced “Yally”; they thought all this abundance come from Khizir’s hearth. As a lot of saints, they wrote a great deal of sagas and books on behalf of Khizir. Each penholder has introduced this saint as the lineage carrier and belief road passenger. All of these come due to love for the glory of Khizir’s spirit. In hamlet sayings Khizir was called by the three types of names: Khidir Nabi (Khizir Ilyas), Khidir Ellaz, and Khidir Zinda.

Our memory storage: tales and sagas are completely connected with Khizir’s name. The tales are the product of our new-born child products and childhood, but sagas are of elderly period. Therefore we have presented Khizir as the guy on a white horse in tales, and as dressed in white, white-haired and illuminating old man in our sagas. According to the sources the almond-shaped pattern holiness which is connected with Khizir in our storage memory, accomplishes a mission of our

ancestors’ cosmetic thoughts carrier. In ancient people’s meditation water, plants, mountains and other assets were considered as sacred and beginning of life. Therefore almond-shaped pattern is the continuation of the generation and the symbol of growth. Presenting almond-shaped pattern to the lover in our sagas and tales begins with giving to drink love sherbet on behalf of Khizir-an old and wise man. Generally, the investigation of folk-lore samples shows that almond-shaped pattern is not given to everyone. Almond-shaped pattern is peculiar only to selected men. These selected men gain for themselves, by almond-shaped pattern, several individual features that don’t belong to anyone. The almond-shaped pattern – main composition of love epics has always played an important role in saga creativity. According to the love epics, the lover which is given the almond-shaped pattern differs by his courage and honesty (see: Gojaturk, N. 2013).

Bringing the sample of mythical Khizir’s image which is Turk’s memory storage, it is necessary to run over the role of “people’s memory” in sociocultural life of community just from this angle; because a leading role of

human memory in the tradition activates complex philosophical and methodological aspects.

It should be necessary to give, philosophically, the priority to two features of human memory. The first, the memory owner keeps in mind the highlights and throws away others. The second, a man always remembers easy items. He doesn't pay attention to complex and dark details. And this, itself, brings to attention either positive or negative element. For example, tradition elements that are regarded complex and insignificant ones by anybody may solve the fate of an entire nation. These two issues, together, focus attention on the protection of national memory, which aspects to give the priority to, in historical stages, ability to update national memory in social life (this issue is related to the training and education) and method to motivate the community against foreign threats (here an ideology, political, economic and cultural activities, changes in the degree of social consciousness and etc. are important). Another important point is connected with what is related to the desire of a man to save. As a whole, the same thing is a major scientific problem.

Thoughts on it create a need to look at the conception of "valuable information" (H. Haken, D. Chernyayevsky and others) under a new angle (see: Kastler, G. 1967: 11-20 and Khaken, G. 1999: 11-25).

The information "price" depends on selection and generation (self emergence, spontaneous formation) factors. At any specific point the selection of information is related to the information resources that a man has so far and proposed purpose. There two points which define either the information is valuable or not, actually, determine the direction of media evolution. It should be noted that the characteristic as the picking process of one of several and equal variants of information is coherent with the definition of Henry Kastler. According to that definition the information is a selection of one of several, possible and equal options by chance or keeping in memory. There are several views on information to be valuable as part of this approach. The positions of R.L. Stratonovich (Stretonovich, R.L. 1975), N. M. Bongard (Bongard, M. M. 1967), A. A. Kharkevich (Kharkevich, A. A. 1960) and V. I. Korogodin (Korogodin,

V.I. 1991) can be shown. Despite the differences between them, all are combined by one opportunity- the price of information is connected with the relation between purpose and the information in the memory. This relation gets concrete mechanism by the selection procedure. So the information value depends on the capacity of memory, selection and information resources for all approaches. In the modern theory of dynamic information the same feature is one of the central factors. But in the framework of our approach it is of a new content. Because we don't have a personal issue, but of collective reality and national level one, and in this case we look at a unity among memory, selection and information resources. For this matter we focus on the reception and acceptance generation (self creation) aspects of information. The first case in the formation of information on the basis of information received from outside. It is staked into new information area regardless of a man's previous information provision. Let's remember moments of coercion and influence from abroad. In the second case- generation is human's choices by chance, without outside influence. With

this option, information recourses available to people are of great importance (Chernovtsy, D. S. 2004: 19-20). However, a self-regulation mechanism of human memory plays a key role for both options.

If forgetfulness eliminates limitations which arise as a result of previous observations which arise as a result of previous observations on the one hand, on the other hand, it gives a boost to archeological types to direct people psychologically and practically from time to time. A man, forgetting something in his private practice, doesn't lose direction, but the forgetfulness can lead to non-restored direction and ultimate destruction. Moreover, it can happen at the community level. When folk-lore layer undergoes an external aggression, is fully opened to external influence and leaves itself, the people memory decays and consequently the community is annihilated. There are a lot of examples for this in history. This method is widely used in today's world of information war.

Moral tradition plays a serious, stimulating and organizing role in all spheres of human society. But hot and significantly autonomous political

activity creates a lot of problems. At the same time, figuratively speaking, moral factors implement the “backstage” function. They are not directly felt in the materialized form, for they determine the idea at social life organization and philosophy. Opportunities behind the content of the performance may not cause anxiety for social-political factors at that moment. Here we must not forget man’s characteristics of hiding the truth for his own benefits. History proves that political factors always benefit from that. In other words, those who understand moral and spiritual qualities carried by the people for centuries have not been frankly using them at their work. In all cases, an approach to the so called event “unwritten laws of life” by modern and scientific knowledge prism can bring in new exciting ideas.

If the writing is a slavery of ancient thinking based on verbal communication, then, it will be not able to express all details of that thinking. Including information which is always unwritten and transmitted by secret codes will not be reflected there. This finding raises the question of how to understand the role of tradition in the culture of writing and developing

civilization. In other words, if the community considers rationality and writing culture as the grounds, approaches mythical imaginations within the primitive level framework, the evolution of this type of society won’t be confident and sustainable.

Collective being’s memory takes part in the transmission process of either oral or written information. In modern times, it can be available in an interaction between two factors. If sagas may even be factors which are the basis of people memory’s oral layer, in modern times the issue of their written transmission is equally important. Precisely, the written transmission is more actual with modern terms.

There issues are connected with analysis of the relationship between language and life as part of the above-mentioned philosophical schools. M. Heidegger calls the forms of knowledge and life as an authenticity. In other words, each of them is actualized in an example of individual. But both are of the same basis. In spite of this, M. Foucault says that this basis would not be the same. The language can improve regardless the life form and according to

the internal demand. We can think of this provision's role in people's memory without accepting it as the absolute truth. The people's memory, actually, can go unchanged through tests of time. Then, in a sense does not depend on a social background. For its carrier, a non-localized collective is a spiritual space; it keeps preceding regardless the lack of physical space. Procedural keeping means that the memory, for centuries, does not let the community out of its evolution corridor. In each new historical stage just people's memory determines, ultimately, the form of socio-cultural atmosphere. This is a serious allegation.

The determination of socio-cultural atmosphere form by people's memory is principally the confirmation of content assuming as a general form in each concrete situation. The main line of this process is the memory. The main line of this process is the memory. The system memory provides overcoming optimum uncertainties in encountered situations throughout its history (see: Lumen, N. 2004). If the system loses memory, it is deprived of the details gained in an experience and ability of active adaptation to the new situation. It does not have any chance to

win the same ability again, because the history of the self-generating system is so serious, that each stage has its own role. Habits and qualities that must have been obtained in this stage are not obtained later on. Therefore historical memory system is one of the main conditions of its existence. The existence of people's memory entirely refers to the community existence, because it belongs to the collective reality. The weakness or loss of that memory is always a tragedy. Here, it is necessary to note the role of the individual. In other words, though people's memory belongs to a non-local and common moral field, it always finds its manifestation in concrete individuals. The individual provides entirely systematic socio-cultural atmosphere as its carrier.

Results

The history is an evolution of folklore and life rules of a mankind. Myth lives in human and gives a life to human by self-organization. This process gives an order creation effect from common level and chaos. Its mechanisms are explained by above mentioned selection and value of information, collective memory

existence, and unity of information condensation with forgetfulness, reception and working rules of generation. Together with the role of each of them separately, created collective effect determines myths evolution. Transmission mechanisms from individual level to collective one are the main unity creating factors. Self-organization philosophy is connected with it. Actually, a chaos in the micro-level (relationships between individuals) and an order in the collective level (community-wide observed processes) are its manifestation. When looking at myth on that prism we come across an exciting and dynamic landscape.

Scientific innovation

In recent years, the communication aspect in folklore is being more swelled. Such phenomena like domestic tradition mechanisms, transmission and storage methods of texts are gaining attention. It is interesting that, just so interesting issues raise new questions, even, sometimes shape paradoxical situations. The clarification of mythical plots for whether they have or not a quality of self-creation has been tried in this article.

And this issue, in the true meaning of the word, is of fundamental importance for the scientific and philosophical thinking. If mythical plots' self-formation ability is proved, the notions about the world history must be radically changed. An attitude to social and historical time concepts should be changed. The gist of highlights which stand now behind the accruing events may seem a new angle. In history the issue of the role of personalities, states, socio-political and cultural processes can be lighted on under wider angle.

The Importance of Applying

The experts dealing with mythology, history of philosophy, students of Bachelor's and Master's degree of high school and interbreeding may benefit from this article. The presented article can be used as a text book on the history of mythology and philosophy, manuals and scientific source in preparation of programs.

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STUDYING THE GENESIS OF IGNEOUS ROCKS IN ZARIN-KAMAR REGION (SHAHROOD, NORTHEASTERN IRAN) BY RARE EARTH ELEMENTSEbrahim Nazemi¹Mohammad-Ali Arian²Abdolreza Jafarian³Mohsen Pourkermani⁴Abdollah Yazdi⁵

Abstract: Zarin-Kamar region is located north east of Shahrood (36°37'-36°42'N, 55°07'-55°12'E). Plutonic rocks in this area belongs to syenite group and their texture is intergranular hypidiomorphic. Volcanic rocks in the area have porphyritic, amygdale intersertal texture. which quartz is also seen among their cavities and porosities. Total concentration of REEs (Σ REE) in the study igneous rocks varies between 450 and 683 ppm. Diagram of Eu/Eu^* versus Sr and Eu/Eu^* versus Ba show negative anomalies of Eu. This phenomenon as well as Ba and Sr trends show that plagioclase removal has happened during the magma evolution. These

rocks have rock has originated from an enriched mantle source. The rate of Dy/Yb in the igneous rocks of the region varies between 1.32 and 2.62. it shows that it stemmed from a garnet lherzolitic source. The rate of (Tb /Yb)N was between 0.97 to 2.25 showing a garnet source. Also other related figures showed that the samples belonged to OIB (Oceanic Island Basalt). The rate of La/Ta was between 6.6 to 14.01. It also showed that they had a source from asthenosphere. The rate of La/Nb was 0.5 to 0.91. It also shows a less crustal contamination among these samples.

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Keywords: plutonic, intergranular, hypidiomorphic, volcanic, porphyritic, asthenosphere, crustal contamination.

contamination showed that speed of magma rise from magma could be significantly high.

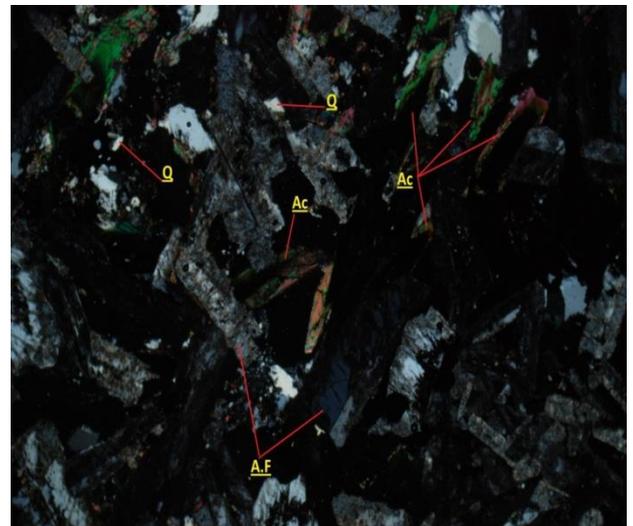
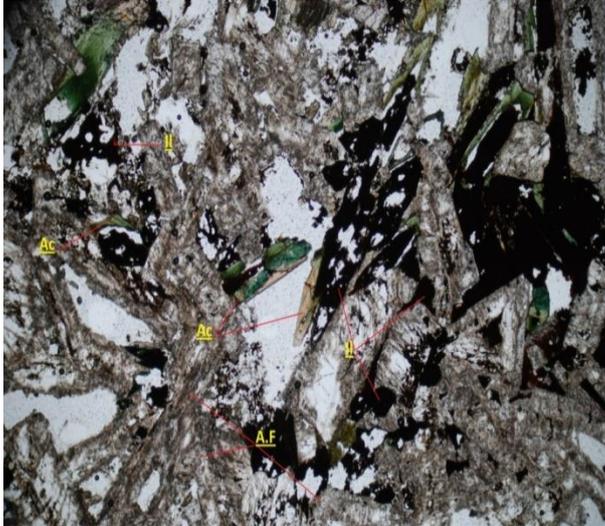
Introduction

The study rocks involve two types of igneous rocks, intrusive and volcanic. The intrusive ones are alkali aegirine syenite and alkali feldspar aegirine quartz syenite. The volcanic ones are aegirine trachyte types. The minerals detected in XRD were as same as those minerals highlighted in thin section. There is no plagioclase in thin sections of Zarin-Kamar igneous rocks which confirmed the negative anomaly of Eu (Nazemi et al, 2017; Yazdi et al., 2017). Dominate process in the evaluation of the study rocks was fractional crystallization (Nazemi, 2017). Ti, P, and Sr are depleted while Rb, Th, and U are enriched in the study samples. The ratio of La/Ta was 7.13 to 14.01. Crustal contamination played no significant role on evolving the rocks in the region. However, this little

Alkali feldspar quartz aegirine syenite (A3)

Alkali feldspar crystals are seen in different shape in this sample. Some of them has been getting dusty color. The feldspars has cut each other and their abundance is 80 to 95 percent. Quartz among the minerals Located has 5 to 10 percent of the total abundance. Pyroxene crystals are coarse and subhedral with dark green color and they also have zoning. Pyroxene is considered as one of the keys of fractional crystallization phase in alkaline magmatic systems. It is also considered as a potential for enriching the rare earth elements during the crystallization (Charlie Beard et al., 2017; Mobashergarmi et al., 2018). Amphibole crystals have also parallel cleavage and they are elongated and amorphous. Their color is green to brown. (Figure 1)

In the XRD analysis report Major phases are microcline and acmite .(figure 2)



(PPL)

(XPL)

Linear scale 1- microscopic image of alkali feldspar syenite in Zarin-Kamar; feldspar crystals are dusty and gray that cut each other with different shapes. A pyroxene mineral can be seen at the center of the image with hour glass zoning.

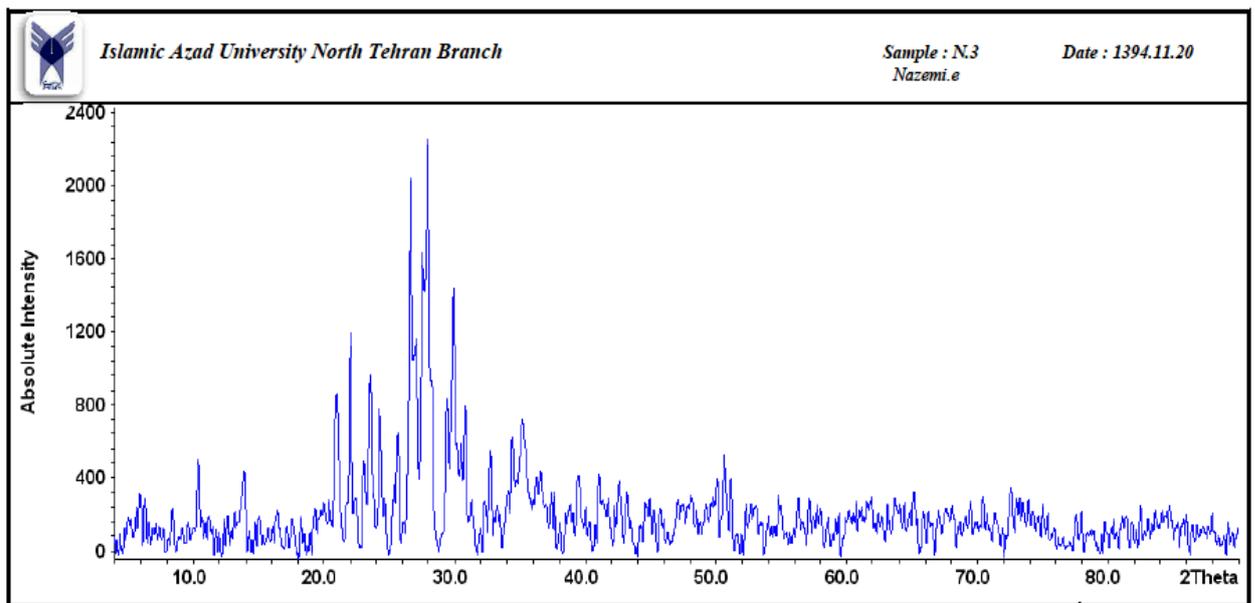
Figure 2- XRD analysis of A3; alkali feldspar aegirine syenite in Zarin-Kamar region.

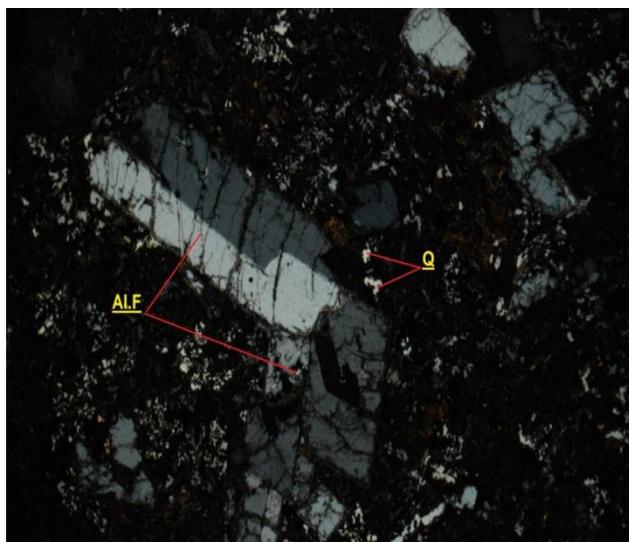
Major phases are microcline and acmite

Aegirine trachyte

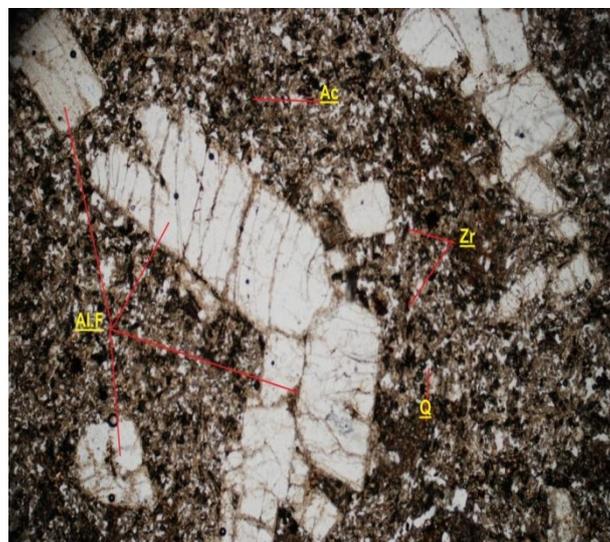
In this sample, alkali feldspar crystals are wide, large and elongated with simple twinning are set in the microcrystal and microlitic texture. These phenocrysts are different in size and they show carlsbad twinning gathering at one spot. Their abundance is

90 to 95 percent. Quartz crystals are xenomorphic with the abundance of 5 to 10 percent. Inplane polarized light, pyroxene is brownish green to olive green associated with microcrystalline xenomorphic feldspar crystals. The texture is porphyritic to glomeroporphyritic (Figure 3).





(XPL)



(PPL)

Figure 3- microscopic image of aegirine trachyte in Zarin-Kamar region. Elongated alkali feldspar minerals (sanidine) are seen as porphyritic to gelomoroporphyritic crystals.

Geochemistry

Based on the total alkali values versus silica (Middlemost, 1985) for plutonic samples, the samples are located in syenite and quartz monzonite field. These samples are located in trachyte and rhyolite field for volcanic samples of TAS diagram (Middlemost, 1994) (Figure 4-5). Based on A/CNK-A/NK

(Shand, 1943) diagram, the study rocks are within per alkaline type (Figure 6). Based on the upward trend in compatible versus non-compatible elements, the major process taken place in the rocks is Fractional crystallization (Figures 7, 8, 9, 10). This phenomenon can be proved based on Rb/V versus Rb, La versus Rb, and Rb versus Rb/La diagrams (Schiano et al, 2010). (Figure 11).

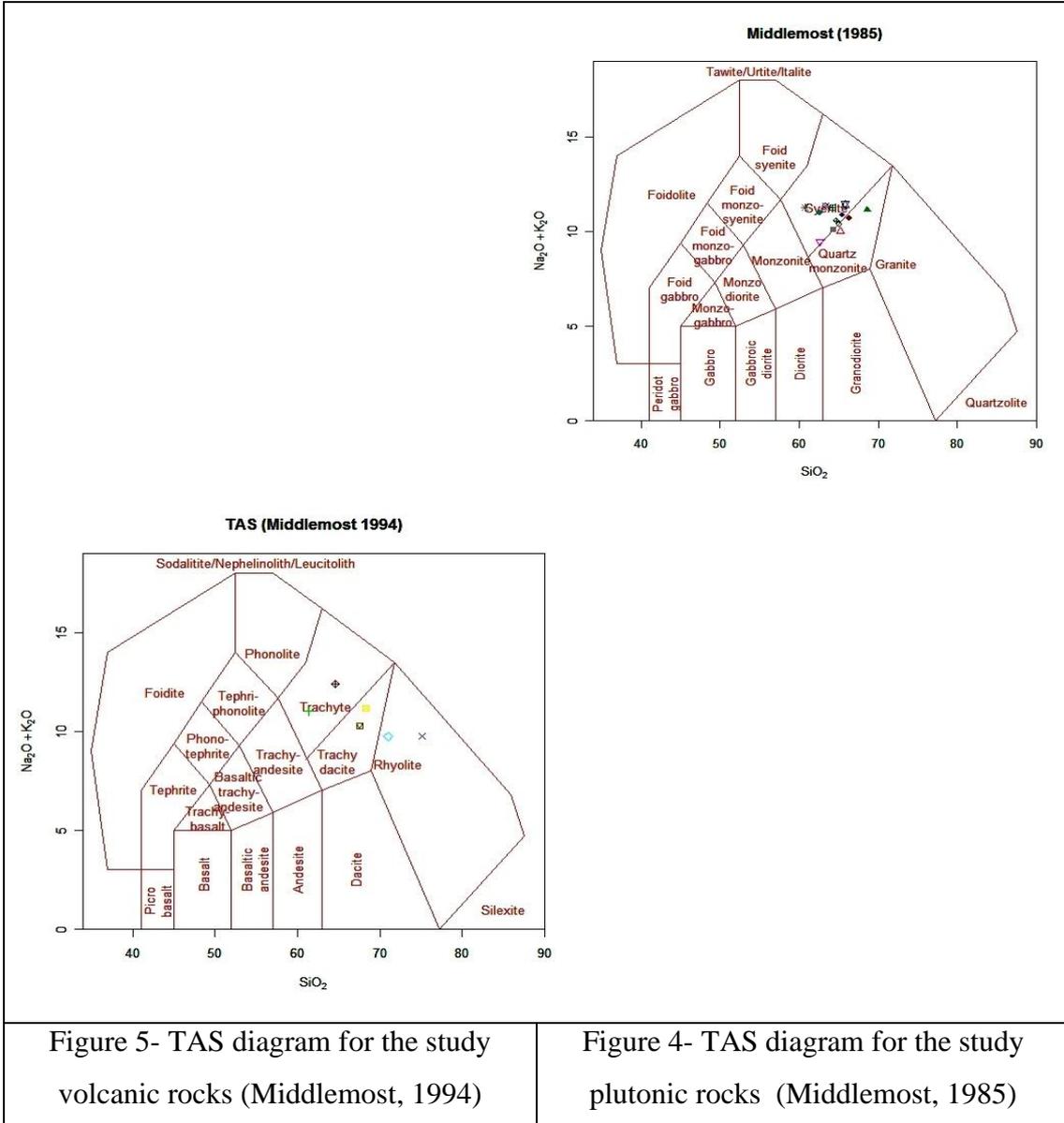


Figure 5- TAS diagram for the study volcanic rocks (Middlemost, 1994)

Figure 4- TAS diagram for the study plutonic rocks (Middlemost, 1985)

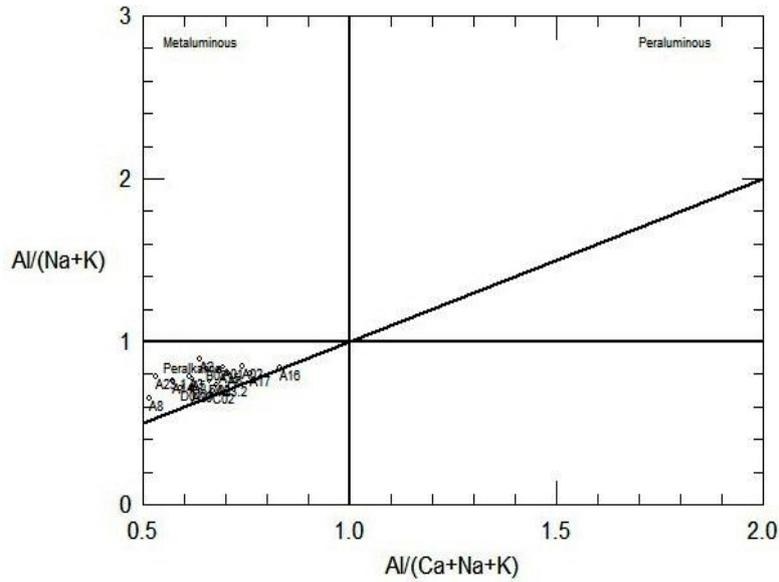


Figure 6- A/CNK-A/NK diagram (Shand, 1943) for igneous rocks of Zarin-Kamar region.

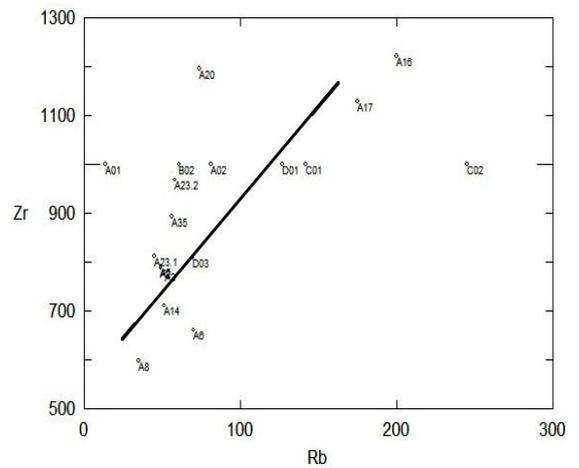
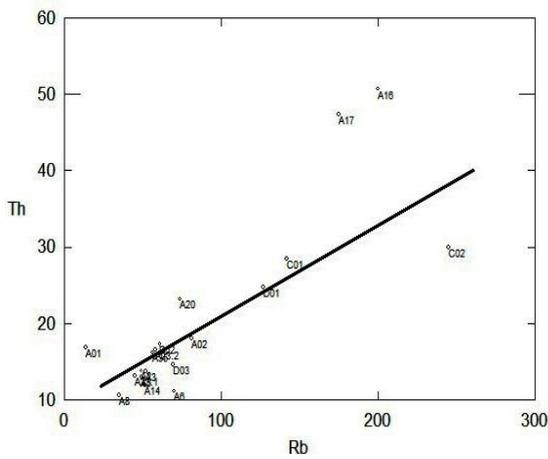


Figure 7- incompatible elements diagram (Th Vs Rb) for the study rocks.

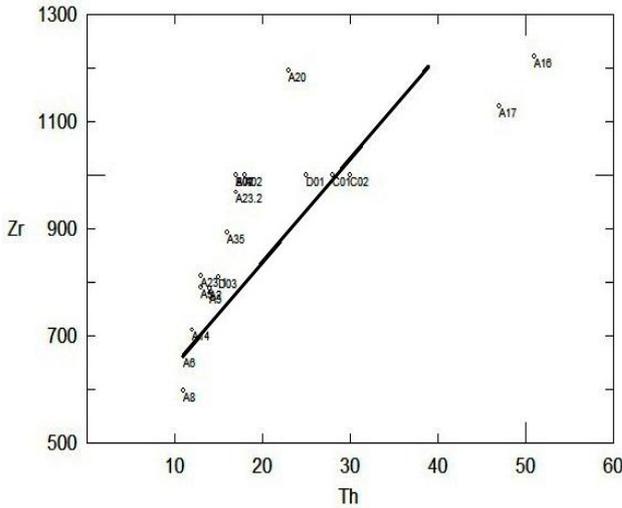


Figure 8- incompatible diagram (Zr Vs Rb) for the study rocks.

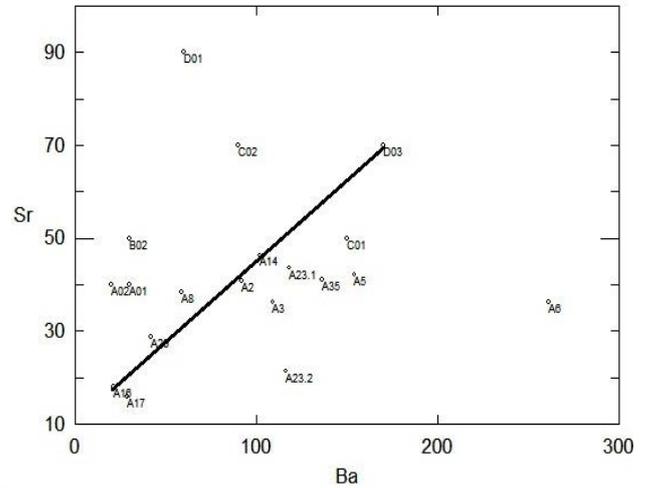


Figure 9- incompatible elements diagram (Zr Vs Th) for the study rocks.

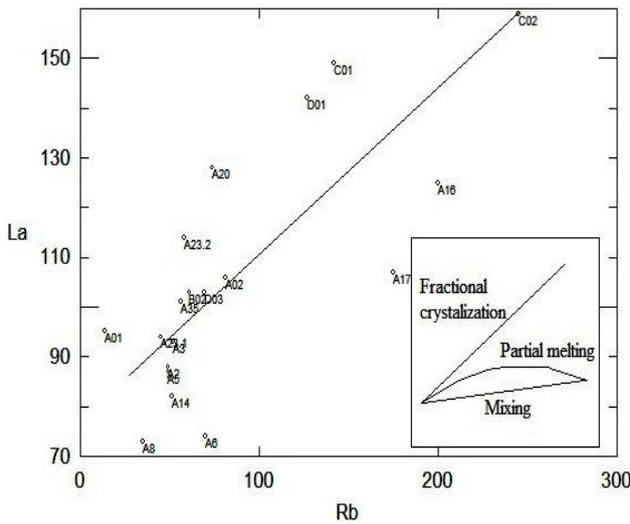
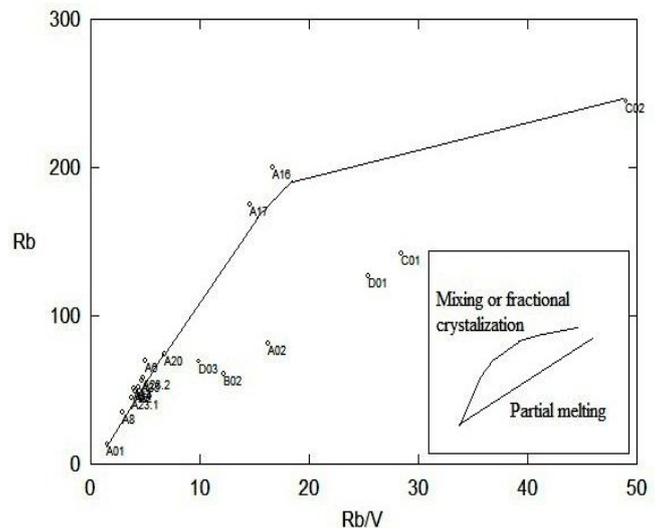


Figure 10- incompatible elements diagram (Sr Vs Ba) for the study rocks.



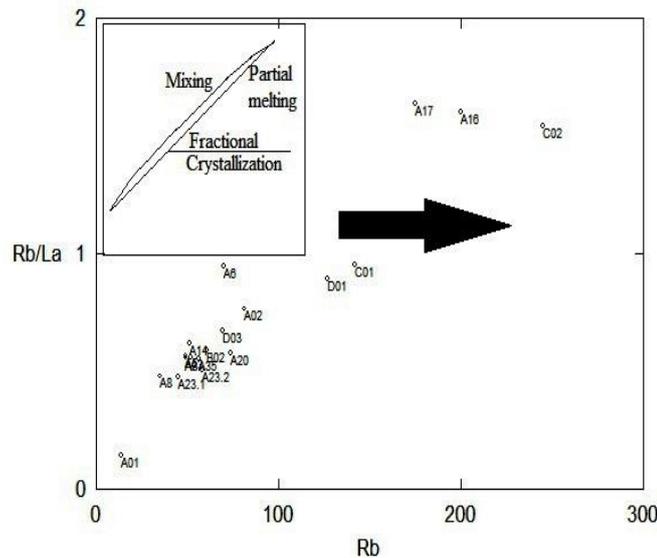


Figure 11- Petrogenic diagrams (Schiano et al , 2010) of the rocks in Zarin- Kamar

Barium (Ba) has been captivated in potassium compounds and minerals due to its higher coordination number. Barium shows a downward trend versus silica. It also shows an upward trend versus potassium. Existence of potassium alkali feldspar minerals in thin sections confirm this theory significantly (Figure 12-13). Since the magma source of the study samples has high potassium, strontium (Sr) like Barium (Ba) takes part in the feldspar crystals. It shows a downward trend versus silica (Figure 14-15). Comparing to the primary mantle (Figure 16), The samples are depleted in

Sr, P, and Ti and enriched in Rb, Th, and U. Negative anomaly of Ti and P can express a continental crust source as well as contamination by lower continental crust (Castillo et al 2006; Khodami and Kamali Shervedani 2018). Appearance of titanium minerals as well as apatite and alkali feldspar and also contamination with crust and existence of shoshonitic magma are responsible for negative anomalies of Ba, Sr, P and Ti, respectively. Normalized REEs to chondrite (Boynnton, 1984) shows an enrichment of LREE to HREE. This enrichment is the characteristic of OIB revealing a presence of residual garnet in

the source (Figure 17). in the diagrams of Eu/Eu* versus Sr and Eu/Eu* versus Ba. Negative anomalies of Eu associated with Ba and Sr (Figures 21 A - B) show that plagioclase has been removed during magma evolution. A direct relationship is also seen in the diagram of

Ba versus Sr as a result of alkali feldspar crystallization (Figure 15). Generally, the diagrams of segregation of alkali feldspar show that plagioclase has been removed during magma evolution and alkali feldspar has been crystallized.

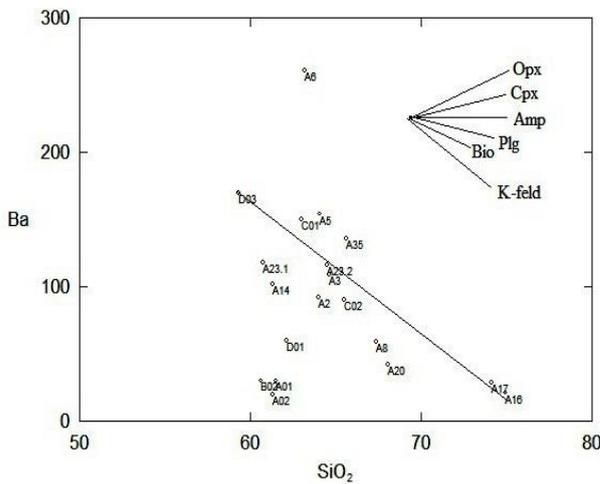


Figure 12- Diagram of Ba versus SiO₂ versus K₂O

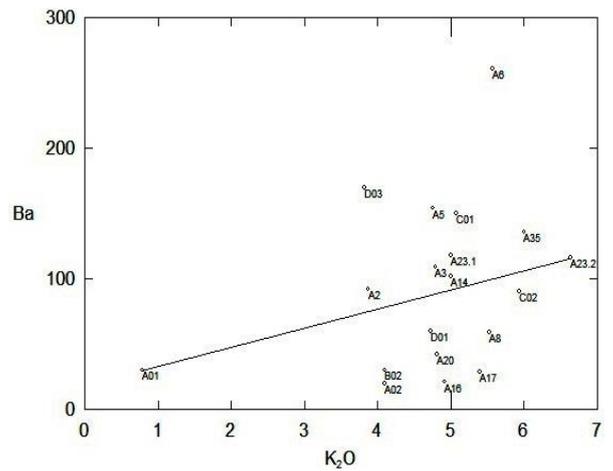


Figure 13- Diagram of Ba

for the study rocks.

for the study rocks.

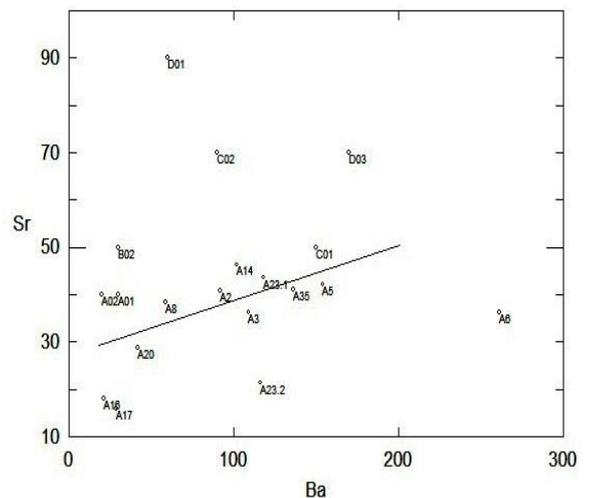
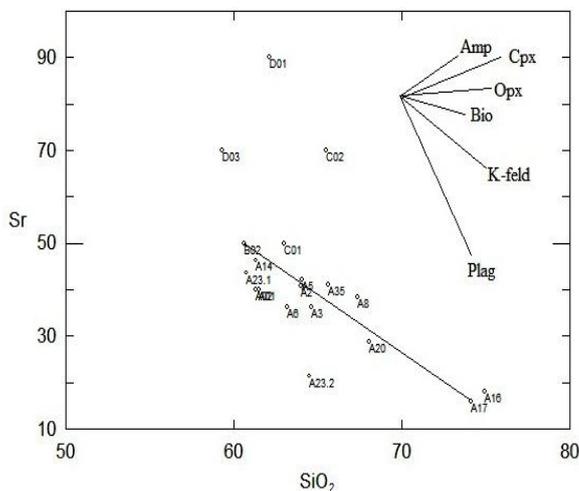


Figure 14- Diagram of Sr versus SiO₂ versus Ba

For the study rocks.

Figure 15- Diagram of Sr

For the study rocks.

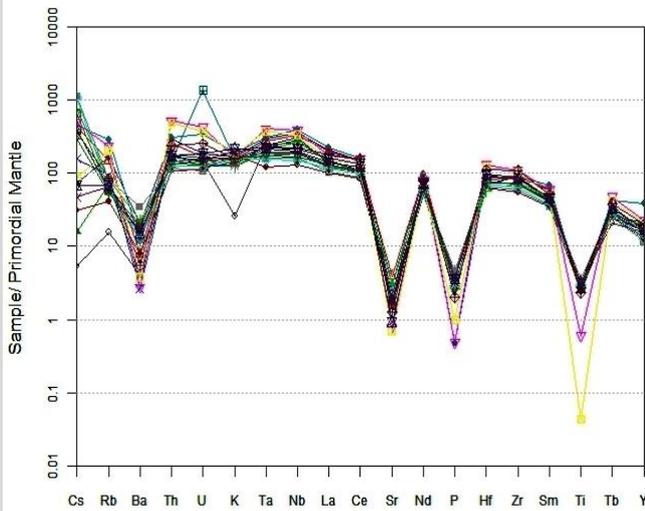


Figure 16- primordial mantle(Wood et al, 1979 a) 1979a)
 normaliz spider diagrams for the study rocks.
 for the study rocks.

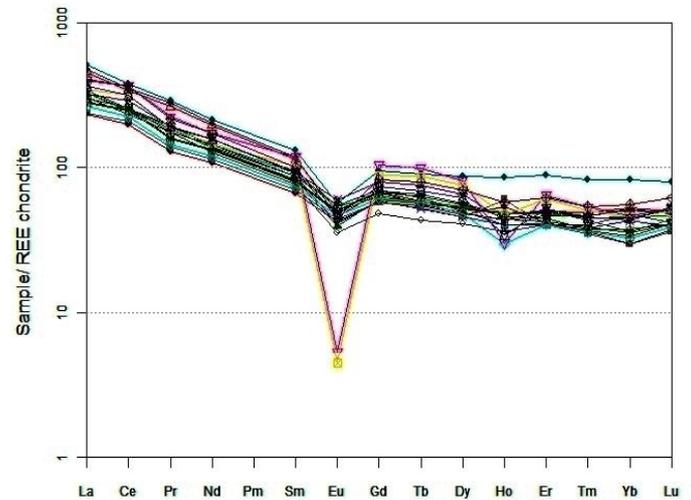


Figure 17-conderite (Wood et al,
 Normalized spider diagrams

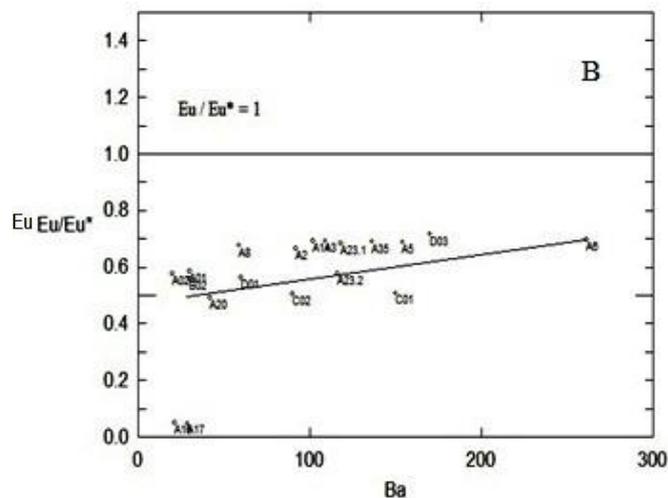


Figure 21- Diagrams of crystallization of alkali feldspar (Rollinson, 1993) [As is seen from the feldspar subtraction diagrams, plagioclase in the samples has been removed during magma evaluation and alkali feldspar has been crystallized]

Determining the composition of the source magma

Based on the Y-Zr diagram (Abu-Hamattah, 2005; Novruzov et al., 2019), the samples have been originated from a zirconium enriched mantle source. Based on the diagram of Th/Yb versus Ta/Yb (Pearce, 2008) using relative HFSE elements for defining petrogenetic properties of igneous rocks, fractional crystallization is responsible for generating the igneous rocks of Zarin-Kamar region with OIB source. Based on the diagram of La/Yb versus Nb/La (Bradshaw, and Smith, 1994) which OIB given from Fitton et

al.,(1991) and average value of the lower crust (Chen, W. and R.J. Arculus, 1995), the igneous rocks of Zarin-Kamar have been located within the asthenosphere part of the mantle. The samples are subjected to be in OIB based on Zr/Nb versus Zr/Y diagram (Abde – Rahman, and nadear, 2002) as well as TMORB and NMORB diagrams (Menzies, and Kyle, 1990). Based on the Nb/Yb versus Th/Yb diagram (Pearce, and Peate, 1995), Zarin-Kamar samples belong to a region with OIB source and a yellow arrow indicates a crustal contamination.

The samples also belong to OIB based on the diagrams of Yb/Nb versus Ce/Nb and Y/Nb versus Yb/Ta (Eby,

1990) Range of La/Ta ratio is 6.6 to 14.01 ppm indicating an asthenosphere mantle source. Based on the (Thompson, and Morrison, 1988), (Leat, 1988) and theories, a ratio of La/Ta has been used to highlight the difference between magmas with asthenosphere source related to rifts and crustal contamination. Also, (Leat et al 1988) pointed out that rocks with the ratio of Ta/La less than 22 have been originated from an asthenosphere source. While (Thompson and Morrison, 1988) has raised this theory that rocks with ratio of La/Ta less than 10-12 have been originated from an asthenosphere source and the ratio of La/Ta more than 30 indicates crustal contamination. Enrichment of LREE to HREE which highlights the low value of (Tb/Yb)_N presents a garnet source for the study area (the ratio of (Tb/Yb)_N is

between 0.97 to 2.25). The ratio of Dy/Yb in the samples is between 1.32 to 2.69 indicating that the samples have been originated from a lherzolitic garnet source (Sayıt and Goncuoglu, 2009). Based on the (Kearey and Vine, (1990), upper mantle has a peridotite composition with a high amount of olivine and a limited amount of garnet (Less than 15 percent). Residual garnet left in the magma shows that the magma production occurred in the depth of at least 80 km (Wilson, 1989). The samples collected from the study area have located in OIB part. It is important to notice that the two samples of A16 and A17 have been plotted farther than the other samples indicating a higher crustal contamination in these two samples. The yellow arrow shows a contamination phase.

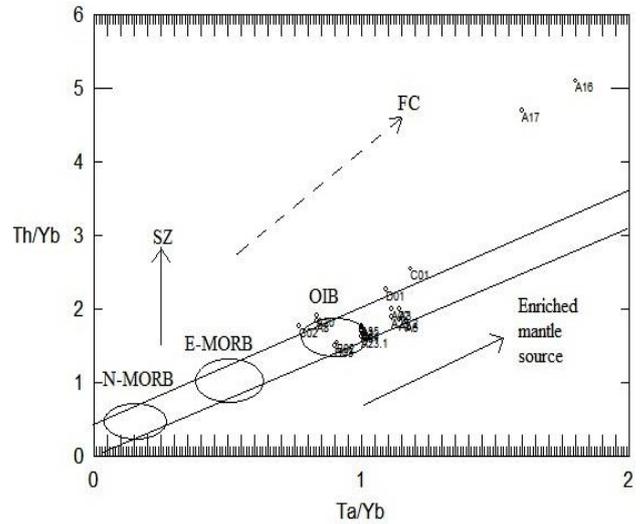
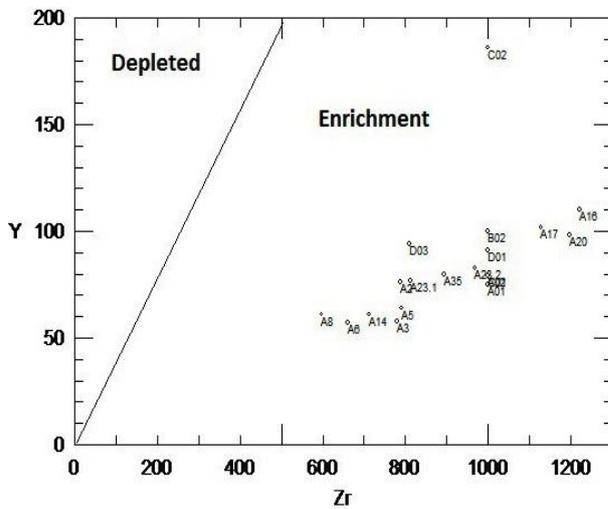


Figure 18- The diagram of Y versus Zr (Abu-Hamatteh, 2005) Figure 19- The diagram of Th/Yb

for the study rocks.

Versus Ta/Yb for the study rocks.

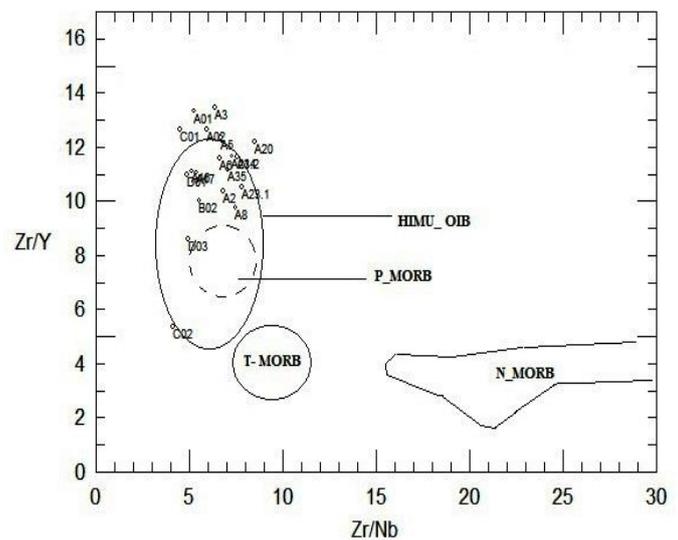
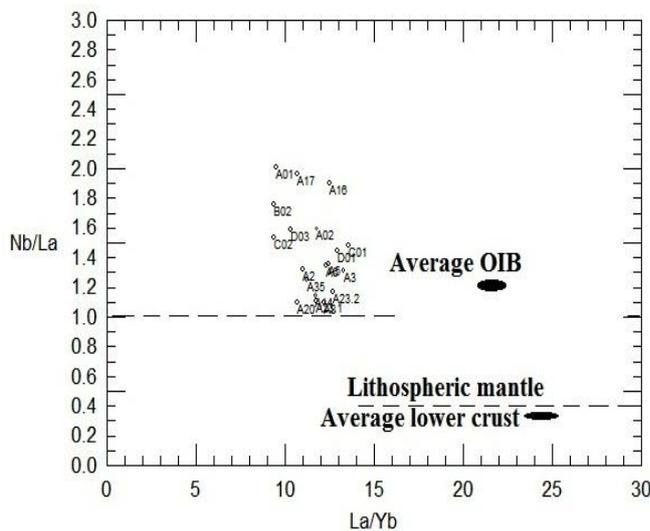


Figure 20- The diagram of La/Yb versus Nb/La (Bradshaw, and Smith 1994) (average OIB has been given from (Fitton et al 1991) and average of Lower crust has been given from (Chen, and Arculus, 1995). Based on this figure all the samples have been originated from an asthenosphere mantle source.

Figure 21- Diagram of Zr/Nb versus Zr/Y OIB locations have been determined based on (Abdel – rahman and nadear 2002). TMORB and NMORB have been determined according to (Menzies And Kyle, 1990). The study samples have been located in OIB

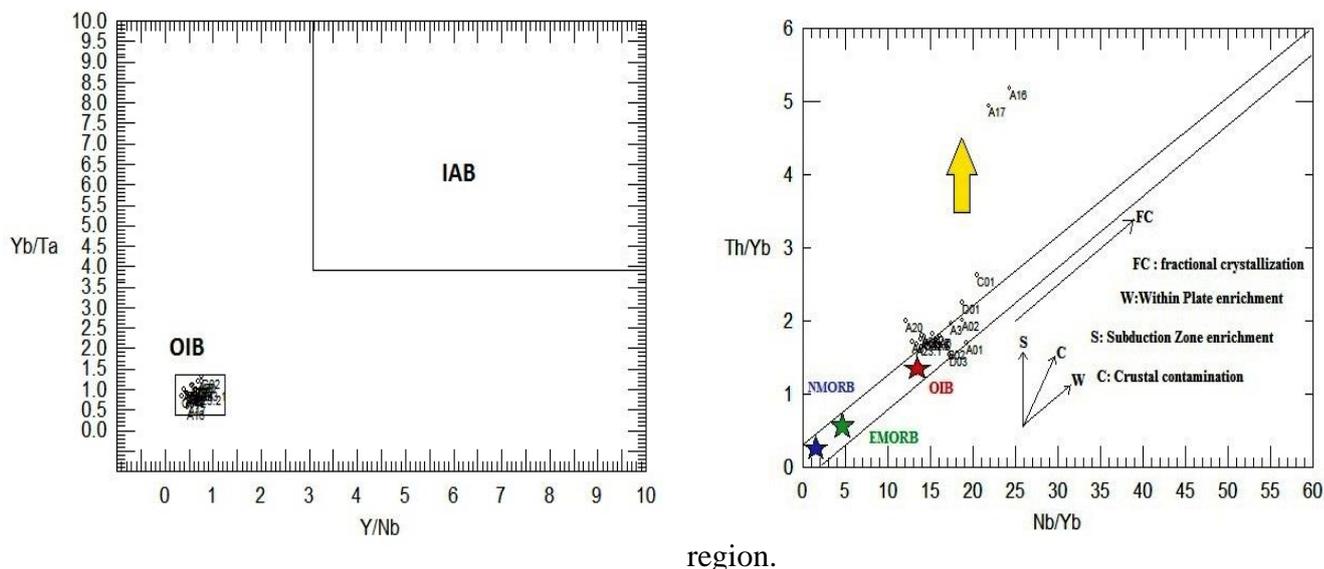


Figure 22- The diagram of Nb/Yb versus Th/Yb (Pearce and Peate, D.W., 1995) .The samples collected from the study area have located in OIB part. It is important to notice that the two samples of A16 and A17 have been plotted farther than the other samples indicating a higher crustal contamination in these two samples. The yellow arrow shows a contamination phase.

Figure 23- The diagram of Y/Nb versus Ce/Nb (Eby, 1990) In this figure, all the study samples have been located on OIB (Oceanic Island Basalt)

Contamination and tectonomagmatic environments

According to (Mojgan ,2008)’s idea, the rate of La/Nb which is more than 1.5 indicates the crustal contamination. La/Nb has a range of 0.5 to 0.91 which indicated less crustal

contamination. Also, based on (Leat, 1988), the rate of La/Ta for an asthenosphere source is less than 22 indicating less contamination with crust and lithospheric mantle (Thompson and Morrison 1988) suggested that rocks with an asthenosphere source have the range of La/Ta around 10 to 12. Also the

value less than 30 indicates the lithospheric or crustal contamination. The rate of La/Ta for the study rocks have fluctuated from 7.13 to 14.01. Therefore, the asthenosphere mantle is contamination free. Based on these parameters, crustal contamination has no significant role on evaluating the study rocks. However, the inconsiderable crustal contamination shows that the rate of magma ascending from the source is sufficiently high. Based on the diagram of Total REE versus (La/Yb)N containing (A) intraplate and (B) plate

margin (LI, 2000), all the studied samples of Zarin-Kamar area have been located in the intraplate zone.

Intrusive rocks enriched of alkaline minerals have been mostly distributed along deep fault belts. These rocks have minerals with high concentration of REE (mostly LREE). Zarin-Kamar rocks show low values of Nb/Zr (0.117 to 0.202). The value of Hf/Sm fluctuates from 1.1 to 2.18. These rocks have been classified as potassic anorogenic rocks based on Nb versus Zr diagram (Leat, 1986)

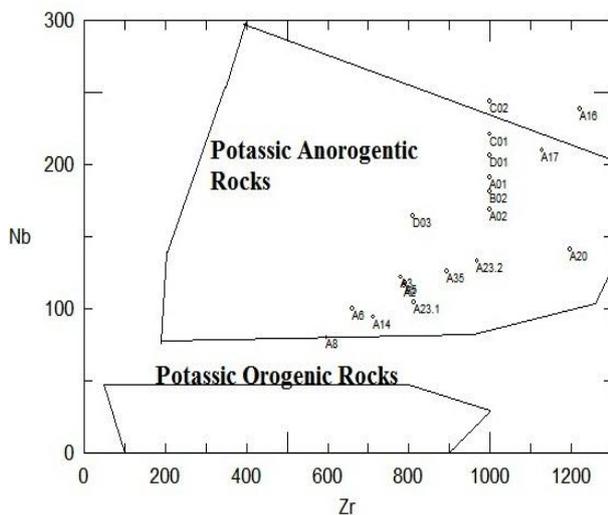


Figure 24- Diagram of Zr versus Nb (La/Yb)N (LI (Leat et al 1986) For the study rocks

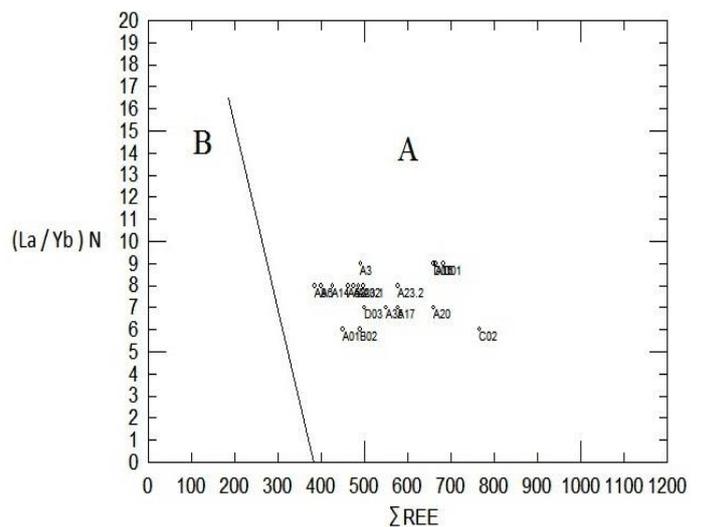


Figure 25- Diagram of total REE versus (La/Yb)N (LI (Leat et al 2000) for the study rocks.

Conclusion

Igneous rocks of Zarin-Kamar area are mainly volcanic and plutonic. the plutonic samples are alkali feldspar syenite and quartz alkali feldspar syenite. Alkaline feldspar minerals crossing each other are dusty and gray. Aegirine pyroxene lies among them and amphibole minerals are green to gray with parallel cleavage. Alkaline feldspar minerals of the volcanic rocks in the region are elongated and narrow. These minerals have been located on a microlitic texture. Generally, they show glomeroporphyritic texture. Coarse grains show a crystallization in high depths. Fine grained microlite, however, presents a crystallization in a shallow depth closed to the surface. There is no plagioclase in the study igneous rocks. It might have been removed during the fractional crystallization leading to a negative anomaly of Eu (Eu depletion). Fractional crystallization is a dominant process of forming the study rocks. Compared to the primary mantle, the studied samples showed depletion of Ti, P, Sr and concentration of Rb, Th, U. Negative anomaly of Ti and P can determine continental rock index and it also determines the magma contamination which was made by the

bottom part of the continental crust. Based on the diagram of Y-Zr (Abu-Hamatteh, 2005), the samples were originated from a zirconium enriched mantle source. Based on the petrogenetic diagrams, the rocks of the study area are mostly OIB which a dominant process of their crystallization were fractional crystallization. The range of La/Nb in the studied rocks is 0.50 to 0.91 indicating less crustal contamination. Crustal contamination has no significant role on evaluating the rocks of the studied area. However, inconsiderate and small crustal contamination shows that the magma ascending from the source was significantly high. The studied rocks had also low values of Nb/Zr. Based on the Nb-Zr diagram (Leat et al 1986), the studied rocks have been classified as potassic anorogenic Rocks.

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**INVESTIGATION ALLITERATION FROM ABD AL-QAHER
JURJANI'S PERSPECTIVE**Fatemeh Yusefi¹Shahriar Giti²

Abstract: This acritical studies alliteration in Jurjani's perspective in order to grasp its significance in all poetic speech and its connection to aesthetics of poetic discourse. We tried, using the analytical method, to make clearer just what role each of words and meanings plays in the beauty of the alliteration and its acceptability. The results showed that in Jurjani's opinion, the beauty of speech is not summed up in words. Had the beauty of the alliteration merely relied on words, it would have become something undesirable. He believes that what determines goodness or badness of alliteration is its meaning.

Keywords: Alliteration, Aesthetics, Eloquence, Jurjani. Rhetoric.

Introduction

Al-Jurjani, Abd al-Qāhir bin Abd ar-Rahman Abu Bakr was a scholar, syntax expert and eloquence theorist. His birth date is unknown. He was from an Iranian origin and was born in Gorgan (Foroukh, 1989). He learned syntax from Abi al-Hussein Muhammad Binal-Hassan al-Faressi (died 1030 A.D) (Ibn al-Anbar, 2007). Something that surprised many biographers about his life is that Abd al-Qāhir never left Gorgan, not even in pursuit of knowledge (Suyuti, 2005). Jurjani has been given several epithets like Imam in Syntax and Courtesy, Arabic Language Sheikh, Founder of Semantics and Eloquence, Scholar with useful works, Jurist, Speaker, etc.

Jurjani started to teach in Gorgan after his master, Abi al-Hussein al-Faressi. Many students moved there to learn syntax and courtesy. Among his

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students are Ahmed-ibn Abdullah Mahabadi, Abul-Hassan Ali-ibn Muhammad Fasihi, Fazl-ibn Ismail Tamimi, Muhammad-ibn Ahmed Abiverdi, Ahmed-ibn Ibrahim Shajari and Khatib Tebrizi. Jurjani was a Shafi'i jurist and an Ash'ari Islamic scholar (Ibn Qazi, 1986). There are opposing views about the time of his death. His death is generally said to be in 1078 (Foroukh, 1989)

Unlike Jurjani, eloquence experts before him mostly paid attention to speech components regardless of the fact that a work owes its beauty to the composition of its components and verse – something that is of central significance in contemporary literary criticism and aesthetics (Shafiei Kadkani, 1991) Nevertheless, although he made new contributions to the field of eloquence, he did not come up with a general theory. Had he done so, it would have prevented the multiplicity of arguments by eloquence experts (Daif, 2004)

Our aim in this study is to examine the alliteration in Jurjani's perspective in order to grasp its significance in all poetic speech as well as its connection to aesthetics of poetic

discourse. At the same time alluded to what the other rhetoric scholars share with him and what in which he differs from them in this regard. This is mainly done with a focus on Jurjani's central tenets of sound propriety and semantic comprehensiveness to bring to light how much this figure is proportionate to aesthetics.

Question of the Study

In Jurjani's perspective what is the determiner of alliteration's goodness or badness in poetic discourse.

Hypothesis of The Study

For Jurjani, Words are the only criterion to determine goodness or badness of the alliteration.

Material and Method

One thing about Jurjani that is of significance is how he was influenced by the Greek philosophy and Aristotle's thoughts. Jurjani came to know about Aristotle's thoughts and classifications through Avicenna's works. He based his arguments on that and could properly adapt Arabic syntax rules to Aristotle's thoughts (Badavi, 2002). Of course, the

proximity between Jurjani and Aristotle's opinions is not so big to downgrade his works as an imitation of Aristotle's. Therefore, it is safe to say that the impact of Greek teachings on Jurjani's opinions is insignificant. However, since Abd al-Qager has been a speech scholar and fond of rational and chimerical issues, it comes as no surprise that his opinions share characteristics with those of Greek scholars' (Zarrinkoob, 1977). Jurjani has left a strong impact on the researchers after himself, including, Fakhruddin Razi (died 1209 A.D), who based his book "Nihayat al iajaz fi derayato al al-I'jaz" on Jurjani's two works: "Dalā'il al-I'jaz (Intimations of Inimitability)" and *Asrār al-Balāghah* (The Secrets of Elucidation) .Skaki (died 1229 A.D) wrote the book "Meftahol al- uloom" based on Jurjani and other rhetoric experts' opinions (Daif, 2004). Yahya-ibn Hamzeh Alavi (died 1344 A.D) also referred to Jurjani as the founder of rhetoric. Jurjani's opinions have found their way into exegesis. One of this is "Al-Kashshaaf 'an Haqa'iq at-Tanzil" or "the Revealer" by Zamakhshari (died 1144). He is known to have been the first exegete who embarked on a rhetorical

exegesis of the Quran based on Jurjani's opinions (Daif, 2004). Jurjani's works have even influenced Persian poetry and literature. Khaqani and Hafiz were among the poets who got familiar with his opinions (Shafiei Kadkani, 1991). Alliteration literally means two things of the same material and substance. In literary terms, it refers to two similar-sounding words with different meanings (Tajlil, 1988). Other names of the alliteration in Arabic include *Tajnis*, *Mojaneseh* and *Tajanos*, which are all derived from *Jens* or material, and material is the substance that yields variety of forms. The naming of this rhetorical figure is because the letters of the words are of the same substance (Safdi, 1978).

The Components of Aesthetics and its Connections with Alliteration

The first component of aesthetics, which is talking about something beautiful, falls with the ambit of psychology. This is because loving beauty and enjoying it is something spiritual. And psychology, as we know it, is the knowledge of internal life of

human, of his joys, pains, memories, judgments and likings.

The second component of aesthetics, which is the subject of arts, has nothing to do with technical principles and rules of any particular form of art, or arts in general.

Rather, what is of aesthetic significance in arts is examining the artist-art relations and art's view about the world and creation of beauties (Daneshvar, 1996). Rhetoric is the basis of art and rhetorical figures are the basis of arts.

Generally, in a work of art, the artist embarks on creating something with the intention of promoting or explaining it one way or another. He enjoys freedom in choosing the elements that best help him express his feelings and leanings. He always makes use of a rhetorical figure, knowing full well that conveying feelings, or promoting things of any kind, will not be possible without having the means of expression. Therefore, studying rhetorical figures is the preamble to aesthetics (Gatala, 1957).

The material for music, which is a type of art, is voice and rhythm. It has extricated itself from the burden of the

material world; it has no dimensions and has an immensely powerful spiritual aspect. That is because hearing sense is more spiritual than visual sense, and spiritual movements in music make our spirit fly (Daneshvar, 1996).

Moreover, any chunk of speech comprises some phonetic and audio elements that work together in a balanced and proportionate manner. Therefore, based on the existing balance in any conceivable phonetic chunk, different types of music are conceivable (Shafiei Kadkani, 1991). Influencing the self, which is the ultimate goal of any extraordinary poetry and speech, is achieved through fantasy, and at times through arousing emotions.

This is, of course, done with meter and rhyme too, whose influence on human fantasy is because of the word and its music. There is another reason that can considerably boost this influence, if not pushed too far: rhetoric and its embellishments (Zarrinkoob, 1977). From among all rhetorical figures, alliteration and its various types can have the greatest influence on hearts because of its musical phonetic aspect. Poetry has no intention except making the language musical.

All definitions of music will revert to this in their final analysis that “poetry is the musical embodiment of the language”. Image, meaning, expression, are all various representations of this music, and music in this sense has a far greater meaning than its usual conventional concept. The acceptance of every literary masterpiece relies on their proximity to this conceptual realm of music. Of numerous duties that critics have listed for poetry, the only rightful and genuine one is the one that Valéry talked about: The duty of poetry is getting back the right that has been denied by music and all poets struggle to reclaim the lost right of poetry (Shafiei Kadkani, 1991). The music of poetry has some representations that could be summed up as:

1- External Music of Poetry: it means the meter of poetry that is adaptable to all poems written on a meter.

2- Peripheral Music of Poetry: it refers to everything that influences the musical system of poetry but not observable all along the poem. There are lots of peripheral music representations. The repeating words (*Radif*) and rhyme are the most remarkable ones.

3- Internal Music of Poetry: different types of the alliteration are in this category. This realm is the most significant in the music of poetry and many literary masterpieces owe their strength, cohesion, and aesthetic backbone to this type of music. To explain its representations, poetry critics have used different expressions like mellifluousness, tonality, and musical, with each having a special meaning in music (ibid. 391).

Since alliteration has something to do with theories of word and meaning association, its manifestations should be traced in psychological studies. Alliteration results from similar-sounding words, in which all or part of them associate with rhythm. This association, which in turn will bring to mind their meanings, creates a special joy for the listener.

In fact, alliteration creates music in speech on the one hand, and associates the same word with different meanings on the other. This will expand fantasy and attract the listener. This is the reason behind beauty and art. Beauty and dignity in speech originate from two sources: one is the rhythm and resonance

of words and the other is the pleasurable force of meaning association. That is why linguists believe that three features of sound, meaning, and grammar join to generate each speech chunk. Rhetorical and expressional issues are closely intertwined with psychological and aesthetic analyses.

Traces of this can be seen in Abd al-Qafer al-Jurjani's opinions in "Secrets of Rhetoric", where he demonstrated rhetoric in simile and alliteration (Tajlil, 1988). And it is right at the confluence between rhetoric and aesthetics and art that hearing or even seeing two alliterationed words bringing about a special joy and excitement.

Then, heeding the truth that resides beyond words is the primary support for aesthetics. That is, one of the foundations of aesthetics is using words, and the other is heeding the truth. This is the most important characteristic of art that allows the artist to stimulate a major part of our mental force; because art is the only medium of conveying excitements (Gatala, 1957). From Aristotle's point of view, the beauty of words hinges on both letters and meaning.

However, Abd al-Qafer breaks away from Aristotle in the rhythm and content of words, but not in semantic content. He believes that it is in the realm of semantics that meaning dominates words, because word carries the burden of meaning and it is inconceivable to imagine a word apart from thinking process. In his perspective, a word in the realm of alliteration will be beautiful without the intervention of meaning only if the people frequently use that word. Savage and unpleasant words will not find their way into the realm of beauty even though meaning has an elevated standing in mind (Jurjani, 1981).

Discussion

Ancient Definitions of the Alliteration

Rhetoricians disagree over the definition of alliteration. For instance, Rommani sees alliteration as the expression of meanings with words that share the same root (Rommani, 1967). Qudama ibn Ja'far says, alliteration is the same meaning expressed by alliterationed words as a morphological derivation. He separates homophonic alliteration as "conforming" (Qudama). Ibn al-Mu'tazz notes that alliteration is

using a word that is the same as the other (Ibn al-Mu'tazz, 1945). Ibn al-Athir refers to alliteration as the same words with different meanings, especially when he has homophonic alliteration in mind. Therefore, he sets the main condition for alliteration as same-sounding words of different meanings (Ibn al-Athir, 1939).

Skaki used the concept of similarity in defining alliteration (Skaki, 1937). In his definition, he makes no mention of difference in meaning. As a result, it can be concluded that he divides the benefits of speech in verbal and spiritual. He classifies alliteration into verbal techniques category. The concept of similarity in his definition, however, is indicative of difference of meaning in alliteration.

Shams Qeis Razi, who is one of the most meticulous and elegant rhetoric experts, has put forward a more general definition of alliteration: "Alliteration is likening words to each other, and it comes in various types: homophonic, homographic, compounded, recursive. They are all pleasant and palatable. They invigorate speech and prove speaker's eloquence and vigor provided that they are not used more than two to four times in a verse" (Razi, 1948). Jalal al-Din

Qazvini maintains that alliteration is similarity of words in variety, number, form, and order of letters. He divides it in categories like, *Momsal*, the same part of speech, and *Mostowfi*, two different parts of speech (Qazvini, 2002). He continues the classification in the same vein, but we stop mentioning them here to prevent verbiage.

There are slight differences among definitions put forward for alliteration in rhetoric books despite overall similarities. Rommani's definition seems to be the most dependable among them, although it is not comprehensive. Qudama defined alliteration using the word itself, which is not acceptable. Using "alliterationned words" in the definition is coming full circle because based on his definition; we can know alliterationned words only after knowing alliteration. The justification for Qudama's definition is that he uses "alliterationned" in its usual and verbal sense of "similarity", not idiomatic sense. Therefore, defining it in morphological derivation terms is also flawed because it merely includes derivational alliteration and excludes the other types.

Ibn al-Mu'tazz's definition is also implausible, and that of Ibn al-Athir's could not be comprehensive in that it leaves out the other types of alliteration – paired or linear. Generally, the primary condition for alliteration is difference in meaning with the same-sounding words. Ibn al-Athir attributes the difference in meaning to the similarity of alliteration words. However, in homographic alliteration, it results from difference in phonemes (vowels and consonants). Perhaps this was the reason why Qudama draws a distinction line between homophonic and derivational alliteration by calling the former “conforming”. Skaki does not stipulate difference in meaning as the condition for alliteration. However, the two conditions of similarity of words and dissimilarity of meanings are still there.

Discussing Abd Al-Qader Al-Jurjani's View about Alliteration and Reviewing Rhetoric Experts' Opinions

The best type of alliteration can only happen when it is natural and follows the natural meter of speech. The artist should not feel any obligation

except stimulating mental propriety in order to naturally give birth to words. Alliteration creates music in speech on the one hand, and, associates the same word with different meanings on the other hand.

This will expand fantasy and attract the listener. This is the reason behind beauty and art. Beauty and dignity in discourse originate from two sources: one is the rhythm and resonance of words and the other is the pleasurable force of meaning association. That is why linguists believe that three features of sound, meaning, and grammar join to generate each speech chunk.

Therefore, the rhetorical figures that augment the music of speech – whether external music, like meter and rhyme or internal music, like simile and metaphor – are of paramount significance. Not only are they partly responsible for creating literary masterpieces, but they also nurture rhetoric, art and beauty. The aesthetic analysis of the alliteration holds that it is a simultaneous display of multiplicity and unity because alliteration words have physical unity, whereas the meanings are various and numerous. These waves of physical similarity and

semantic dissimilarity will together create a special pleasure – a pleasure that will result in beauty or understanding of it. Arts and rhetorical issues are, in fact, representations of a liaison between alliteration and un-alliteration elements in a speech chunk that originates from human instinctive talents. It is so pleasant that in the creation of the alliteration, its external and verbal structure warms heart, without any pretention or limitation. Neither alliteration nor speech enslaves one another (Paygozar, 2000). From Abd al-Qager al-Jurjani's point of view, two alliteration words are pleasant and sweet when they ascend a high standing in the realm of reason (Jurjani, 1981).

It is clear that distinguishing between good or bad speech is not only dependent on words. They do not convey any meaning so long as words of special kind and quality are not put together in an organized way. Therefore, in Jurjani's opinion, the beauty of speech is not summed up in words; rather, it is the meaning, along a pleasant word, that gives taste and vigor to alliteration. Had the beauty of the alliteration merely relied on words, it would have become something undesirable. That is because

words are servants of meanings; meanings are in charge of words.

Almost all rhetoric scholars agree that the best type of alliteration is the homophonic one. Of course, this type of the alliteration does not invariably have this quality. The homophonic alliteration is considered the best when it appears spontaneously without the poet feeling any obligation except stimulating mental propriety and natural creation of speech.

Abd al-Qager stipulates that alliteration is desirable and pleasing when it spontaneously drags the word to the snare of the meaning. Like this quote from Shafi'i who retorted when asked about wine: "People of Mecca and Medina (*Haramain*) have consensus that it is proscribed (*Tahrim*)". Or like a verse by Buhturi: "You keep knocking on Babak's castle door (*Bab*) to loot and destroy it".

The secret of its charm and beauty lies in truthful secretion of taste and prevention of artificiality. Propriety of sound between words "*Haramain*" and "*Tahrim*" and between "*Babak*" and "*Bab*" on the one hand, and propriety between each of these words on the

other, indicates a pleasant and desirable alliteration. Here is a verse by Abu Tammam addressed to Yahya ibn-Abdullah Rafe'ie:

*Ma mata men karame z zamane fa
ennahoo yahya lada yahya -bne
abdollahi*

Meaning: “Every generosity and magnificence that dies will be revived (*yahya*) with Yahya ibn-Abdullah” (Tabrizi, 1970).

In this verse, the second element of the alliteration, “*Yahya*” associate with the first element because of external similarity. This in itself creates connection and cohesion among the parts of the speech. However, the other dimension of this alliteration is the semantic one. The poet has so deceptively repeated the words that, at the first glance, it seems as if he has done so for more emphasis. However, as we look more closely, we figure out something else. The second word expresses a new meaning. All this originates from a mental meaning, not a sensory sound of letters. Therefore, as Abd al-Qager says, the beauty of the alliteration is because of the aforesaid charm, something that makes us think

the second word means the same as the first. There are countless examples of this alliteration in the works of poets. Like this verse by Abu Tammam:

*Yamodduna men Ayden awasen wa
awasem tasulo be asyafen gawazhen
gawazheb*

Meaning: “In war, they raise the protective and defending arms, arms that attack with sharp cutting swords” (Tabrizi, 1970).

According to Taftazani, there is a homographic alliteration between protective (*awasen*) and defending (*awasem*), and between sharp (*gawazhen*) and cutting (*gawazheb*). It is because of the extra letters at the end of the word. Before seeing the end of the second word, the reader thinks it is the first word repeated for emphasis. Nevertheless, after reading the entire word, he learns something new, which adds to the beauty of the alliteration for him. This is a verse by Abolfath Bosti:

*Nazeraho fima jana nazeraho
Awdaani amot be ma awdaani*

Meaning: “Her eyes committed a crime against me. Her crime is murdering me with her eyes.”

In the first part of the verse, the two words “*nazeraho*” (eyes), and “*awdaani*” (murdered) are homophonic alliteration and in Abd al-Qager’s opinion, this type of the alliteration has a lofty musical value compared to other types. The beauty of this alliteration is that when we come across the second “*nazeraho*” and “*awdaani*”, the first words are still reverberating in our ears and our mind associates between these two. However, after a while it heeds the meaning, and discovers with awe that although the words have look alike, they differ in meaning. Therefore, this verbal unity and discovering the ambiguity – multiplicity together with unity – sound extremely incredible and pleasing. The musical value of these alliterationed words rests with the similarity of their letters, particularly when there is semantic propriety between the words. Propriety in general leads to the creation of beauty. This has so lofty a standing that Al-Biruni maintains: “Human instinct is compatible with anything that is organized, and abhors anything that is

not” (Shafiei Kadkani, 1991). As Erik Newton notes, “If human’s mind has a thirst, it is for understanding the truths and the associations among them” (Newton, 1964). Khanlari also believes, “any kind of proportion and symmetry creates unity among scattered elements, and that makes understanding of the whole faster and easier. This will create pleasure and joy” (Kkanlari, 1974).

According to Abd al-Qager Jurjani, the alliteration has gained acceptance because of the meaning. He believes what determines goodness or badness of a figure is nothing except the meaning. He stipulates that speech is pleasant and good if words are ruled by meaning, not the other way around. That is because whenever meanings are left to their own devices, they will call forth the best of the words, and will express themselves in the guise of words with the help of an eloquent speaker or writer. Here, speech will be naturally adorned with proportionate meanings and words benefiting from their inherent features.

Yet, when they use predetermined words and subordinate meaning to them in composing speech, due to reasons like obscene meaning or inadequate word to express the meaning,

they forgo meaning just for the sake of the beauty of word. Obviously, here the words look like a beautiful garment dressed to an ugly figure, and exterior decorations look like a golden necklace on pigs' neck. Speech, whose verbal aspects excel spiritual ones, is not pleasurable and influential. Therefore, the speaker has to be careful to give precedence to meaning (Rajayee, 1961: 420). Here are two verses by Buhturi:

**Yaasha anel majde el-ghabiyyo wa lan
tra fi soadeden araban le ghayre
ariben**

Meaning: “A stupid person keeps away from grandeur and glory and only a sage pursues grandeur” (Buhturi, 1964).

**Fagad asbahta aghlaba taghlabiyyan
ala aydi -l-ashirate wa-l-goloobi**

Meaning: “You have become the most victorious of a fake origin, because of your lineage and their hearts” (Buhturi, 1964, p. 93).

The words “*arab*” (purpose, wish) and “*arib*” (sage, intelligent) in the first verse, and “*aghlab*” (most victorious) and “*taghlabi*” (Attributed to

the Banu Taghlib, an Arab tribe) in the second are musical and formed quasi-derivational alliteration. Yet, they are different meaning-wise. They possess all the requirements of an acceptable alliteration from Jurjani’s point of view, because they have spontaneity of words and propriety of meanings. These two have increased the artistic value of alliteration from an aesthetic point of view.

Considering the examples of pleasant alliterations in Jurjani’s opinion, we can recognize unpleasant alliterations as well. An example of that can be seen in a verse by Abu Tammam:

**Garrat begorrane ayno-ddin
wanshatarat belashtarine oyono-
sherke fastolema**

Meaning: “The Quran has lit up the eyes of faith and hanged and gouged the eyes of polytheism” (Tabrizi, 1970).

Here the poet has used “*garrat*” (light up) to go with “*Quran*”, and feels the obligation to use “*belashtarine*” (hanged) because of “*wanshatarat*” (gouged). This resulted in an artificial convoluted speech. He entangles himself

in a vortex of the alliteration. The following verse is another example:

*Zahabat be mazhabehi a-samahato w-
altwat fihe-ezoonon: a-mazhabon am-
mozhabon*

Meaning: “Generosity and largesse have vanished after his departure. Many doubted whether his extreme magnanimity was in his nature or out of insanity”.

The poet has felt obligated to use convoluted terms here (Mazhabon) that have no semantic propriety and comprehensiveness. He constrains himself to preserve musical propriety of words without semantic relevance, which resulted in a flimsy unlively alliteration.

It is worth mentioning that some rhetoric scholars believe distinguishing verbal from spiritual figures depends on taste (Taghavi, 1938). Studying the opinions of rhetoric experts has made it clear that verbal similarity and semantic dissimilarity is one of the fundamental conditions of the alliteration. Skaki and his followers classify the alliteration into verbal

technique category and stress more on verbal similarity.

It goes without saying that excessive attention of rhetoric scholars to the musical aspect of the alliteration has, at times, led them to forget about semantic dissimilarity. However, unlike Al-Jahiz and Qudama ibn Ja'far and others who attributed the eloquence of alliteration to word, or Abū ‘Amral-Shaybānī, Hassan ibn-Bashr Amadi and others who attributed it to meaning, Abd al-Qager Jurjani has proposed a new theory. Having meticulously criticized the theories of both groups, he introduced his view, “Theory of Verse”. In the past, scholars would liken words to a garment or sheath that would overshadow thoughts and cover them (Ashamvi, 1984). Jurjani has embarked on debunking their theory. He elevated meaning after establishing his own theory and referred to it as the basis for goodness or badness of speech. He maintained that words are servants of meanings and the value of the alliteration does not depend on the rhythm of words and their verbal appearance.

Result

Jurjani attributes the goodness or badness of the alliteration to meaning and relegates words to the position of servants of meaning. He sees sound propriety and semantic comprehensiveness as central in determining goodness or badness of the alliteration. As far as he is concerned, the distinguishing criterion for words is a good taste, and for meaning is having a pleasant position in mind.

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**OCCUPATIONAL RISK FACTORS FOR DEMENTIA IN A
SAMPLE OF OLDER ADULTS COVERED BY THE IRANIAN OIL
INDUSTRIES' HEALTH CENTERS, 2018**Hossein Ghassemzadeh¹Ahmadali Akbari Kamrani²Yadollah Abolfathi Momtaz³Mehdi Rassafiani⁴Fatemeh Nourhashemi⁵Robab Sahaf⁶Salman Naderian⁷

Abstract: Introduction: here is a new case of dementia in the world every three seconds. It kills more people in the US than breast cancer and prostate cancer combined, while it is the number one killer in England and Wales. The current cost of the disease is about a trillion US dollars a year, and that is forecast to double by 2030. Object: The aim of this study was to determine the probable

occupational and environmental risk factors of dementia among the retirees of Iranian oil industries. Methods: A case-control study of 551 randomly selected older adults, all aged 60 and above including 180 demented and 371 nondemented retirees, pair matched for education and gender, was conducted. We evaluated the adjusted associations between dementia risk and the probable

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occupational and environmental variables through multiple logistic regression. Results: A history of exposure to air pollution (Adjusted OR=2.00, 95%CI= 1.00-7.00), head injuries (Adjusted OR=2.00, 95%CI= 1.00-6.00) and more than 20 years of work in the operational fields (Adjusted OR=5.00, 95%CI= 3.00-8.00) was significantly correlated with an increased risk of dementia. We could not find any significant associations between dementia risk and exposure to fossil fuels, solvents, noise pollution and or a combination of occupational risk factors. Conclusion: The results propose that long-term exposure to field occupational risk factors is likely to increase the risk of dementia. We suggest simultaneous serial oil industries' particulate evaluations with proper cognitive assessments for the pre-retired staff.

KeyWords: Dementia, Occupational risk factors, Case-control, Oil industry

Introduction

Major Neurocognitive disorders (dementias) have tremendous consequences for individuals, their

families, the healthcare system, and the economy. In the United States, Alzheimer's disease (AD) is a leading cause of death, hospital admissions, skilled nursing facility admissions, and home health care. The costs of health services and the informal costs of unpaid caregiving for individuals with dementia are high and growing. Family caregivers also experience increased emotional stress, depression, and health problems (1).

Diagnosis of major NCD requires evidence of significant cognitive decline from a previous level of performance in one or more of the cognitive domains (table 1). Additionally, the cognitive deficits must be sufficient to interfere with independence in activities of daily living. The cognitive deficits must not be attributable to other mental disorders. The criterion of maintenance or loss of independent functioning represents the key distinction between mild and major NCD (1).

Today, there are nearly 50 million demented people living in the world and it is believed that the figure will have tripled in 30 years(2). It has been proposed that a noticeable rise in

life expectancy and subsequent global population aging have been the main causes for this phenomenon. Right now, the global expected annual cost of caring for dementia patients has surpassed \$1 trillion(3). The intolerable financial burden of care for dementia patients and the unavailability of an effective treatment for postponing or stopping dementia progression has made it one of the most horrific diseases for the nations and families(4), while pharmaceutical advances for the disease have not been satisfying(3). Furthermore, until now, we have not completely comprehended the causes and etiologies of the disease, which make it more urgent to put dementia under microscope. In order to cope with worldwide difficulties caused by dementia, taking primary preventive measures such as adjusting modifiable risk factors like high blood pressure, obesity, diabetes, sedentary life style and smoking have been shown to be effective(5). For example, a considerable drop in the number of Alzheimer's disease' rates in some countries has been

attributed to an effective modulating of the preventable risk factors(6). However, in the absence of modifiable risk factors, it becomes highly challenging to explain the possible risk factors responsible for the onset of the disease. To date, there are numerous studies reporting on various risk factors for dementia (7-21). To our knowledge, given the geographical differences in dementia prevalence and incidence, there is no comprehensive domestic study evaluating possible occupational risk factors for dementia in the Iranian population. Given the considerable differences between the culture and life styles of the Iranian population and other parts of the World, validating the findings from other parts of the World to the Iranian population is a highly demanding task. We performed a case-control study in a sample of older adults covered by NIOC⁸ health centers. Our aim was to provide an overview of the possible occupational risk factors associated with prevalent dementia in this group.

⁸ National Iranian Oil Company

Table 1. Functional limitations associated with impairment in different cognitive domains

Cognitive domain	Examples of changes in everyday activities
Complex attention	Normal tasks take longer, especially when there are competing stimuli; easily distracted; tasks need to be simplified; difficulty holding information in mind to do mental calculations or dial a phone number
Executive functioning	Difficulty with multi-stage tasks, planning, organizing, multi-tasking, following directions, keeping up with shifting conversations
Learning and memory	Difficulty recalling recent events, repeating self, misplacing objects, losing track of actions already performed, increasing reliance on lists, reminders
Language	Word-finding difficulty, use of general phrases or wrong words, grammatical errors, difficulty with comprehension of others' language or written material
Perceptual-motor/visuospatial function	Getting lost in familiar places, more use of notes and maps, difficulty using familiar tools and appliances
Social cognition	Disinhibition or apathy, loss of empathy, inappropriate behavior, loss of judgment

Materials and methods

551 individuals aged 60 and above, including 180 cases with confirmed dementia diagnosis based on DSM-5 criteria (table 2) (1), have participated in this study. The typical diagnosed cases included when acquired

cognitive impairment has become severe enough to compromise social and/or occupational functioning (22), abnormal MMSE (mini-mental state examination) score along with indicating changes in MRI/CT imaging and paraclinical records archived in the central medical

data bases of the NIOC hospitals and oilfields in 2017. Cases were from 15 operational (provinces) across the NIOC health branches throughout the country who were compared with 371 elderly controls without dementia, matched for sex and educational level but not for age. The control group was selected using randomized multi-stage sampling from the same source of demographic data proportional to the population size of each province. The controls underwent a comprehensive medical and cognitive assessment, with no evidence of cognitive impairment, and were visited by a physician in the same period as the cases were visited. In the control group, we used a standard Farsi validated version of MMSE(23), a 30-point questionnaire that is used extensively in

the clinical and research settings to measure cognitive impairment as a classification tool to stratify the patients into three subgroups of dementia based on the severity, namely mild dementia (20-22), moderate dementia (10-19), and severe dementia (<9). A cutoff point of 19 for illiterates and low educated individuals, 27 for individuals having a moderate educational attainment and 29 for whom having academic educational attainment to separate the individuals suspected to having a cognitive problem was used. The proxies signed the consent forms since the dementia patients lack decision-making capacity. The participation rates for the cases and controls were 100% and 87%, respectively.

Table 2, Neurocognitive Disorders as Diagnosed in DSM-5

Diagnostic Criteria	Major Neurocognitive Disorder/Dementia	Minor Neurocognitive Disorder/Dementia
A	Significant cognitive decline in one or more cognitive domains, based on: 1. Concern about significant decline, expressed by individual or reliable	Modest cognitive decline in one or more cognitive domains, based on: 1. Concern about mild decline, expressed by individual or reliable informant, or observed by clinician.

Diagnostic Major Neurocognitive	Minor Neurocognitive
Criteria	Disorder/Dementia
	informant, or observed by clinician.
	2. Substantial impairment, documented by objective cognitive assessment.
B	Interference with independence in everyday activities.
	No interference with independence in everyday activities, although these activities may require more time and effort, accommodation, or compensatory strategies
C	Not exclusively during delirium.
D	Not better explained by another mental disorder.
E	Specify one or more etiologic subtypes, “due to”
	Alzheimer’s disease
	Cerebrovascular disease (Vascular Neurocognitive Disorder)
	Frontotemporal Lobar Degeneration (Frontotemporal Neurocognitive Disorder)
	Dementia with Lewy Bodies (Neurocognitive Disorder with Lewy Bodies)
	Parkinson’s disease
	Huntington’s disease
	Traumatic Brain Injury
	HIV Infection
	Prion Disease
	Another medical condition
	Multiple etiologies

Adapted from: American Psychiatric Association: Diagnostic and Statistical Manual of Mental Disorders, Fifth Edition. Arlington, VA, American Psychiatric Association; 2013

checklist.

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3. Characteristics of the cases and the controldemographic characteristics	Cases (%)	Controls (%)
age		
60-64	59(32%)	299(80%)
75-89	100(55%)	70(18%)
90+	21(11%)	2(0/3%)
Sex	95(52%)	207(55%)
Male		
female	85(47%)	164(44%)
Education		
Illiterate	27(15%)	22(5%)
Elementary and high elementary	58(32%)	53(14%)
Highschool or diploma	68(37%)	139(37%)
Associate and bachelor's	21(11%)	35(36%)
Master's and higher	6(3%)	22(5%)

The univariate logistic regression showed that the risk of dementia was affected by occupational exposures to fossil fuels, solvents, unusual air and noise pollution, electromagnetic fields, a combination of occupational risk factors, recurring

occupational head injury and a history of more than 20 years of working in the operational fields.

All data gathered from the recorded occupational health files, stated by the participants and reliable informants/proxies in the cases' setting4

4. Logistic regression model results for dementia

Occupational risk factors	Cases	Controls	Unadjusted Odds	95%CI	p-value
Fossil fuels	19(10%)	12(3%)	2.00	(1.00-6.00)	.018
solvents	8(4%)	10(2%)	1.00	(0.00-4.088)	<.001
Electro-magnetic fields	12(6%)	36(9%)	1.046	(0.00-2.00)	<.001
Air pollution	24(13%)	14(3%)	6.00	(2.00-12.00)	<.001
Noise pollution	25(13%)	64(17%)	1.00	(0.00-2.00)	<.001
A combination of the Occupational risk factors	10(5%)	9(2%)	3.00	(1.00-10.018)	.009
Head trauma	34(18%)	16(4%)	4.00	(2.00-9.00)	<.001
Less than 20 years of work in the operational fields	20(11%)	44(11%)	1.00	(0.00-2.00)	<.001

	20 years or more of work in the operational fields	47(26%)	41(11.1%)	2.000	(1.00-5.00)	<.001
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After adjusting for sex, and education, the results showed that the risk of developing dementia was significantly affected by an exposure to air pollution, traumatic brain injury and a history of more than 20 years of work in the operational fields. Indeed, a history of exposure to unusual air pollution was associated with a 2times

increase in the risk of dementia (OR=2.00, 95%CI= 1.00-7.00).

Similarly, an exposure to occupational brain trauma was associated with approximately the same amount of risk (OR=2.00, 95%CI= 1.00-6.00). Moreover, a history of more than 20 years of work in the operational fields was associated with a 5times increase in the risk of dementia (OR=5.00, 95%CI= 3.00-8.00). Further details are presented in the table 5.

5. Results of multivariate logistic regression model for dementia

Occupationa		Adjusted Odds	95%CI	p-value
I risk factors	Fossil fuels	1.00	(0.00-4.00)	<.001
	solvents	1.00	(0.00-4.00)	<.001
	Electro-magnetic fields	.00	(0.00-1.012)	<.001
	Air pollution	2.00	(1.00-7.00)	.017
	Noise pollution	.00	(0.00-1.00)	<.001
	A combination of the Occupational risk factors	.00	(0.00-3.00)	<.001
	Head trauma	2.00	(1.00-6.00)	.010

	Less than 20 years of work in the operational fields	1.00	(0.00-4.00)	<.001
	20 years or more of work in the operational fields	5.00	(3.00-8.00)	<.001

Discussion

Previous studies have related dementia to occupational risk factors, but to our knowledge, until now, no domestic study have been done to assess the relationship between them.

In the present study, we found that a long-term exposure to air pollution was significantly associated with an increase in the risk of dementia in the older adults. This finding is consistent with the results of the other studies, which show that exposures to air pollutants can increase the risk of cognitive problems (24). However, studies on dementia and air pollutants are rare and if not, until now have not been able to explain the relationship fully between dementia and air pollutants. Some studies have focused on the individual constituents of air pollution such as ozone and particulate matter. For example, Animal studies suggested that particulate matter may cause brain

inflammation which is the product of the accumulation of Ab 42, which in turn causes the aftermath dysfunction of, cerebrovascular damage, neural degeneration and dementia (24). Likewise, some other animal studies relate ozone-caused oxidative stress to the deficiency of brain repair mechanisms, which leads to memory loss and dementia (25).

In line with the previous studies, our study showed that exposure to head injury increased the risk of dementia. The unadjusted risk was even higher. The relationship between head injury and dementia has long been an interesting subject for the researcher for many years. In addition, while the clinical trials report no association between them, epidemiological studies constantly suggest head injury as a risk factor for dementia (26-28). Nevertheless, what seems to be consistent in all the epidemiological

studies including ours is that there is at least a weak association between head injury and dementia. A systematic review and Meta-analyze by Vanesa et al. reported a weak association between head injury and (5). Similarly, another Systematic Review and Meta-Analysis by Yanjun Li et al. emphasized on head injury as a risk factor for dementia (28). A possible mechanism suggested by is that recurring head injury leads to chronic traumatic, which in turn leads to dementia (29). Since we compared all dementia cases with non-demented controls for head trauma exposure, the observed relationship puts forward the notion that the relationship between head trauma and dementia is not specific to a single subgroup of dementia, rather, head trauma is a risk factor for all dementias which was also proposed by Salib et al in their study(27).

In the present study, more than 20 years of work in the operational fields was related with a 5times increase in the risk of dementia. If we assume the length of exposure tantamount to the number of years then this relationship would be reasonable. In his case-control study, Amy showed that an increased exposure to solvents had increased the risk of

Alzheimer's disease. However, when the intensity level of each exposed job was multiplied by the number of years on the job the increase in risk with increasing dose was no longer significant (30). Given the relationship between exposure time and the risk of dementia, it seems logical that in long term, the so-called occupational risk factors are accumulated in the central nerves system that in turn is supported by literature (31).

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