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***UNESCO: arts and culture,
national traditions***

***ЮНЕСКО: культура, искусство,
национальные традиции***

Премия ЮНЕСКО-Шарджа

Основанная в 1998 году Премия ЮНЕСКО-Шарджа за арабскую культуру ежегодно награждает двух лауреатов - отдельных лиц, групп или учреждений, которые благодаря своей работе и выдающимся достижениям стремятся распространить более глубокие знания об арабском искусстве и культуре.

Претенденты на премию ЮНЕСКО-Шарджа за арабскую культуру должны внести значительный вклад в развитие, распространение и пропаганду арабской культуры в мире. Победители выбираются Генеральным директором ЮНЕСКО по рекомендации международного жюри экспертов в области арабской культуры и в течение нескольких лет отличились похвальными действиями. Таким образом, победители способствуют развитию культурного диалога и активизации арабской культуры.

Лауреатам присуждается Премия (на сумму 60 000 долларов США, разделенная поровну между двумя лауреатами), в знак признания их вклада - в их соответствующие дисциплины - в арабское искусство и культуру или за участие в распространении последнего за пределами арабского Мир. Вместе победители призов представят новое поколение исследователей, художников, философов, авторов и переводчиков с глубоким желанием добиться подлинного диалога между арабской культурой и другими культурами.

В эпоху глобализации и глубоких политических и социальных перемен, стоящих перед миром, эта премия полностью соответствует ценностям взаимопонимания, которые приводятся в Уставе Организации. Награждая карьеру, жизнь, усилия которой направлены на развитие культуры, которой они владеют, Премия ЮНЕСКО-Шарджа за арабскую культуру стремится действовать лучшему пониманию других цивилизаций, поощряя или поощряя международный обмен. Арабские искусства и культура оставили следы во всем мире, не только мозаика культур в арабском регионе принесла пользу взаимно, но и культуры далеко за ее пределами. Нельзя найти лучшего протектора для культивирования мира.

Экспертный совет Минкультуры России расширен до 33 человек

В Министерстве культуры Российской Федерации прошло заседание обновленного состава Экспертного совета по присуждению наград и почетных званий. Согласно приказу Министра культуры Российской Федерации Владимира Мединского, в совет вошло 33 деятеля культуры и искусства, ранее он состоял из 22 человек. Решение о расширении совета было принято в связи с многочисленными пожеланиями деятелей культуры и призвано повысить объективность при присуждении наград и почетных званий.

Сегодняшнее заседание было организовано по итогам проведения Совета по культуре и искусству при Президенте РФ, на котором, в частности, поднимался вопрос о присвоении званий деятелям культуры.

«Идея заключается в том, чтобы у нас каждая область культуры была представлена не одним, а двумя-тремя людьми для повышения объективности работы совета», — сказал, открывая заседание, первый заместитель Министра культуры РФ Владимир Аристархов. Кроме того, он подчеркнул, что «в совете не осталось госслужащих, кроме Министра».

«Недавно прошел Совет по культуре при Президенте, и мы согласовали, что можем подавать в Администрацию Президента больше кандидатов на присуждение званий «Народный артист РФ» и «Народный художник РФ». Сейчас у нас нет четких квот и мы можем добавить к тем кандидатурам, за которые мы голосовали на прошлом заседании, еще трех народных артистов и народных художников», — сказал Владимир Аристархов, пояснив, что это сделано для того, чтобы у Администрации Президента был более широкий выбор. Он также добавил, что она оставляет за собой право поддерживать не все кандидатуры, представляемые Минкультуры России.

Что касается таких званий, как заслуженный артист, художник и т. д., а также государственных наград, то ведомство может направлять на рассмотрение любое количество кандидатур при условии, что они наберут половину голосов от числа присутствующих на заседании членов Экспертного совета.

Согласно приказу Министра культуры РФ Владимира Мединского о внесении изменений в состав Экспертного совета при Министерстве культуры Российской Федерации, в него вошли директор Государственной публичной исторической библиотеки России Михаил Афанасьев, художественный руководитель Московского губернского драматического театра Сергей Безруков, ректор Санкт-Петербургской государственной консерватории им. Н.А. Римского-Корсакова Алексей Васильев, директор Российской государственной детской библиотеки Мария Веденяпина, ректор Российского института театрального искусства — ГИТИС Григорий Заславский, директор Государственного исторического музея Алексей Левыкин, директор и художественный руководитель Екатеринбургского государственного цирка Анатолий Марчевский, художественный руководитель Государственного академического русского народного хора им. М.Е. Пятницкого Александра Пермякова, директор Российского Дома народного творчества им. В.Д. Поленова Тамара Пуртова, председатель совета Союза композиторов России Алексей Рыбников, кинорежиссер Владимир Хотиненко, ректор Академии русского балета им. А.Я. Вагановой Николай Цискаридзе, председатель Российского профсоюза работников культуры Светлана Цыганова, председатель Совета Союза реставраторов Санкт-Петербурга Нина Шангина, генеральный директор киноконцерна «Мосфильм», кинорежиссер Карен Шахназаров и президент Союза архитекторов России Николай Шумаков. Также из состава совета были исключены первый заместитель председателя Комитета Государственной Думы по культуре Иосиф Кобзон и первый замминистра культуры Владимир Аристархов.

***Social projects
and information technologies***

***Социальные проекты
и информационные технологии***

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Культура делового взаимодействия России и Италии: Меркурий побеждает Марса*

В античной мифологии было много божественных персонажей, тесно связанных с важнейшими сторонами жизни человека, точное воплощение специфики этих сторон в их характерах позволило именам и образам этих богов войти в нашу современную жизнь¹. У Центра международной торговли находится очень интересный фонтан Меркурий. В Древней Греции и Древнем Риме бог Гермес, у римлян он носил имя Меркурий, был покровителем торговли, символом удачи и прибыли. Его увенчанному двумя крыльями жезлу — кадуцею — приписывали способность примирять спорящих, поэтому данный символ Меркурия стал использоваться в обозначении учреждений торговли, бирж и банков. Его можно увидеть в художественном оформлении деловых центров во многих странах мира, в том числе и России.

У здания Международного торгового центра в Москве установлен фонтан, выполненный известным скульптором Вячеславом Клыковым по мотивам статуи «Летающий Меркурий». Этот образ повторяет работу мастера эпо-

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Культура делового взаимодействия России и Италии: Меркурий побеждает Марса

¹ Терновая Л.О. Античные боги вокруг нас: теонимы в повседневной жизни, маркетинге и геополитике // Миссия конфессий. 2018. № 28 (1). С. 37-45.

хи Возрождения Джованни Болоньи. В Павловске была установлена бронзовая копия этого шедевра, отлитая в Петербургской академии художеств. В 1944 г. фашисты вывезли ее из музея-заповедника. Скульптуру долго считали утерянной. Но теперь она вернулась на свое место. А московский в «Летающий Меркурий» покоряет особой выразительностью своего композиционного решения, когда двухметровая бронзовая фигура бога связана с опорой лишь в одной точке — ступне. И в одном — петербургском, и в другом — московском — случаях проявились черты бога Меркурия, отражающие его легкость способность перемещаться и возвращаться с добрыми вестями.

Эту возможность Меркурия особенно ценили торговцы. Около Цирка Максимус между римскими холмами Авентини Палантин в Риме в 495 г. до н.э. они установили и посвятили ему храм, располагающийся на бойком торговом месте. Около святилища устраивались ярмарки. В храмовый праздник, называемый Меркуралия, который праздновался 15 мая, торговцы опрыскивали свои головы и товары водой от источника около Капенских ворот (лат. *Porta Capena*). Древние коллегии торговцев-меркуриалов можно назвать первыми торговыми палатами. Кадуцей и в наши дни изображается на гербах торгово-промышленных палат, напоминая о покровителе торговли.

Появление первого объединения людей, связанных с торговлей, в римском мире заложило основы того, что многие торговые термины также имеют латинское происхождение: монета, коммерция, банк, ломбард... А такой лексический ряд, естественно, отражал активную торговую деятельность жителей Апеннинского полуострова. Вероятно, у них были связи с теми землями, по которым проходили великие торговые пути. Поэтому, когда в XVII в. получила распространение поговорка «Все дороги ведут в Рим», вошедшая в литературную речь, скорее всего, из басни Лафонтена «Третейский судья, брат милосердия и

пустынный», то у нее было весомое историческое основание. Началом этих дорог, их исходной точкой можно было считать Золотой миллиарий — мильный камень, установленный императором Октавианом Августом у храма Сатурна на римском форуме. Современные ученые с помощью аэрофотосъемки смогли доказать, что в Рим, действительно, стекались все главные дороги Европы.

Есть сведения о том, что торговые города Руси в X–XIII столетиях поддерживали связи с государствами Апеннинского полуострова. Однако достоверные сведения о торговых отношениях с Италией относятся только к началу XVI в.² Отсутствие торговых контактов в XIV–XV столетиях может быть объяснено тем, что русские земли оказались под золотоордынским владычеством. Когда же они стали восстанавливаться, то успеху в этом препятствовала раздробленность Италии на отдельные государства. Но можно заметить, что уже после Куликовского предприимчивые русские люди пытались наладить связи с Европой. Первым рассказом о ней являются путевые записки неизвестного суздальского книжника о русском посольстве во главе с митрополитом Исидором в Италию на Ферраро-Флорентийский собор 1437–1439 гг. и о возвращении послов на Русь³. Сближению Москвы и Ватикана послужил визит папского посла Антонио в Москву в 1471 г. На новый уровень сотрудничества отношения поднялись только при Петре I. В 1711 г. в Венеции было учреждено первое в Италии российское консульство. Укреплению отношений Российской с Венецианской республикой, Сардинским королевством и другими итальянскими государствами способствовала политика Екатерины II. Но почти весь XIX в., когда во время напо-

2 Зонova Т.В. Российско-итальянские отношения: история и современность // Вестник МГИМО-Университета. 2012. №1(22). С. 51–57; Италия: от Второй Республики к Третьей? = Italy: from the Second Republic to the Third? / Под ред. Е.А. Масловой. М.: Ин-т Европы РАН, 2015.

3 Казакова Н.А. Первоначальная редакция «Хождения на Флорентийский собор» // Труды отдела древнерусской литературы. М.; Л., 1970. Т. 25. С. 60–72.

леоновских войн, а затем Крымской войны, торжествовал не Меркурий, а Марс, эти отношения находились в кризисном состоянии. И только на следующий год после установления дипломатических отношений Российской империи с Итальянским королевством, в 1863 г., был подписан российско-итальянский торговый договор.

В XX столетии после Первой мировой войны и появления Советской России надо было выстраивать отношения двух стран заново. В 1921 г. Италия признала РСФСР де-факто, а 7-11 февраля 1924 г. состоялся обмен нотами об установлении дипломатических отношений между СССР и Италией. Но с началом Великой Отечественной войны, дипломатические отношения оказались вновь разорванными. Только с 1960-х гг. они постепенно изменяются в лучшую сторону, в итало-советских связях вновь пришло время Меркурия, а не Марса. Именно в этот период начинается история Итало-Российской торговой палаты (ИРТП), которая во многом развивает культуру торговых палат, идущих еще от древнеримской коллегии меркуриалов⁴.

В 1963 г. во время первой послевоенной выставки СССР в Генуе состоялась беседа о создании совместной ТПП председателя Совета министров СССР Алексея Косыгина с итальянскими предпринимателями Витторио Валлетта и Франко Маринотти, который стал первым президентом Итало-Советской Торговой Палаты. В 1964 г. итальянские компании «Fiat», «Snia», «Montecatini», «Edison», «Pirelli», «Olivetti» и «Eni» совместно с ТПП СССР и предприятиями «Союзнефтеэкспорт», «Машиноимпорт», «Техмашимпорт» и «Внешторгбанк» при участии других крупных советских и итальянских организаций подписали соглашение о формировании партнерского учредительного совета Палаты. В собрании приняли участие финансовые и промышленные представители Италии,

4 Федотов В.И. Торгово-промышленные палаты. Ч. 1. История. Саратов: Изд-во СГУ, 2001; Федотов В.И. Торгово-промышленные палаты. Ч. 2. Теория и практика. Саратов: Изд-во СГУ, 2003.

среди которых – адвокат Джанни Аньелли, скрепивший своей подписью контракт о советско-итальянском сотрудничестве на строительство «Автоваза» в Тольятти. Этот город, в 1964 г. названный в честь генерального секретаря Итальянской коммунистической партии Пальмиро Тольятти, является самым крупным городом в России, носящим имя зарубежного политического деятеля.

В 1972 г. состоялось торжественное открытие московского представительства Палаты, в котором принял участие глава Совета министров Италии Джулио Андреотти. Через двадцать лет эта структура была переименована в Итало-Российскую Торговую Палату. Российско-итальянские отношения строятся на основе Договора о дружбе и сотрудничестве от 14 октября 1994 г. Основные вопросы торгово-экономического сотрудничества рассматривает Российско-Итальянский Совет по экономическому, промышленному и валютно-финансовому сотрудничеству (межправительственный совет). Что касается ИРТП, то двусторонним трактатом о дружбе и сотрудничестве (1994) Палата была признана учреждением, нацеленным на расширение торгово-экономических связей двух стран. Она стала исполнять функции секретариата Итало-Российского комитета предпринимателей по деловому сотрудничеству под эгидой Итало-Российского совета по экономическому, промышленному и валютно-финансовому сотрудничеству, наравне с Институтом внешней торговли Италии и ТПП РФ.

Целью ИРТП является содействие экономическому, торговому, техническому, правовому, научному и культурному сотрудничеству между Италией и Россией, создание доверительной атмосферы плодотворного сотрудничества итальянских и российских предпринимателей. Два основных направления работы ИРТП условно могут быть названы «стратегическим» и «тактическим». Первое — заключается в оказании поддержки итальянским и российским предпринимателям через проведение рабочих встреч

между представителями политических и экономических кругов двух стран с целью учета потребностей итальянского бизнеса в России и российского бизнеса в Италии. Второе — предусматривает оказание предпринимателям самого широкого спектра услуг. На работу ИРТП влияют и огромная, почти в пятьдесят раз превышающая размеры Италии территория России, и особенности полиэтнического состава населения, определяющие региональную специфику и культуру ведения бизнеса.

В мае 2014 г. в Москве прошли мероприятия, посвященные празднованию 50-летнего юбилея, в частности 27 Генеральная Ассамблея (ГА) членов ИРТП, с участием представителей официальных и деловых кругов России и Италии. В связи с празднованием была издана юбилейная книга. В сотрудничестве с медиакомпанией ТПП РФ «ТПП-Информ» был подготовлен специальный выпуск журнала «*Russian Business Guide*», посвященный деятельности ИРТП и итало-российским отношениям.

Несмотря на геополитические сложности, внешнеэкономическое сотрудничество двух стран развивается. Италия является одним из крупнейших торгово-экономических партнеров России в Европе. В 2015 г. она находилась на четвертом месте по объему товарооборота после Китая, Германии и Голландии. Основная доля российских поставок приходится на газ, продукцию химической промышленности, продовольственные товары и сельхозсырье, черные и цветные металлы. Российский импорт представляют машины, оборудование и транспортные средства, продукция химической промышленности, продовольственные товары, сельхозсырье, текстиль и обувь. На снижение товарооборота повлияли санкции, введенные Евросоюзом в отношении России в марте 2014 г., и ответные меры российского правительства в августе того же года. В России работает 500 итальянских фирм, 70 из которых имеют свои производства. Среди крупнейших

объектов сотрудничества: автомобильный завод в Тольятти (ФИАТ), химические комплексы по производству аммиака и карбамида (СНАМ Проджетти, Монтедисон), трубный завод в Волжском Волгоградской области (Италимпьянти), компрессорные станции для магистрального газопровода Сибирь — Западная Европа (Нуово Пиньоне), кожевенные и обувные фабрики в Рязани, Калуге, Москве и Тольятти (Коголо), линия оптоволоконной связи Россия-Украина-Турция-Италия (СТЕТ), завод по производству полипропилена в Москве (Текнимонт) и др. В 2015 г. состоялась конференция «Россия—Италия: сохранить доверие и партнерство».

Благодаря ИРТП в работу вовлечены многие регионы России. Это — пример для бизнеса других стран, приходящего в Россию. Итальянские предприятия доказали, что они относятся к наиболее конкурентоспособным. Превосходство продукции «*Made in Italy*» обусловлено ее высокой диверсификацией по основным направлениям, образующим крупные отрасли экономики. Также важно, что в Италии есть национальная сеть торговых палат: Агентство по интернационализации и продвижению итальянских компаний за рубежом (ИЧЕ), Национальная итальянская конфедерация ремесленников, малых и средних предприятий (CNA), UNIONCAMERE — союз ТПП Италии и др.

30 мая 2018 г. прошла Генеральная ассамблея (ГА) членов ИРТП. На ней присутствовали российские и итальянские члены и партнеры ИРТП, представители Государственной Думы, регионов России, инвестиционных фондов и т.д. ГА предваряло заседание Административного совета, на котором презентовали план деятельности Палаты на год, обсудили внутреннюю политику, утвердили баланс и бюджет. Вторая, основная часть, состояла из открытой конференции. В своей речи Президент ИРТП Розарио Алессандрелло отметил, что позитивные сдвиги в малом и среднем бизнесе в Италии и активный обмен

опытом между предпринимателями создают основу для плодотворного сотрудничества. Он говорил о важности поощрения участия иностранного капитала в деятельности российских предпринимателей не только для капитала как такового, но и потому, что это способствует введению передовых технологий на российских предприятиях и повышению эффективности бизнеса.

Вице-президент ИРТП и ТПП РФ Дмитрий Курочкин подчеркнул, что эти структуры связывают давние и теплые отношения. Он сделал акцент на работе по привлечению инвестиций, отметив, что ИРТП стала важным инструментом развития торгово-экономических связей между Россией и Италией. Проведено много мероприятий совместно с ТПП РФ, как, например, Российско-итальянский агропромышленный форум. Под патронажем Палаты было открыто четыре важных производства, что явилось дополнительным стимулом для предпринимательских кругов обеих стран.

На Ассамблее также выступили посол Италии в РФ Паскуале Терраччано, Президент ТПП РФ Сергей Катырин, заместитель директора Департамента стран Европы, Северной Америки и международных организаций Минэкономразвития РФ Егор Бронников, председатель организованного при итальянском посольстве Совета итальянских предпринимателей, генеральный директор ООО «*Pirelli Tyre Russia*» Аймоне ди Савойа Аоста, основатель и Председатель Совета директоров «*Mikro Kapital*» Винченцо Трани и др. Владимир Садовин, генеральный директор компании «Азбука вкуса», отметил, что итальянская кухня до сих пор считается номером 1 в России. «Азбука вкуса» принимает активное участие в продвижении бренда «*Made in Italy*» посредством организации мастер-классов и значительной долей итальянской продукции на полках своих магазинов. На Ассамблее были презентованы регионы России — Калининградская и Иркутская области. Со-

став выступающих позволяет называть Ассамблею встречей давних партнеров.

После презентации господин Алессандрелло подписал четыре соглашения о сотрудничестве между ИРТП и: Представительством Правительства Калининградской области в Москве; Итало-Российской торговой палатой и АНО «Агентство инвестиционного развития Иркутской области»; Ассоциацией «Кластер авиационно-космических технологий полимерных композиционных материалов и конструкций Калужской области»; АО «Долгопрудненское КБ автоматики». В конце мероприятия состоялось награждение менторов проекта *Chamber Mentoring for International Growth*.

ИРТП — надежная опора в межгосударственном сотрудничестве России и Италии. Это учреждение с более чем полувековой историей активно содействует развитию экономических и культурных связей между Италией и Россией.

История взаимодействия России и Италии может представлять некий паттерн для такой повестки дня, в которой нем места устремления, связанным с именем Марса⁵. Во-первых, это определено наличием общих цивилизационных основ развития этико-культурного пространства двух стран. Во-вторых, можно отметить постоянное влияние культурной традиции Италии еще на культуру и идеологию Московской Руси и Российской империи, когда в России работали известные итальянские мастера — зодчие, скульпторы, музыканты, а на Апеннинах — российские живописцы, поэты и писатели. В-третьих, нельзя исключать идеологического фона культурного взаимодействия, который проявился в поддержке «левых» течений в культуре Италии в Советском Союзе. В-четвертых, Италия дала миру подлинные образцы высокого искусства в живописи, музыке, театре, кино, моде, национальной кухне такие

5 Мешков А.Ю. Российско-итальянские отношения: Аномалия или пример для подражания? // Международная жизнь. 2007. № 11. С. 3-11; Терновая Л.О. Россия и Италия на перекрестке культур // Этносоциум и межнациональная культура. 2012. № 1. С. 190-197.

образцы, которые изучались и которым подражали, в том числе и в России. И, наконец, в-пятых, в Италии были впервые заложены основы такой формы организации торговли, в которой действуют коллективные участники, имеющие общие интересы, ставящие одни цели, стремящиеся к развитию широкого международного сотрудничества. Это были коллегии меркуриалов. И с тех пор их наследники в лице торгово-промышленных палат стремятся достойно нести жезл Меркурия, доказывая, что торговать лучше, чем воевать, и что бог торговли сильнее бога войны.

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Culture of business cooperation between Russia and Italy: Mercury defeats Mars

Abstract. Different directions of human activity since the times of ancient history are associated with deities that patronize people belonging to a particular profession. In the mythology of Ancient Rome, Mercury was not only a god of trade, but also the establishment of connections between people, and Mars acted as the god of war. The rivalry between Mars and Mercury reflects the whole complex history of mankind. Mars became stronger, inventing new weapons. Mercury acted consistently, linking countless trade routes to more and more remote areas. And when the arsenal of Mars became capable of completely destroying mankind, it was forced to think about those indisputable advantages that it promised to follow the precepts of Mercury. This is brilliantly confirmed by the Italo-Russian trade relations.

Key words: international relations, intercultural communications, business ties, business, chambers of commerce.

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Культура делового взаимодействия России и Италии: Меркурий побеждает Марса

Аннотация. Различные направления человеческой деятельности еще со времен древней истории ассоциируются с божествами, оказывающими покровительство людям, относящимся к той или иной профессии. В мифологии Древнего Рима Меркурий был не только богом торговли, но и установления связей между людьми, а Марс выступал в роли бога войны. Соперничество Марса и Меркурия отражает всю сложную историю человечества. Марс становился все сильнее, изобретал новое оружие. Меркурий же действовал последовательно, связывая бесчисленными торговыми путями все более отдаленные пространства. И когда арсенал Марса стал способен полностью уничтожить человечество, оно было вынуждено задуматься о тех неоспоримых преимуществах, которые ему сулило следование заветам Меркурия. Это блестяще подтверждают итало-русские торговые связи.

Ключевые слова: международные отношения, межкультурные коммуникации, деловые связи, бизнес, торговые палаты.

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The impact of cyberspace on social norms*

At present the world has moved into the informational age, where information and knowledge are the main forces of society. Accordingly, social institutions are changing and find themselves in completely new conditions with the intensive development of information technologies. In the 1960s the concept of “information society” has appeared in the scientific discourse. The author of the term “information society” is the Japanese scientist Yu. Hayashi. At the same time the Japanese sociologist J. Masuda announced that “post-industrial society” and “information society” are identical concepts. Information by its nature has no national boundaries, it is supranational, global in nature. J. Masuda in his book “The Information Society as a Post-Industrial Society” describes the global trend that in a new society there is “... the production of an information product not a material one will be the driving force of education and development of society”. [1]

In the works of famous St. Petersburg scientists S.N. Ikonnikova and V.P. Bolshakov “cyberspace” is defined as a new type of reality and it is also largely identified with the notion of “virtual reality”. In the works of these authors, cyberspace is considered primarily from the point of view of cultural and axiological approaches. Cyberspace includes the means of transmitting information and broadcasting cultural heritage, the zone of the spread of communication languages. A characteristic feature of cyberspace, according to the authors, is that

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Влияние киберпространства на социальные нормы

it is constantly expanding, including new social groups and regions. It has a transnational character. [2, 3]

Cyberspace is a new type of reality that promotes the formation of social norms and new mental stereotypes. The new phenomenon has both a positive impact on the society, and a negative one. Cyberspace is a tool that can be used for both personal development and degradation. On the one hand, the Internet provides open access to knowledge from various fields, on the other hand, it is a storehouse, where there is also socially dangerous and harmful information content. The content includes all audiovisual, graphic, textual information presented in cyberspace, including cartoons, films, music, computer games, texts and text messages, and so on.

Being a zone for transferring cultural values and moral and moral guidelines, cyberspace has both positive and negative aspects. At present, the factors of the widespread availability of the Internet, increasing of the number of users involved in cyberspace, the mass distribution of so-called pop culture, aggressive and destructive content in the network, form the threat of unification and modification of cultures. The classical model of cyberspace is represented by three levels: physical, logical and semantic. [4] S.I. Laurent notes that after the 2000s, the main task for government and corporate governance subjects is the development of rules and standards in the semantic (semantic) field of cyberspace. It is from this position that definitions of the concept of cyberspace in the Oxford Dictionary are given: "Cyberspace is the semantic environment in which communication occurs through information networks." [5]

In society, with the help of various mechanisms, including with the help of the mass media, the cultural ideal of the individual is formed, which is some desired way, setting the benchmarks for people and the scale of assessing the behavior of the subject. The ratio of the real person and the desired ideal forms the notions of the norm and possible deviations from it. Personality and society can uncompromisingly interact in the

case when a person follows the models of behavior adopted in a given society, and vice versa, the conflict between society and the individual is strengthened if the individual does not follow the social norms accepted in this society. Different social institutions set their own social norms that are required for execution, violation of social norms can lead to the application of sanctions against those who violated them, including legal ones. Social norms can only be effective when they are accepted by the individual and become a direct part of the individual consciousness. Then they act as regulators of self-control and open opportunities for self-correction.

The phenomenon of “institutionalization” is the process of fixing patterns of behavior in social norms, their systematization, as well as the implementation of social control over the implementation of established social norms. Social institutions perform different functions in society, the same functions can be performed by different institutions simultaneously. For example, the family, the church, and the state are engaged in the upbringing and socialization of the younger generation. In the case of the modification of social norms, there is also a qualitative change in the social institution itself.

In modern society there is a process of institutionalization in cyberspace as a new type of reality. Cyberspace is a complex and multifaceted phenomenon, consisting of different layers and uniting different structures and entities. The Russian scientist S.V. Bondarenko considers the social system of cyberspace as a new social community consisting of virtual network communities. He points to the fact that in the computer reality there are two basic elements of the social system - group and individual.

The Internet becomes a space that is used by traditional social institutions to transmit their values, norms, standards, etc. the Internet is used in varying degrees of intensity by different cultural and linguistic groups, the nature of their interaction with the Internet is different. So some speakers of a particu-

lar language use it more intensively and create content themselves, others consume more than create, some rare languages are completely absent in the Internet system. According to data from May 4, 2018, most content is created in English 52, 2%, second place takes the Russian language - 6, 4%. The use of a language in cyberspace is an important indicator, because, carriers disseminate culture, their values, and broadcast their national picture of the world together with their language. [6]

In this case, the Internet itself has become a new social institution, within the framework of which many rules of behavior and social norms are formed. Young people make up the bulk of the cyberspace audience as a social institution. The process of institutionalization of cyberspace is at the initial stage, since at present there is no single international standard that would regulate social relations on the Internet.

An important aspect is that cyberspace is not only an instrument, a medium that conducts certain values and rules, but it is a mirror that reflects the phenomena of social reality and shows a certain section of the general socio-cultural state of society, the average public portrait of a contemporary.

As a result of the research, we clarify the notion of cyberspace - it is a social and technical reality, which consists of different levels and in which communication occurs through information and communication networks. Cyberspace influences the formation and the change of social norms.

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The impact of cyberspace on social norms

Abstract. In modern society there is a process of institutionalization in cyberspace as a new type of reality. Cyberspace is a complex and multifaceted phenomenon, consisting of different layers and uniting different structures and entities. An important aspect is that cyberspace is not only an instrument, a medium that conducts certain values and rules, but it is a mirror that reflects the phenomena of social reality and shows a certain section of the general socio-cultural state of society, the average public portrait of a contemporary. Cyberspace is a social and technical reality, which consists of different levels and in which communication occurs through information and communication networks.

Key words: cyberspace, social norms, Internet, social institution, informational age.

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Влияние киберпространства на социальные нормы

Аннотация. В современном обществе существует процесс институционализации в киберпространстве. Киберпространство представляет собой сложное и многогранное явление, состоящее из разных слоев и единиц различных структур и сущностей. Важным аспектом является то, что киберпространство не только инструмент, но и зеркало, отражающее явления социальной реальности и показывающее определенный раздел общего социально-культурного состояния. Киберпространство - это социальная и техническая реальность, которая состоит из разных уровней, в которых связь происходит через информационные и коммуникационные сети.

Ключевые слова: киберпространство, социальные нормы, Интернет, социальный институт, информационный возраст.

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**Ball/rating system as a means of controlling
the formation of competencies***

Assessment of the quality of education is relevant both for organizations providing educational services and for employers engaged in the recruitment of personnel. Assessment of knowledge, skills and habits is an integral part of the system of assessing the quality of education.

In the law on education, the concept of education is treated as a single purposeful process of education and training, as well as the totality of acquired knowledge, skills, abilities, values, experience and competence of a certain volume and complexity.

The above-mentioned law also defines the concept of the level of education and the concept of qualification, which reflects the level of knowledge, skills, abilities and competence. The requirements for the formation of a certain level are established by the federal state educational standard to the formation of a certain level and (or) to the profession, specialty and direction of training. At the same time, the quality of education is defined as the degree of training of students and compliance with federal state educational standards¹.

In Russia, since 1837, the five-point system established by

* © Скитёва Е.И., Гончаров А.И., 2018.

Балльно-рейтинговая система как средство контроля формирования компетенций

1 Federal Law "On Education in the Russian Federation" of 29.12.2012, No. 273-FZ.

the Ministry of Education has been applied. It should be noted about the procedure for determining the final estimates, where it is indicated about the inadmissibility of deducing the arithmetic average, the final estimates should reflect knowledge at the time of certification.

In July 2002, the number 2654 issued an order of the Ministry of Education of the Russian Federation "On the application of the experiment to introduce a rating system for assessing the academic performance of university students" with changes. According to this order, a list of twenty-five universities participating in the experiment in 2002/2003 and Methodological recommendations for the development of the rating system are defined². According to methodological recommendations, educational organizations independently develop a score-rating mechanism that is mandatory for use by all structural department of the university.

The meaning of the score-rating system implies in ability to assess knowledge, skills, abilities in points and rating formation based on the resulting values.

The use of this system is conditioned by Russia's accession to the Bologna Process in September 2003. The goal of this process was the creation of a unified European space for higher education. The main features of the Bologna process are: mobility of students and teachers (48 participating countries); possibility of re-crediting of credits; setting standards for transnational education; the right of students to choose the study courses.

The SRS, which is used in Russian universities, includes a point assessment of academic tasks, including test tasks, which are included in the Fund of evaluation tools.

The maximum number of points that can be scored by a student is 100 points, while the admission to the intermediate certification begins with 50 points.

Score "satisfactory" is in the range of 60 -74 points, score

² Order of the Ministry of Education of the Russian Federation of July 11, 2002. No. 2654 "Conducting an experiment on the introduction of a rating system for assessing students' academic performance"

“good” in the range of 75-85 points, score “excellent” is in the range of 86-100 points.

For the fulfillment of tasks during the semester the student can not gain more than 70 points, it means this is the equivalent of the score “satisfactory”.

The main problems of the rating system are:

- discrepancy of the program of a academic subject to the competences which should form this academic subject;

For example, in the St. Petersburg State University curriculum for 2017, the course “Mathematics” subject “Domestic history”, “Philosophy”, Term papers and Seminars on mathematical disciplines should form, and accordingly evaluate the competence of OKB-1 “Can be reasoned logically and meaningful to clearly construct oral and written speech, in Russian, is able to use the skills of public speech, discussion and polemics”.³ However, in the curriculum, a special discipline that will allow to form this competence is absent, accordingly, during the protection of course works and seminars, skills and competence without knowledge, which should be the basis of competence formation, will be evaluated again and again.

- the scores obtained for the test often reflect the knowledge of the academic subject, but the success of the passage of this subject does not automatically form certain competencies (each question forms one or more competencies, but the knowledge of this issue is the first level of competence);

- the accumulative scoring system does not allow to trace the dynamics of the formation of competencies;

- during intermediate certification only theoretical questions are often included in tickets, which does not allow checking competency skills;

- there is not mechanism for working with students if they gain less than 50 points during the semester;

- in the score-rating system, the evaluation of the learner’s competencies is not included.

³ Official site of St. Petersburg State University. Curriculum in the direction of “Mathematics”.

- For the solution of the revealed problems it is offered:
- to exclude rating from the name, as a result of the inconsistency of the name of the essence of the process;
 - for control the quality of the tasks, for each task to put points on a 100-point scale;
 - do not submit tasks on time to evaluate 0 points;
 - according to the results of the course to calculate the average score, taking into account the outstanding tasks;
 - curriculum of academic subjects should form competencies, and not control their availability in the learner;
 - typical tasks in the Funds of evaluation tools should be formed with the purpose of assessing competencies, rather than obtaining points for independent work;
 - carrying out the intermediate certification of the student on tickets, containing the number of tasks, allowing to evaluate all the competencies that form the academic subject;
 - the final evaluation for the interim assessment should include a total score for the five-point system and an assessment of competencies in the subject;
 - previously obtained competency assessments used only for the analysis of the learning process, the final assessment should reflect competence at the time of the interim and final certification;
 - use evaluation results (rating) to encourage students, otherwise remove the word “rating” from the name of the assessment system.

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Ball/rating system as a means of controlling the formation of competencies

Abstract. The system of assessing of competences formation in the system of higher education is considered in this article. The main features of the Bologna process are also listed. The criteria for evaluating the students when using the SRS are given. Here problems of assessment of quality of training in higher educational institutions are considered using SRS.

The discrepancy between the academic subject and competences that should be formed in the process of studying this academic subject is considered.

The problem of scoring assessment of test tasks is designated if questions are directed to check of theoretical knowledge of a academic subject.

The problem of the influence of accumulated scores on the final evaluation of the subject is considered.

The problem of the lack of a mechanism for working with students who received a low total score is considered.

The problem of absence of the entrance and final evaluation of the trainee in terms of competencies is given.

The ways of solving the identified problems in the system of assessing the competence of trainees are proposed: to students' assess in terms of competencies; assessment of competencies to be carried out at the time of passing the interim evaluation of the academic subject; assessment of competencies during the semester is used to analyze and improve the learning process.

Key words: score - rating system of evaluation, assessment of the quality of education, problems of students' assessment.

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Балльно-рейтинговая система как средство контроля формирования компетенций

Аннотация. В статье рассматривается система оценки формирования компетенций в системе высшего образования. Перечислены основные особенности Болонского процесса. Приведены критерии оценки обучающихся при использовании балльно – рейтинговой системы. Выявлены проблемы при оценке качества обучения в высших учебных заведениях с использованием балльно – рейтинговой системы. Рассмотрено несоответствие предмета компетенциям, которые должны формироваться в процессе изучения данного предмета. Указано на проблему балльной оценки тестовых заданий, если вопросы направлены на проверку теоретических знаний предмета. Рассмотрена проблема влияния накопленных баллов на итоговую оценку по предмету. Рассмотрена проблема отсутствия механизма работы со студентами, получившими низкую итоговую сумму баллов. Приведена проблема отсутствия входной и итоговой оценки обучающегося по компетенциям. Предложены пути решения выявленных проблем в системе оценки компетентности обучающихся: проводить оценку обучающихся по компетенциям; оценку компетенций проводить на момент сдачи промежуточной аттестации по предмету; оценки компетенций в течении семестра использовать для анализа и совершенствования процесса обучения.

Ключевые слова: балльно – рейтинговая система оценки, оценка качества обучения, проблемы оценки обучающихся.

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The choice of coping strategies, quality of life and a sense of happiness. Is there interdependence?*

Currently, young people tend to study abroad. Russian students are not an exception. They usually choose European countries, including the Czech Republic. According to the Czech Statistical Office (ČSU, 2016), in 2016 5,237 Russian students, 2,256 Ukrainians, 1,427 Kazakh students, 916 Vietnamese, etc. were studying in Czechia. The Czech Republic, in particular Prague, attracts young people not only due to its architectural and historical magnetism, but also due to affordable accommodation and education, a high quality of education at Czech universities, and free education in the Czech language at certain state universities of Czechia. The similarity between the Russian and the Czech language is another point attracting school leavers.

However, studying abroad is rather stressful for an immature young person left for the first time without family support, control and care for a long haul. They have to live in a new linguistic environment, deal with public authorities, build a social network from the ground up, which requires much independent social activity, and fulfill his/her academic duties. Many students cannot withstand the stress and come back home. Others manage to cope. To cope with stress, people use coping strategies.

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Выбор стратегий совладания, качество жизни и ощущение счастья. Существует взаимозависимость?

Coping strategies. R.S. Lazarus, who in 1966 issued the book “Psychological stress and the coping process” was the pioneer in coping strategies study. S. Taylor¹ determines coping as human thinking and behavior contributing to overcoming external or internal needs or situations determined as stressful. E.I. Rasskazova² emphasizes that the term “coping” is normally related to stress reaction strategies, but one may talk of proactive coping aimed at prevention of future stressor action and preparation to a potentially stressful situation. There are plenty of coping strategies classifications. P. Lazarus and C. Folkman³ divided coping strategies into three groups: problem-focused coping, emotion-focused coping, and avoidance coping. Carver, Scheier & Weintraub⁴ suggested a coping strategies classification dividing the strategies into adaptive and non-adaptive, emotion- or behavior-focused ones. Adaptive strategies: active coping, planning, positive reframing, acceptance, humor, religion, using emotional support, using instrumental support.

Non-adaptive strategies: self- distraction, denial, venting, substance use, behavioural disengagement, self-blame.

Basing on this concept, they made a questionnaire for coping strategy determination (COPE), the brief version of which we used in our study. The Russian version of the questionnaire was adapted and standardized by Rasskazova, Gordeeva and Osin at MSU in 2013.

Quality of life in terms of positive psychology. Sociologists and psychologists started studying life quality related issues as early as at the beginning of the 20th century, with the growing wealth of European countries and the USA. Attempts to create

1 Taylor S.E. Health psychology. In R. Baumeister and E.J. Finkel (Eds.), *Advanced Social Psychology*. 2010. New York, NY: Oxford University Press.

2 Rasskazova E.I., Gordeeva T.O., Osin E.N. Koping strategii v strukture dejatelnosti i samoreguljacji: psichometricheskie charakteristiki i vozmožnosti primeneniya metodiki KOPE. *Psychologičeskij žurnal vyššej školy ekonomiki*. 2013. № 10 (1). P. 82-118.

3 Lazarus R., Folkman S. *Stress, appraisal and coping*. 1984. N.Y: Springer

4 Carver Ch.S., Scheier M.F., & Weintraub J.K. Assessing Coping Strategie: A Theoretically Based Approach. *Journal of Personality and Social Psychology*. 1989. 562. (P. 267-283)

a new, better society kept pace with flagrant problems: extreme poverty, high morbidity, mortality and low educational level. In the 60s of the previous century the most part of European countries achieved a high level of material well-being. As a result, the term „Quality of life“⁵ was generally accepted. In 1993 the World Health Organization first determined the quality of life as “an individual’s perception of their position in life in the context of the culture and value systems in which they live and in relation to their goals, expectations, standards and concerns. It is a broad ranging concept affected in a complex way by the person’s physical health, psychological state, personal beliefs, social relationships and their relationship to salient features of their environment”. The life quality indicators are health and demographic well-being of the population, life satisfaction and spiritual order of society. In other words, quality of life is the integration of physical, mental and social functioning of a healthy and sick person based on their subjective assessment. (The WHOQOL Group, 1998). The brief questionnaire WHOQOL-BREF we used in this study consists of 26 questions to assess the following domains: **Domain 1** – physical health, **Domain 2** – psychological well-being and self-satisfaction, **Domain 3** – social relationships, and **Domain 4** - environment. Two separate questions are related to the general assessment of life quality and satisfaction with health status.

Happiness. The concept of happiness is being currently studied by many researchers in terms of positive psychology. Happiness is an emotional component of self-satisfaction and life satisfaction⁶. According to S. Lyubomirsky (1999), the number of researches related to happiness was rapidly growing during the last decades of the 20th century. However, this concept is often used as part of a broader notion of Well-Being.

5 Veenhoven, R. Advances in understanding happiness. *Revue Quebecoise de psychologie*, 1997. № 18. P. 29-74. http://personal.eur.nl/veenhoven/Pub_1990s/97c-full.pdf

6 Pavot W., Diener E., Colvin C.R., Sandvik E. Further validation of the satisfaction with life scale: evidence for the cross-method convergence of well-being measures. *Journal of Personality Assessment*. P. 149-161.

Purpose and objectives of the study

First and foremost, we attempted to determine the differences between the choice of coping strategies by Russian and Czech students of state universities of Prague. The Russian students, we suppose, are subject to a greater stress due to their studying abroad. It was the basis for the assumption that they would choose other coping strategies as compared to the Czech students.

The following speculation was to confirm the opinion shared by many researchers and theorists that the students using adaptive coping strategies (both problem solving and emotion focused) would determine the quality of their life higher and feel happier than those using non-adaptive coping strategies.⁷

And the last issue we touch upon in this article is gender differences in coping strategies use. According to certain data (Copeland & Hess, 1995; Paulík, 2012; Polshina, 2015), women tend to be emotionally dependent and to seek and use social support (both emotional and instrumental) to a greater extent than men and choose the respective coping strategies.

Methods and organization of the study

The study involved 209 students (105 students of the Czech and 104 students of the Russian nationality, of both sexes) of Prague economic universities (bachelor's and master's programs, academic year 2017 – 2018). The average age of the Czechs was 21.9 years, Russians – 20.66 years.

We used the COPE-BREF coping strategy determination method, the WHOQoL-BREF Quality of Life Scale, the Lyubomirsky Subjective Happiness Scale⁸, and our own socio-demographic questionnaire as research tools.

Results of the study

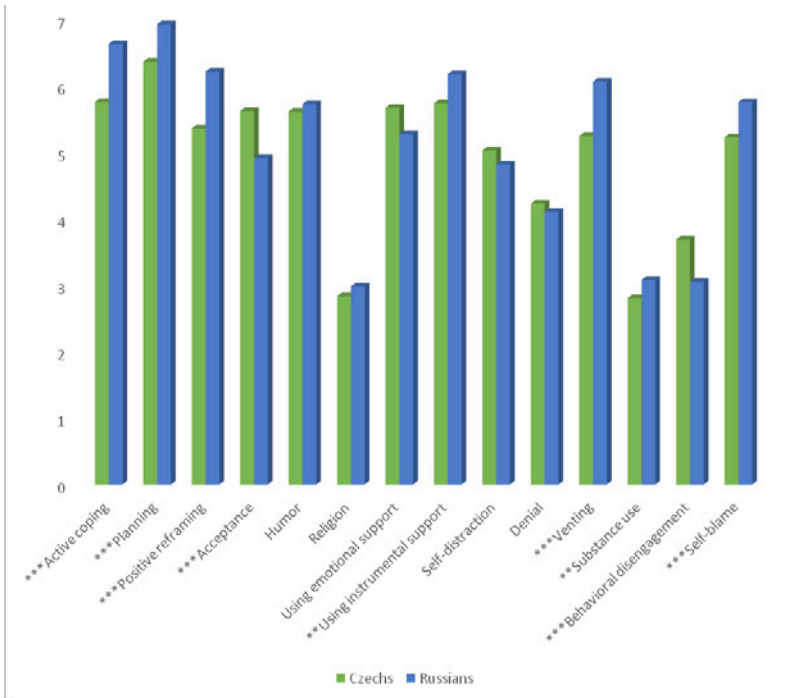
The COPE statistical analysis results showed statistically significant differences in a more frequent use of such coping

7 Lyubomirsky S., Lepper S.H. A measure of subjective happiness: preliminary reliability and construct validation. Social Indicators Research. 1999. № 46. P. 137-155.

8 Lyubomirsky S., Lepper S.H. A measure of subjective happiness: preliminary reliability and construct validation. Social Indicators Research. 1999. № 46. P. 137-155.

strategies as active coping and problem solving, activity planning, positive restatement of a difficult life situation, search and use of instrumental social support by the Russian students, as opposed to the Czechs. The Russian students are also prone to self-reproach. The Czech students tend to accept the situation and escape – avoid problem solving. Thus, our study statistically proves that the Czechs choose passive coping strategies. The differences are illustrated in the diagram below. Statistically significant differences are marked with asterisks. The number of asterisks determines the extent of differences.

Diagram 1. COPE method results (Czech and Russian students).



To confirm the second assumption concerning the interrelation between the use of adaptive coping strategies, life quality assessment and the feeling of happiness by the Russian and the

Czech students, we carried out the correlation analysis – Pearson correlation coefficient.

COPE1 – COPE8 are adaptive coping strategies: Active coping, action planning, positive restatement of stressful situation, accepting stressful situations, use of humor, turning to belief or religion, seeking emotional social support, seeing instrumental social support. COPE8 - COPE14 are **non-adaptive** strategies: escaping the problem – refusal from actions, active expression of emotions and focusing on negative feelings, negation of the meaning of situation, drinking, taking sedatives or drugs, and self-reproach. The data is shown in the two tables below.

Tab.1. Interrelation between adaptive coping strategies, life quality assessment and subjective happiness feeling (Russian students).

	Subjective happiness	Adaptive coping	Non-adaptive coping
Q1 Quality of life	0.350***	0.076	-0.039
Q2 Satisfaction with health	0.365***	0.061	-0.162
Dom1- Physical health	0.533***	0.169	-0.259**
Dom2- psychological well-being and self-satisfaction	0.452***	0.176	-0.271**
Dom3-social relationships	0.328***	0.203*	-0.075
Dom4- Enviroment	0.482***	0.052	-0.077
Subjective happiness	1.000	0.361***	-0.200*

Tab. 2. Interrelation between adaptive coping strategies, life quality assessment and subjective happiness feeling (Czech students).

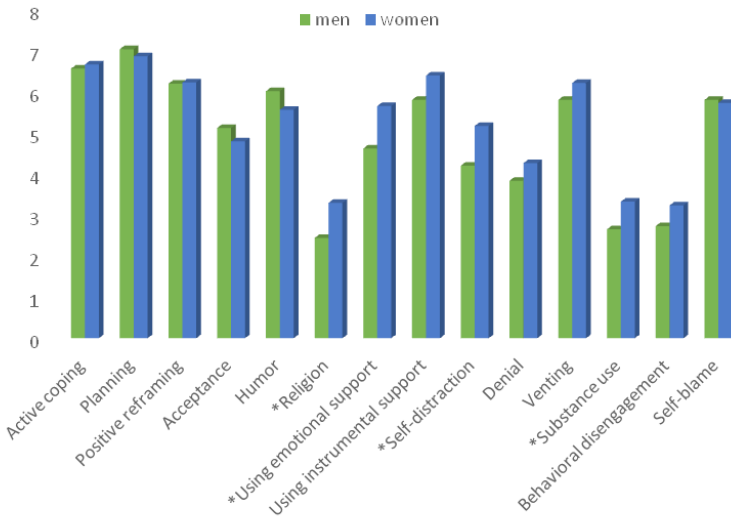
	Subjective happiness	Adaptive coping	Non-adaptive coping
Q1 Quality of life	0.361***	0.166	-0.052
Q2 Satisfaction with health	0.085	0.123	-0.034
Dom1- Physical health	0.296*	0.121	-0.232*
Dom2- psychological well-being and self-satisfaction	0.611***	0.247**	-0.446***
Dom3-social relationships	0.474***	0.118	-0.028
Dom4- Enviroment	0.174	0.244*	-0.177
Subjective happiness	1.000	0.149	-0.177

The statistical analysis findings show significant positive correlations between the degree of feeling happy and all life quality domains in the Russian students' subgroup. The happiness feeling of the Russian students was positively correlated to the use of adaptive strategies and negatively - to the use of non-adaptive strategies. The students who used adaptive coping were satisfied with their relationships and the quality of their living environment, including material well-being, to a greater extent.

In the Czech students' subgroup, however, we did not reveal any statistically significant dependence between the feeling of happiness and the use of adaptive coping strategies. Nevertheless, adaptive coping was positively correlated to psychic well-being and quality of environment.

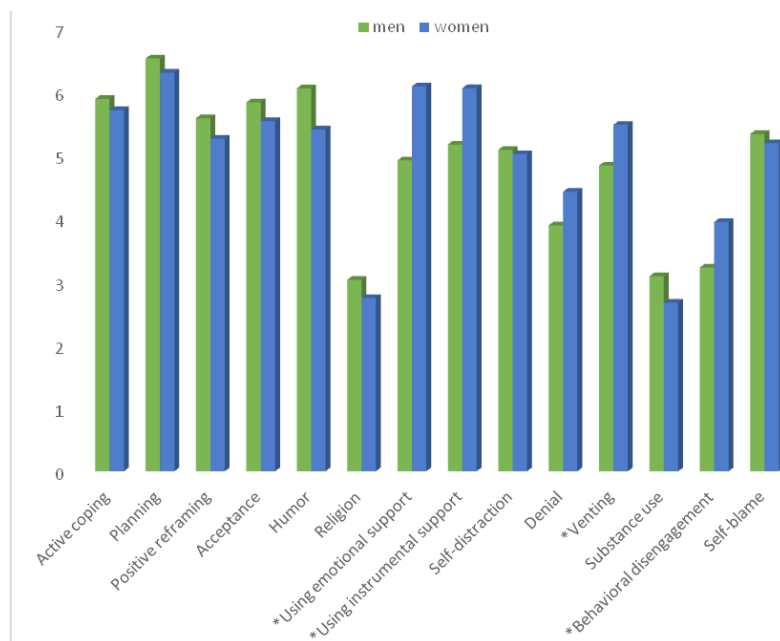
The third hypothesis was intended to determine gender differences in the use of coping strategies in both respondent groups. Diagrams 3 and 4 show the differences between girls and young men in using coping strategies.

Diagram 3. Use of coping strategies by the Russian students (gender differences).



Statistical analysis and graphic representation show that the Russian girls when in a difficult life situation more often than young men turn to religion or another faith, need emotional support and choose such non-adaptive strategies as distraction from the problem, consumption of alcohol, taking drugs or sedatives. In the Russian students' subgroup our hypothesis was proved.

Diagram 4. Use of coping strategies by the Czech students (gender differences).



In the Czech students' subgroup the situation was alike. The Czech girls more often seek help (both emotional and instrumental), more often express their negative emotions and choose a non-adaptive way to avoid problem solution than young men. So, our assumption that girls when in difficult life situations more often seek external support, express negative emotions to a greater extent and turn to non-adaptive stress coping strategies was confirmed in the Czech subgroup as well.

Discussion

The study results show that the Russian students of Czech state universities behave more active in stressful situations and try to settle them. The Czech students, being in their usual social environment, tend to choose passive coping strategies, such as accepting the situation and distraction from the problem. There are several possible explanations of such situation. First, the Russian students have to cope with a greater number of social, organizational and educational difficulties, unlike the Czechs, the most part of which live at home with their parents in their usual environment. That is why more active foreign students are capable of completing their education. It can be assumed that less active students who are not able to solve the problems they face return home or refuse from studying at state universities. The next possible reason is selection principle. Studying abroad, far from home is initially chosen by more active youngsters, which is the key to successful adaptation to living and studying abroad. And the last possible explanation is cultural and economic differences. The living standards in European countries is higher, and the pace of life is calmer. The social environment is less competitive, which may make the local youngsters more passive as opposed to Russian students, who have grown up in the conditions of stiff competition and the need to struggle for a better life. However, all these assumptions are subject to speculation and need further confirmation by subsequent studies.

Russian students choosing adaptive coping strategies feel happier and more satisfied with their relationships with family members and other people. And vice versa, frequent use of non-adaptive coping strategies is connected with a lower self-esteem, dissatisfaction with themselves, lower health status and weaker feeling of happiness. A similar situation was also observed in the group of Czech students, where the use of active adaptive coping strategies was connected with a higher self-esteem, psychic health and satisfaction with the quality of environment and living. It's interesting that the Czechs using active strategies did

not feel happier than those choosing passive – non-adaptive strategies. A possible explanation is as follows. Active, adaptive coping is an energy consuming process requiring additional effort, self-discipline and composure. In case of good or satisfactory living conditions and the absence of real obstacles, many people do not need wasting energy on achievements or additional development, especially when problem solving can be delegated to other, more experienced people, for example, parents. This situation is observed in the group of Czech students, as opposed to the Russians, who have to cope with difficulties by themselves. In other words, the feeling of happiness can be produced not by the coping process itself, but the final result – problem solution. If there are no problems as such, they are insignificant or solved by someone else, a person also feels satisfied and happy.

As to gender differences, in this study we proved the assumption of women tending to overcome stressful situations by showing their emotions and focusing on negative feelings more often than men. In both respondent groups girls more often seek help of other people (both emotional and instrumental) than young men. In other word, young women of student age are more passive when dealing with life difficulties. What is very disturbing is the fact that Russian girls more often resort to alcohol, drugs or sedatives than young men. This issue is also worth further consideration. The matter is that COPE does not differentiate what substances a respondent takes to cope with stress. Certainly, consumption of alcohol and drugs by girls left without parental care and control can rapidly grow. But there is also a growing tendency to administration of various medications. Anyway, this tendency confirms the fact that girls more often resort to non-adaptive, passive coping strategies than young men.

It's very important to note the age of respondents and consider it in order to avoid wrong generalizations. The strategies chosen by older women having families and children is the subject of further studies.

Conclusions

In this study we raised a question of the differences in the choice of coping strategies between Russian students studying abroad (Czechia) and the local students. The answer is that the differences do exist. Students abroad are more active in their coping behavior than the locals. However, difficulties and overcoming do not impact the feeling of happiness by Russian students. The Czechs and the Russian are equally happy. It's a positive and motivating argument for those young people who plan to study abroad. But what is disturbing is Russian women's tendency to be passive, consume alcohol and take psychoactive drugs in order to cope with stress. This is manifestation of gender differences connected, in particular, with girls' upbringing and parents' desire to protect their daughters from problems. This fact should be taken into account and the future female students should be taught to cope with difficulties and obstacles since childhood.

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The choice of coping strategies, quality of life and a sense of happiness. Is there interdependence?

Abstract. Currently, psychologists are increasingly turning to such topics of positive psychology as quality of life, well-being, satisfaction with life and of course happiness. Many authors wonder what determines happiness. In this study we consider the interrelation between the ways of coping with stress and life obstacles, quality of life and happiness. The study involved Russian students of Czech state universities subjected to increased stress connected with acculturation, adaptation to a new linguistic environment and the loss of social setting. We compared the findings with the data obtained for Czech students living in their natural surroundings without experiencing the abovementioned social stress. The total selection comprised 209 respondents (104 Russian students and 105 Czech students) of both sexes. We used the WHOQoL-BREF Quality of Life Scale, the Lyubomirsky Subjective Happiness Scale, the COPE-BREF coping strategy determination method and our own socio-demographic questionnaire as research tools. The statistical analysis findings showed that the Russian students, unlike the Czechs, were increasingly choosing active coping strategies. The Russian students choosing active coping consider their life to be better, feel happier and more satisfied with their relationships. The Czech students choosing active coping consider their life to be better as well, but they do not feel happier than those who choose passive coping strategies. The Russian and the Czech students are equally happy. Women in both respondent groups tend to choose passive coping strategies, seek support and express negative emotions in stressful situations. This article complements earlier data of positive and cross-cultural studies related to coping, happiness and life quality.

Key words: coping strategies, coping, quality of life, happiness, studying abroad.

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Выбор стратегий совладания, качество жизни и ощущение счастья. Существует взаимосвязь?

Аннотация. В настоящее время психологи все чаще обращаются к таким темам позитивной психологии как качество жизни, well-being, удовлетворенность жизнью и конечно счастье. Многие авторы задаются вопросом: что детерминирует счастье. В этом исследовании мы рассматриваем взаимосвязь между способами совладания со стрессом и жизненными трудностями, качеством жизни и ощущением счастья. В исследовании участвовали российские студенты чешских государственных университетов, которые подвержены повышенному стрессу связанным с аккультурацией, адаптацией на новую языковую среду а также потерей социального окружения. Полученные данные мы сравнивали с данными чешских студентов, которые находятся в своей естественной среде и не подвержены подобному социальному стрессу. Целая выборка составляла 209 респондентов (104 русских и 105 чешских) обоих полов. В качестве методов исследования мы использовали Вопросник качества жизни WHOQoL-BREF, Шкалу субъективного счастья S. Lyubomirsky, методику определения копинг-стратегий COPE-BREF и собственный социодемографический вопросник. Результаты статистического анализа показали, что русские студенты в отличие от чешских чаще выбирают активные стратегии совладания со стрессом. Русские студенты, которые выбирают активный копинг лучше оценивают качество своей жизни, чувствуют себя более счастливыми и больше удовлетворены своими отношениями. Чешские студенты, выбирающие активный копинг лучше оценивают качество своей жизни, но не чувствуют себя более счастливыми чем те, которые выбирают пассивные стратегии совладания. Русские и чешские студенты чувствуют себя одинаково счастливыми. Женщины в обеих группах респондентов чаще выбирают пассивные стратегии совладания, ищут поддержки и больше выражают негативные эмоции в стрессовых ситуациях. Эта статья дополняет полученные ранее данные позитивных и кросскультуральных исследований, касающихся копинга, счастья и качества жизни.

Ключевые слова: стратегии совладания, копинг, качество жизни, счастье, обучение за границей.

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Distinctive features of the emergence of oligarchic capitalism in Russia in the research space*

The modern economic model of Russia's development is an artificially created design enforced by B.N. Yeltsin from the United States as the only correct version of the transition from a socialist to a capitalist system of social relations¹. M.N. Poltoranin (in the early 1990's, the Deputy Prime Minister of the Russian government) directly indicates that B.N. Yeltsin's "consultants" from the United States suggested "model oligarchic, and he accepted it, agreed to transfer natural resources to a handful of nouveaux riches"². In order to introduce a model of oligarchic capitalism in Russia, it was necessary to artificially create a group of people entitled to own the basic national wealth. Thus, completely without regard to personal, including professional, characteristics, Russia's resources were transferred to the management in many cases of incompetent and even immoral subject's incapable of strategic patriotic thinking and behavior. This led to the formation in our country of the worst kind of oligarchic capitalism – socially not oriented³.

* © Щупленков Н.О., Щупленков О.В., 2018.

Отличительные особенности возникновения олигархического капитализма в России в пространстве исследований

1 Perkins J. Confessions of an Economic Hit Man. USA. 2005. 303 p.

2 Chernykh E. 20 years voucher: The father of privatization was not Chubais, but Yeltsin // Komsomolskaya Pravda. 10.11.11. P. 13. URL: <https://www.kp.ru/daily/25785.3/2767377/>

3 Razuvaeva N.N. Evolution of the political and social system of post-Soviet Russia: the 1990s: diss. ... Dr. East. sciences. M., 2006. 626 p.

The authors, who evaluated the transformations of the 1990s in the framework of the modernization theory, regarded them as one of the stages of the great modernization cycle of Russian history of the 20th century. (pre-Soviet, Soviet, post-Soviet stages) as a realization of the catching-up type of development. And some believed that the 1990s “in terms of the volume and depth of innovations have far surpassed any of the modernization periods that have ever occurred in Russian history”⁴. In the works of other authors, just the opposite conclusion was drawn from the standpoint of the modernization theory. Researchers argued that in the 1990s anti-modernization processes affected all spheres of public life⁵.

The conclusion about the demodernization of Russia in the 1990s is contained in the works of the well-known Sovietologist S. Cohen. The researcher believes that in Russia in the 1990s, “a series of extraordinary painful blows from above, was inflicted on society by the authorities”; “The social catastrophe has turned out to be so destructive that we need to talk about the literal demodernization of the country of the 20th century”⁶. Similar estimates of “social experimentation of power at the expense of the lower classes” are contained in the publications of Russian historians – V.V. Zhuravleva, A.K. Sokolova, A.S. Senyavsky⁷.

One common view was that, at the end of the 20th century, in Russia there was a full-scale bourgeois liberal-democratic revolution directed against an authoritarian-bureaucratic regime that hindered the development of the country. The most

4 Sogrin V.V. Political history of modern Russia. 1985-2001: from Gorbachev to Putin. M., 2001. 253 p.

5 Krasil'shchikov V.A. After the last century. The development of Russia in the XX century in terms of world modernization. M., 1998. 148 p.

6 Cohen S. Studying Russia without Russia // Free thought. 1998. № 9-12.

7 Zhuravlev V.V. The historical roots of modern Russian reforms. Where did Russia come? ... Results of societal transformation. M., 2003. P. 303-309; Sokolov A.K. The end of Soviet history // Russia at the turn of the 21st century: looking back to the past century. M., 2000. P. 259-269; Senyavsky A.C. “Urbanization transition” of Russia in the XX century as a component of the modernization process: conditions, implementation, results // Russia at the turn of the 21st century. M., 2000. P. 216-237.

detailed idea of the “new Russian revolution” of the late 20th century. developed by V.A. Mau and I.V. Starodubovskaya in their joint book “Great Revolutions. From Cromwell to Putin”. The authors believe that in 1991–1993. Russia experienced a radical phase of the revolution, and as applied to the end of 1993 and 1994–1999, we can talk about the period of Thermidor, some “rollback” of the revolution and the conservative, final stage of its development⁸.

This concept has many supporters and, at the same time, causes serious objections. Academician T.I. Zaslavskaya expressed the opinion that the essence of the Russian transformation of the 1990s was not a revolution, but a crisis evolution based on a chain of successive crises⁹.

Another concept, which can be provisionally called “nomenclature”, has spread. It lies in the fact that in 1989–1990. in the country a democratic revolution was brewing, directed against the power of the nomenklatura. But this revolution did not take place for various reasons, and the revolutionary upsurge was replaced by reforms “from above” in the interests of the former nomenclature and its “scenario”. The concept of “nomenclature transformation” has spread among representatives of various social sciences, but it remained only at the level of the conceptual “scheme”, weakly supported by factual material. In historical studies in a more detailed form, these ideas are presented in the publications of V.P. Danilov¹⁰.

Over the past 28 years of Russian history, economic and political developments within the country have taken place within a narrow space-time framework defined by the period of the beginning of privatization in 1994 and the so-called “gray

8 Starodubovskaya I.V., Mau V.A. Great revolutions. From Cromwell to Putin. M., 2001. 416 p.

9 Zaslavskaya T.N. Contemporary Russian society. Societal mechanism of transformation. M., 2004. P. 195-196.

10 Danilov V.P. The fall of Soviet society: collapse, institutional crisis or Thermidorian revolution? // Where is Russia going? .. Crisis of institutional systems: century, decade, year. M., 1999; Danilov V.P. The emergence and fall of Soviet society: social origins, social consequences // Russia at the turn of the 21st century: looking back to the past century. M., 2000.

privatization". V. Pastukhov on the pages of *Novaya Gazeta* noted the main trends in the development of state-oligarchic capitalism in Russia, emphasizing the negative nature of the spontaneous privatization for the main part of the population. The author speaks of the emergence of a vicious system of "self-seizure" of state property, which arose in the 1990's by factions consisting of representatives of the former Soviet nomenklatura and criminal authorities¹¹.

The Russian economist, Doctor of Economics D.I. Bubnov, emphasizes the relevance of the problem of linking oligarchy and corruption. The author emphasizes that "despite all the incantations, corruption, its scale in recent years, not only did not decrease, but also increased". D.I. Bubnov cites the following data: "According to the rating conducted by 'International Transparency', Russia in terms of corruption has slipped from the 80th place in 2005 to 147 in 2007 among the 160 countries in the world where the survey was conducted. According to some research centers, the total corruption in Russia has reached more than \$ 300 billion. The bulk of this huge amount, of course, is not for domestic corruption and not for small bribes, but for the shadow operations of oligarchs with a corrupt part of the bureaucracy"¹².

Tonkonogov A.V. in the framework of systematic scientific analysis shows the positive and more negative aspects of the political and economic model of oligarchic capitalism implemented in Russian society. Doctor of Philosophy, Associate Professor, Professor of the Department of Foreign Policy of Russia of the Russian Academy of National Economy

11 Pastukhov V. Origin of the "family", "dishonest property" and "neototalitarian state" // *Novaya Gazeta*. 14.03.15. URL: www.novayagazeta.ru/articles/2015/03/14/63385-proishozhdenie-171-semi-187-171-nechestnoy-sobstvennosti-187-i-171-neototalitarnogo-gosudarstva-187; Pastukhov V. The rise and fall of state-oligarchic capitalism in Russia // *Novaya Gazeta*. 03/22/17. URL: <https://www.novayagazeta.ru/articles/2017/03/22/71873-doktrina-sechina>.

12 Bubnov D.I. Socio-economic content of the Russian oligarchy: theoretical and methodological problems: dis ... doc. economy. sciences. 2009. 318 p.; Bubnov D.I. Evolution of Russian oligarchic structures // *Economics and management in modern Russian conditions*. M., 2008.

and Public Administration under the President of the Russian Federation Tonkonogov A.V. proposes a more effective model of Russia's strategic development in the 21st century. – “people's capitalism”.

The creation of a new model, according to the author, guarantees the Russian society progressive development in the rapidly changing geopolitical and geo-economic conditions of the modern world.

According to the author, “people's capitalism is a socio-economic model of the development of society and the state, based on the possession of natural resources by the people (through state institutions), private ownership of the means of production, control of the production of goods and services by owners of means of production with the participation of civil society institutions and the state, the distribution of income between the owners of capital and wage-workers”¹³.

Moskaleva D.O. emphasizes that “the main institutional characteristics of modern domestic capitalism are very ineffective state protection of property rights and contracts, high ‘formal-administrative’ and ‘unofficial criminal’ restrictions on access to various types of economic activity, as well as a low degree of fulfillment laws and a high degree of their instability – are due to the inadequacy of the state. For such a system, the role of various oligarchic and bureaucratic clans in enforcing enforcement of contracts is typical, as well as a low degree of competition, a large share of the shadow sector, fragmentation of the economic and legal space, and other characteristics of an ineffective institutional environment. The macroeconomic results of such a system include a low propensity for long-term investment and innovation, technological stagnation and lack of economic growth based on innovations”¹⁴.

According to the author, the way out of this situation is

13 Tonkonogov A.V. The oligarchic capitalism as a national security threat in modern Russia // “Society: politics, economics, law”. 2015. № 1. P. 8-13.

14 Moskaleva D.O. Typological characteristics of modern Russian society: dis. ... cand. philosopher. sciences. Krasnodar, 2011. 149 p.

“to implement purposeful and systematic steps to transform state-oligarchic capitalism into market capitalism. The state should create an institutional environment in which barriers to entry into different markets will be the same for all economic agents, and contracts will be reliably protected by the relevant branches of the government, the judiciary. The economic transition to an “institutionally adequate” state also depends on the intensity of the formation of civil society in similar economic systems”¹⁵.

The revolutionary situation that developed at the turn of the century in Russia required urgent action on the part of the authorities. An exit from the existing situation could be either the elimination of the oligarchic grouping, or its optimization. In fact, the power was controlled by the oligarchs, so the choice was made in the direction of optimizing the political regime, finding a consensus between the authorities and the people.

Thanks to the work of Vladimir Putin as president of the Russian Federation, the system gradually began to acquire forms of state-oligarchic, in which the nomenclature becomes an equal participant in oligarchic rule. The post-communist nomenclature is gradually losing its influence, a new one, oriented toward a collectivist form of government, comes to replace it. The oligarchy in Russia acquires the features of a class in the course of formation of which the interests of some oligarchs have suffered significantly. But on the whole, the oligarchy has greatly benefited from these transformations.

Transformation in all spheres of society during the reign of Vladimir Putin led to significant positive changes not only among oligarchs, but in the Russian society itself. There has been stabilization of the social life of society, the threat of state disorganization has receded, the standard of living of the population has been steadily growing. The historical memory of the majority of the population about the adversities of the 1990s is the main political capital of this regime, it forms a re-

15 Ibid.

liable stabilizing shield on the path of destabilization. Further events will show how much power it will be able to effectively dispose of its available safety margin.

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Distinctive features of the emergence of oligarchic capitalism in Russia in the research space

Abstract. The article considers the conditions for the formation of oligarchic capitalism in modern Russia. Dedicated key aspects of the political and economic development of state power. The importance of oligarchic groups as constituent elements of capitalist relations in the Russian economy is underlined.

Key words: authority, economy, oligarchy, policy, society, state.

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Отличительные особенности становления олигархического капитализма в России в научно-исследовательском пространстве

Аннотация. В статье рассматриваются условия формирования олигархического капитализма в современной России. Выделены ключевые аспекты политического и экономического развития государственной власти. Подчеркнута важность олигархических групп как составных элементов капиталистических отношений в российской экономике.

Ключевые слова: власть, экономика, олигархия, политика, общество, государство.

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Resources for the formation of the lexical composition of the modern economic media text*

Economic media text is a special category of texts. It helps to analyze and disseminate economic information as a result of communicative and pragmatic manipulations. Economic media text is designed for a competent audience.

The transfer of information in such materials depends on the author, who chooses the method of its transmission, the amount of economic terminology, and ways to explain the economic lexis.

Without claiming the completeness of the elucidation of the issue, in our article we will try to consider the peculiarities of the formation of the lexical composition of the modern economic media text.

In the modern information space, the economic sphere of professional activity is served by the language of professional communications. The formation of economic lexis today is due to the knowledge of the essence of new processes or phenomena arising in the field of economics. Such professionally terminated lexis is the result of transterminologization and tracing of the professionalisms of the origin language.

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**Ресурсы формирования лексического состава современного
экономического медиатекста**

Depending on the variety of areas of borrowing, metaphor terms can be taken from the social and everyday life of a person (married option, voting shares), the world of nature and animals (land shark, watchdog, butterfly spread), objects and spatial states (long/short hedge, overestimate the profitability bar), the scientific world (symptoms of the unfavorable state of the market, dollar injection).

Lexical-semantic method of formation of concepts plays an important role in the modern formation of economic lexis, too. Lexical units formed in this way can be divided into several groups.

The first group includes borrowings from the donor language. The substitution of information gaps is due to the active study of Western Economics, translation of textbooks, development of business communications between organizations, interpersonal communications, etc. Reputable foreign economic terminology gives the usual designations for major areas of the nominative space of various spheres of economic activities.

Borrowing of the term occurs together with its interpretation. For example, «outright» (normal, direct) – 1) the exchange rate for interbank futures currency transactions, taking into account the premium or discount; 2) direct exchange transaction.¹

Besides that borrowing is used in order to save linguistic resources, when existing concepts are replaced by short foreign-language term, for example, a counter-offer – «controversy», agree to terms of the dealing «acceptance».

Direct borrowing is terminology that is transferred from the donor language in sound and graphic form with saving of the meaning of the word-prototype, for example: «outsourcing», «derivative», or formed by word-for-word translation from a foreign language: «big figure» – it's usually refers to the first

1 Raizberg B.A., Lozovsky L.Sh., Starodubtseva E.B. Modern economic dictionary. 2nd ed., Rev. - Moscow: INFRA-M, 1999. 291 p.

three figures of the exchange rate, which rarely change during the trading day, therefore aren't listed in the rate.²

Indirect borrowing is a lexis that assimilated into the language through the language-mediator. For example, the latin word «capitalis» was translated into French and English as «capital», and later the term «capital» appeared in Russian.

Tracing is a type of borrowing in which there is a transfer from the donor language of a semantic structure or only the value of a lexical unit, for example, non-tangible assets, most favored nation treatment.

This process involves the integration of the nomination of the original and the tracing concept and vice versa. For example: bull – a market participant who plays to increase. This concept is assimilated in the Russian language, and a concept of «pressure on the bulls» (the measures taken by the Central Bank to exert pressure on market participants playing to increase) appears. Thus, there is a process of establishing semantic links between the components of the phrase.

The second group includes the phraseology of names. Modern economic lexis rich of phraseological turnovers that occur in the term system through metaphorical reinterpretation of the phenomena, processes and events related to the economic activity of enterprises and organizations, new stock exchange trends, etc. For example, «coal generals»³ are directors of large mining departments, «black Monday»⁴ – a sharp drop in the stock market.

Besides that, phraseological units-homonyms are present

2 Finance-Forex.ru // Access mode: <http://finance-forex.ru/slovar-forex/bolshaya-figura-big-figure> (10.08.17).

3 The coal generals surrendered shoulder straps to the Field Marshal // Fleet 2017: Fleet. 2017. - 2012. - 19 September. - Access mode: <http://flot2017.com/item/monitoring/56200> (December 19, 12).

4 Black Monday // Dictionary of economic terms [Electronic resource]: Dictionary of economic terms - ECONOMICS. - Access mode: <http://dictionaryeconomics.ru/word/%D0%A7%D0%B5%D1%80%D0%BD%D1%8B%D0%B9%D0%BF%D0%BE%D0%BD%D0%B5%D0%B4%D0%B5%D0%BB%D1%8C%D0%BD%D0%B8%D0%BA> (15.06.17).

in the modern economic terminosphere: «gold rush» – the growth of demand and the increase in the price of gold currency due to the unstable price of other currencies, «cross crisis Rubicon» – to overcome the state of economic recession.

Terminative phraseological units are used in economic lexis to express economic concepts that don't have their own version of the designation. These expressions are characterized by expressiveness and imagery.

Homonymization belongs to the third group. In this case, the terminated name becomes homonym to the common lexical unit as a result of semantic or metaphorical transformation.

For example: «flash» – 1) a rapid rise in business activity, unexpected and unpredictable in advance, followed by a period of stagnation of the entire market or its fragment; 2) active supply of securities, the demand for which is very high, and which are distributed almost immediately.

Moreover, homonymization happens not only with terms but also with a number of phenomena in the modern economic lexis. The development of technologies, the introduction of innovations in modern society, the impact of hi-tech on the economic sphere has created a new way of formation of economic concepts. There is a transition of names of technical phenomena and names of innovative programs in the economic sphere and their rooting in modern economic lexis.

This process can be attributed to the fourth group of lexical-semantic formation of concepts in the economic terminological system.

The development of such lexis occurs through economic media text. G.Y. Solganik writes: «... Nowadays the media are the creators of the literary norm and the media have a language of power».⁵

Modern media texts are a source of enrichment and de-

5 Solanik G.Ya. On the regularities of the development of the language of the newspaper in the twentieth century. G.Ya. Solganik // Bulletin of Moscow University. Ser. 10. Journalism. 2002. № 2. 64 p.

velopment of the Russian language, therefore new words that have appeared, for example, on the pages of printed publications, easily occupy a place in the vocabulary of a person.

The rhetorical category of colloquiality and the dialogical model of building journalistic texts allow to achieve the maximum trust of the reader, therefore, when information about new technologies used in world payment systems is published in the column «Economics», it's perceived by the reader as economic, and the names of hi-tech technologies are considered as an economic phenomenon and later terminologized.

In addition, Apple Pay, WebMoney, Android Pay, Scril, Neteller systems expand the package of services and begin to perform traditional banking functions. In this regard, the semantic structure of the lexical unit is being replaced in the modern consciousness, and the names of electronic payment systems in the mind of the commoner acquire a new meaning, starting to be associated, for example, with fixed-term loans.

Accordingly, we can say that at first there is a process of recognition of the phenomenon and then its association with economic processes. At first the new terminated name used in individual speech and into the usus. There is a lexical transformation of the name in the word usage, when the concept is borrowed from a foreign language, for example, transliteration: Visa – vi:zə, PayPal – pei pæl, Perfect Money – pɜ:fɪkt mʌni, Google Wallet – gu:gl wɒlɪt. Then there is a semantic shift in the structure of the terminated name, the lexical unit has a new meaning. For example, the concept of «visa» at first begins to be associated with a bank card (debit or credit) and started to be used as a synonym.

The words with a new semantic structure often contribute to the emergence of new names, related semantically and lexically, for example, such as «put money on kiwi» – to replenish the e-wallet Qiwi, «throw off a MasterCard» – to

transfer money to a Bank card, «Propaypalit» – to make an electronic payment.

Thus, it can be concluded that the modern economic media text is an important part of the economic discourse, its transformation is actively continuing. In the lexical composition of the modern economic media text, we can emphasize specific statumes, which include: borrowings from the donor language; homonyms to common linguistic units; phraseological terms; names of technological phenomena that have become economic concepts.

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Resources for the formation of the lexical composition of the modern economic media text

Abstract. Based on the research, the authors analyze the features of the formation of the lexical composition of the economic media text. Due to the fact that the language of professional communication "serves" the modern information space of the economic sphere, the authors analyze and give examples of methods of replenishment and creation of the language of the economy.

Attention is paid to such methods as cognitive metaphorization and lexico-semantic method of economic lexical formation. The authors come to the conclusion that modern economic media text is a part of economic discourse and a tool of forming the language of professional communication.

Modern economic media text is actively developing and replenished by the formation of new lexical units and word collocation used to indicate modern economic realities.

Key words: economic lexis, media text, borrowing, phraseological names, semantic structure, economic discourse.

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Ресурсы формирования лексического состава современного экономического медиатекста

Аннотация. Опираясь на исследования, авторы анализируют особенности формирования лексического состава экономического медиатекста. В связи с тем, что современное информационное пространство экономической сферы профессиональной деятельности обслуживается с помощью языка профессиональных коммуникаций, авторами рассматриваются и иллюстрируются примеры методы пополнения и формирования языка экономической сферы деятельности. Уделяется внимание таким способам, как когнитивная метафоризация и лексико-семантический способ формирования экономической лексики. Авторы приходят к выводу, что современный экономический медиатекст не только является частью экономического дискурса, но и представляет собой средство формирования лексических единиц языка профессиональных коммуникаций. Он активно развивается и трансформируется. Для него свойственно пополнение за счет образования новых лексических единиц и словосочетаний, используемых для обозначения современных экономических реалий.

Ключевые слова: экономическая лексика, медиатекст, заимствования, фразеологизация наименований, семантическая структура, экономический дискурс.

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Research on psychology of the Tuvans in the conditions of introduction of new information and communication technologies*

The urgency and need for such work was due to political, socio-economic, historical, geographical, ethnic and some other factors. The research was based on the experimental principle of studying a small cell of society - the family. The research started at a turning point in the history of the Russian state, and Tuva as well. The total socio-political and economic reform led to social stratification (which refers to the differentiation of people in society depending on access to power, occupation, income and some other socially significant signs - there appeared "rich" and "poor", unemployed and homeless, etc. At the same time, social groups, clubs and associations of volunteers in the conditions of socio-economic and political reforms have become centers for *psychological assistance and support for the individual and his/her family*. Helping themselves and others, veterans of volunteer associations have sought to assert the universal human values, being, in fact, true patriots - volunteers.

At that time new information and communication technologies began to penetrate to Tuva, new forms of manage-

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Исследования по психологии тувинцев в условиях внедрения новых информационно-коммуникационных технологий

1 Macropsychology of modern Russian society / A.L. Zhuravlyev, A.V. Uyrevich. - M.: "Institute of phycology of RAS", 2009. - 352 p. (Phycology of social phenomena)

ment, new types of relations between people appeared. But, along with that, intensive destruction of previously developed methods and forms of administration, such as large livestock and crop production enterprises, also began. The consequence of these processes was, on the one hand, the distancing of young people from the older generation, complicated by some negative phenomena, including “leaving to Internet”, on the other hand, archaizing the consciousness of some people, going to traditional, partially forgotten beliefs, economic and social practices. Tendencies to misunderstanding, opposition and even confrontation between different groups of the population have been outlined. Moreover, the lines of separation often pass not only between generations, but also between representatives of different professional groups, between the city and rural settlements, and also, often between Russian-speaking Tuvans and Tuvans communicating primarily in their native language. The study of the psychology of Tuvans has shown that the **basic** meaning of life for Tuvans is the care of children (family), parents, relations with relatives, love for one’s native nature and culture. Respectful, equal relations in the family between a husband and a wife are characteristic for most Tuvans. Families in Tuva traditionally have many children; tribal relations are stable and they preserve traditional customs and family values. Tuvans are hospitable in everyday life; they respect the elders, they are polite, sincere and patient. The rationality, punctuality and flexibility of life position were still not very acceptable for them in such difficult time. In axiological orientations, values-goals remained the same, as for the values-means one can note the tendency to market relations.² For Tuvans these values happened to be supporting. The Tuvan consciousness, his mentality is laid in the surrounding natural potential, in collective mind, in traditions of cre-

2 Rezniokov Ye.N., Tovuu N.O. Psychological characteristics of Tuvan people: theory and practice. – M.: PERSE. 2002. 223 p.

ativity. In everyday life Tuvans are phlegmatic, tolerant; the sounds of the universe give them the rhythm of the future society, spiritual potential.

During the implementation of the project, a number of scientific works have been published. In addition, textbooks on psychology (for schoolchildren from 3 to 6 classes) were translated into Tuvan language and tested in the academic process of Solchur school in Ovur area of the Tuva Republic. These works had been edited by the academician of the Russian Academy of Education I.V. Dubrovina. Currently, the projects are implemented in two interrelated directions: 1) gathering information about the problems (including psychological ones) that arise in the regions of Tuva; 2) the organization of social activity of people in such a way so as not to deal with the consequences of multidirectional trends in society, but to create such conditions for joint activity of people that would maximize the benefits of these tendencies and minimize shortcomings. In other words, not to bring the situation to the point when people need serious psychological help, and carry out prevention and support based on the social, cultural and ethno-specific psychological information they receive. In our understanding, this is the “psychologization” of the society of the future, its social structures and initiatives. When organizing the activity, we turn to the feeling of collectivism typical for the Tuvans. On the initiative of scientists (including those attracted from Moscow), since 2009, scientific-field expeditions, International Congresses on Ethnic Psychology (within the framework of the “Steppe Civilization” project) have been held in Tuva with a various thematic focus: “The land of ancestors: traditions and innovations in social-cultural development of the society”, “Hospitable Tuva” and others, which, as practice has shown, are quite in demand among teachers, as well as the youth and adults on the whole. We are also implementing the project “Hospitable Tuva”, within the framework of which the pub-

lication of the scientific and educational newspaper “Hospitable Tuva”, has been issued since 2015. The purpose of the publication is psychological education of the population and support of research tasks.

Annual scientific field experiments were conducted in hard-to-reach corners of Tuva: Todzha, Tere-Khol, Mongun-Taiga and other regions³, and made it possible not only to obtain new scientific knowledge in psychology, but also to determine the directions for further scientific research when planning research and formulating hypotheses, and also provide information about those real changes that occur in different groups in the region. One of such studies was devoted to the peculiarities of the formation and flow of cognitive processes in the conditions of using new information and communication technologies in teaching and everyday life. According to the research, it was revealed that the use of digital technology and modern media technology affects the deep layers of the psyche, changing the formation and functioning of the speech-thinking sphere and perception processes.

The new information and communication technologies that enter into everyday life are little oriented to specific communities: at best they are adapted to the writing of two or three dozen of the most common species, rarely - actually to the language and very rarely - to culture. The use of such technologies in the early stages of socialization, when a game, learning and communicating with older and peers play a key role, causes various and multidirectional processes that create the ethno-cultural specifics of the formation of the cognitive-communicative sphere. Russia is a unique object for research in this area as a single territory, within which compact ethno-cultural entities are preserved. An example of such a region is the Republic of Tuva. Currently specific characteris-

3 Ananyeva K.I, Basyul I.A, Kharitonov A.N., Tovuu N.O. Programme complex for pair experiments in field conditions/procedures and methods of experimental-psychological researches. Edited by V.A.Barabanshikov. – M.: Institute of psychology of RAS”, 2016. P. 632-639.

tics of both ethno-cultural type of modern society, and archaic features of traditional society are presented in Tuva. Based on the analysis of literature data and the experience of earlier works in Tuva, it is determined that the research aimed at identifying cultural and ethno-dependent features of the development of communicative skills in joint activities should be built on the usual activity rooted in the community. One of such practices is the decoration of household items and clothes, so for the field conditions, we modified the computer-aided method of diagnosing the communicative skills of G.A. Tsukerman "Rukavichka". ("A mitten"). We developed the computerized complex "Varezhka, (Glove) v. 2.0", it was tested in the remote settlement of Tuva, which allowed us to simulate the early stage of introduction of new information and communication technologies and the formation of cognitive-communicative skills and abilities in these conditions. The main series of experiments were conducted at schools of Kyzyl and the remote rural 3. Comparative analysis of communicative skills was conducted on the samples including 40 pairs of (urban and rural) schoolchildren, analysis of the functions of speech utterances - throughout the body of texts. The study was carried out in two stages. At the stage "Rukavichka" (Mitten) the schoolchildren had to consistently color the paper patterns of a mitten in such a way that the two halves produced the whole mitten with the same pattern. At the stage of "Varezhka" (Glove) the schoolchildren tested the same task on a laptop screen. Expert evaluation of the task was carried out according to four criteria: the size of the templates, the orientation of the templates, the similarity of the drawings and the complexity of the drawings. The results of the expert evaluation were statistically processed in the environment R 3.2.2 using the χ^2 -Pearson tests and the Fisher exact test, which resulted in revealing more preserved visual skills of rural schoolchildren and more developed communication skills of urban children. Also, the total number of

visual fixations and their average duration were analyzed, assuming that longer fixations characterize more stable visual attention on image elements and program control elements, and a shorter duration and higher frequency of fixations more search and “acquaintance” focus shifts. The observed differences in duration and number of fixations between rural and urban, between senior and junior schoolchildren, as well as between those who have and do not have significant experience working with a personal computer and communication in an industrial environment indicate multidirectional tendencies, both in comparing urban and rural populations, and when comparing different age groups of tested children. Frequency analysis of linguistic means of communication showed that when performing a joint graphic task, schoolchildren used the categories “Object and its characteristics”, “The place of action, the mode of action”, “Communication control” and less frequently categories “Position from the second person”, size and orientation of the template. In cases of successful execution of the task, the categories “Object and its characteristics”, “The place of action and mode of action”, “Communication control” were used more often. The worst result when performing the task was the preferential use of the categories “Action scene, mode of action”, “Communication control”, “Activity control”. The study showed multidirectional trends in the development of the communicative and graphic skills of schoolchildren, manifested in the introduction of new communication and information technologies. The obtained results can be taken into account in the formation of curricula.

Conclusion: the spread of psychological knowledge which we obtained researching indigenous population is one of the main aspects of our daily work. Another equally important process and result we consider to be the formation of active population groups engaged in common activities on the basis of the use of cultural and historical traditions of the Tyva

ethnic group with constant monitoring of changes in society and their socio-psychological consequences. Also, our annual congresses on ethnic psychology and cultural anthropology “Steppe civilization” with a variable theme certainly form and develop research projects of groups of scientists, teachers, students and schoolchildren. In this regard, it is appropriate to cite the words of the famous Tuvan scientist, doctor of historical Sciences, Mongush Kenin-Lopsan: “... Tuva is the Center of Asia, where since ancient times the cultures of different eras and different peoples have been crossed; the root of the Scythian civilization is here”⁴.

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⁴ Century: problems and perspectives. Materials of International scientific-practical conference, 21-24 September. A.O. Dyrtyk-ool, Kyzyl; Anyak, 2005, - 160 p.

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Research on psychology of the Tuvans in the conditions of introduction of new information and communication technologies

Abstract. Results of the research of ethnopsychological characteristics of the Tuvans, including those who live in remote areas of Tuva are presented. The meaning of life and the value-purpose for Tuvans are such categories as care for children (family), relations with relatives, love for the native nature and traditional culture. The majority of Tuvans are characterized by respectful, equal relations. Families traditionally have many children and are stable, tribal relations are steady and preserve traditional values: hospitality, respect for elders, politeness. Rationalism, punctuality and flexibility of the life position are still not very acceptable. We have also investigated features of formation and course of cognitive processes in the conditions of using of information and communication technologies in training and daily life. Use of digital equipment affects deep layers of mentality and changes not only formation and functioning of the speech-thought sphere, but also the processes of perception. The information technologies that have entered the modern life are a little focused on real communities: at best they are adapted to writing.

Key words: ethnos, Tyva, psychology, information and communication technologies.

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Исследования по психологии тувинцев в условиях внедрения новых информационно-коммуникационных технологий

Аннотация. Представлены результаты исследования этнопсихологических характеристик тувинцев, в том числе тех, кто живет в отдаленных районах Тувы. Смысл жизни и ценность для тувинцев - такие категории, как уход за детьми (семья), отношения с родственниками, любовь к родному народу и традиционная культура. Большинство тувинцев характеризуются уважительными, равными отношениями. Семьи традиционно имеют много детей и стабильны, племенные отношения устойчивы и сохраняют традиционные ценности: гостеприимство, уважение к старшим, вежливость. Рационализм, пунктуальность и гибкость жизненного положения все еще не очень приемлемы. Мы также исследовали особенности формирования и курса когнитивных процессов в условиях использования информационных и коммуникационных технологий в обучении и повседневной жизни. Использование цифрового оборудования влияет на глубокие слои менталитета и изменяет не только формирование и функционирование сферы речевой мысли, но и процессы восприятия. Информационные технологии, которые вошли в современную жизнь, немного сосредоточены на реальных сообществах: в лучшем случае они адаптированы к написанию.

Ключевые слова: этнос, Тува, психология, информационные и коммуникационные технологии.

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Mass communication: a contemporary overview*

The sociocultural sphere is an area where the social and cultural interaction collide to form and reform an individuals opinion on current matters. “The sociocultural factors are the larger scale forces within cultures and societies that affect the thoughts, feelings and behaviours such as the following to consider of: attitudes, child rearing practices, cross cultural difference, cultural deprivation, cultural identity, cultural change, discrimination, ethnic identity, ethnic values, face, family structure, kinship structure, power, race, racial and ethnic groups, regional differences, religious beliefs, religious practices, reputation, rituals and taboos.” [1] The socio cultural dimensions of the mass media takes into consideration stereotypes, prejudice, biases, globalization, diversification, popular culture, nationality and global citizenship, a pluralist approach, etc. Pertaining to politics, it is the interest groups/ lobbies, political activists, the political elite themselves and the mass who play their part in the political game: debating over who is better, showing for it and winning the votes regionally and over time.

There is a lot of psychology involved with the sociocultural aspect in communication and in politics. Lev Vygotsky came up with a perspective called social – cultural perspective and it is said that it “considers the many different social groups that an individual belongs to and how these groups influence them throughout their life”. [2] When this perspective is applied to politics, one may gain crucial data and know-how providing a

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2 way channel of communication filled with feedback on widening platforms while shaping policy and promoting transparency, equal representation for all, etc. According to Fuchs and social theory concepts, sociality, as a whole, is 1. human thought is shaped by society, 2. humans exchange symbols by communicating in the social relations, 3. humans work together and thereby create use- values, 4. humans form and maintain communities. [3] He further on explains how this is a 3 angle experience having to do with cognition, communication and co-operation. This definition of sociality helps us better comprehend the concept of social media and mass media itself. As well as, point out the obvious issues arising from the fact that there are different societies fighting globally for hegemony as the homosexual rights society versus the ultra orthodox Christians; same symbols meaning entirely different things around the world as how the hand sign V in the states stands for “victory”/ “peace”, while in the UK it is an obscene gesture; the different interest groups have different values as, for example, the “pro lifers” versus the “free choice” lobby; and the different types of communities humans form more often than not, can not coincide peacefully as seen with the constant unfortunate tension even at the holiest of places- Jerusalem, between the local Palestinian community and the local Heradim community. In socio-cultural mass communication, the key thing to keep in mind is that every positive thing we can locate, the exact opposite of it as a rule will exist, as well, that someone will recognize and believe in. Every message will automatically have at least 2 meanings we must be aware of at all times. According to Habermas, “the public sphere is a warning system with sensors that, though unspecialized, are sensitive throughout society”. [4] Also, according to the social cultural perspective and Habermas “if individuals do not have same formal education and material resources available, then this can pose limits for participation in the public sphere”. [5] When the most simple of things as the material resources are not available: platforms, smart phones, all these technical gadgets and even more complex factors such as: lack of time for

communication through the common outlets; even the most educated and flexible minded person will be having communicational drawbacks in our modern society. The social forums are quantity over quality, which hampers the reader more than facilitates their education on a specific matter. This on its own automatically lowers the new generation's education and asking for censorship and tougher editorials seems to be a breach of the freedom of speech, but this "freedom" is at a high cost. It is not like we have not already experienced the propaganda of one party over another with methods such as framing, channelling, redefining, de-symbolizing, but more often than not with mass communication in the socio-cultural space we begin to adopt too many foreign traditions, words, styles, even systems into our own, causing us to lose our own national identity.

When we lose our national identity, we fall victims to globalization and the mass communication. Here, I am not mentioning of the partition of the world into different bigger civilizations as Huntington wrote of. Rather, of the negative impact of losing the national identity, history, traditions, etc. and replacing it with having mainstream foreign trends leading the different community life, while all we need is to keep our national interest and embrace our differences first, while remaining in good relations with others. An example of which is the European Union project, that is meant to give us a free and fair common market and an effective path to peaceful international relations in Europe. [6] Having a multicultural society as the EU one and Canada's, for example, are positives, of course. Having a global communicational 'melting pot' also could contribute to atrocities around the world and what I mean is that with the loss of the national identity and failure to maintain traditional, national and even human principles, as due to amongst other reasons, the mass and mainstream applications as Tinder, PURE and many other sexually objectifying and morally downgrading ones, many fall sick to desperation due to a lack of representation and either "fall out" or join destructive pan national extremist organizations who ought to "save" them, but instead further worsen the situation. All these processes posi-

tive and negative are due to the industrialization and globalization of the world, because of us living in the age of mass communications. Mass communications is defined as “the process by which a person, group of people, or organization creates a message and transmits it through some type of medium to a large, anonymous, heterogeneous audience”. [7] Its outlets are: paper based mediums of communication such as newspapers, magazines, books to the wave based such as the radio, television, film and also the internet as the “www” and the “onions”. There are two types of forms of media and those are “hot” and “cold”, respectively. One such, “hot” being -an image and text where the reader is bombarded with information and is left with no space for interpretation, while being ‘spoon-fed’ the information as in a lecture or while listening to the radio or memes, for example; and “cold” - would be the more interactive type of media experiences such as watching anime where you get an experience close to reality, but since it’s drawn you need to engage yourself more to making it feel real instead of just having it as a ‘this is what it is’, also seminars where the interaction and questions are many and, another example, phone calls, since you ought to talk more, to get more information out of the conversation, hence talk shows with a live line. [8]

We face many issues due to a language barrier, cultural barrier, religion, tradition, etc. Mass communication is a costly catalyst, but could be linked to industrialization, fighting poverty, disease, etc. If the information does not spread around to enlighten the people and upgrade their lives, they would surely still live in the dark ages.

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Mass communication: a contemporary overview

Abstract. Mass communication is created for the mass, demanded by the mass and supplied by the mass. It is when individuals become a homogenous entity, while being able to still express their individuality. Of course, mass communication trends are inspired by a certain majority, which does not automatically make them right, hence mass communication is revised as being both positive and negative in nature. An individual's opinion is mended and formed in many ways and places, but mainly in the socio cultural sphere. The socio cultural sphere and its influence are measured by determining factors, dimensions, etc., which are reviewed by various authors who depending on their branch of academia claim a different point of focus. The socio cultural perspective, amongst others, is claimed to be one of the most important of factors in opinion grafting. In a world of industrialization and globalization, the quality of mass communication, through the main media outlets and the internet, is what makes the difference between a world of mutual interest, economic prosperity, multiculturalism and peace and a world of moral breakdown, degradation of national and Union values and traditions, lack of political transparency and war.

Key words: communication, socium, culture, sociology, game, group, gender, race, thought, ethnos.

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Массовая коммуникация: современный обзор

Аннотация. Массовая коммуникация создается для массы, востребована массой и поставляется массой. Когда индивидуумы становятся массовой единицей, в то же время будучи в состоянии выразить свою индивидуальность. Тенденции массовой коммуникации вдохновляются большинством, что автоматически не делает их правильными, поэтому массовая коммуникация рассматривается как позитивная и негативная по своей природе. Мнение индивида исправляется и формируется во многих отношениях, но главным образом в социокультурной сфере. Но социокультурная сфера и ее влияние измеряются определяющими факторами, которые рассматриваются различными авторами, которые в зависимости от их отрасли академических наук претендуют на другую точку зрения. Социокультурная перспектива, среди прочего, считается одним из важнейших факторов формирования общественного мнения. В мире, индустриализации и глобализации, качество массовой коммуникации, через СМИ и интернет, в чем разница между миром, представляющим взаимный интерес, экономическое процветание, мультикультурализм и мир в моральном упадке, деградации национальных и союзных ценностей и традиций, отсутствие политической прозрачности и войны.

Ключевые слова: коммуникация, социум, культура, социология, игра, группа, гендер, раса, мысли, этнос.

Geopolitics

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**Ethnopolitics and Education:
Points of Intersection***

Review of the monograph by Sh.K. Shakhov
«Ethnopolitics and Educational Sphere in Polycultural
Region: Trends of Development»¹

Sh.K. Shakhov's monograph "*Ethnopolitics and Educational Sphere in Polycultural Region: Trends of Development*" deals with the interaction of integration processes in the ethnopolitical and educational spheres under the conditions of modern Russia. The author proceeds from the fact that the task of deepening and expanding government-public integration assigned by the Russian Federation's leadership can be solved only through the use of complex methods which assumes coverage of such important aspects of life of Russian society as culture and education. Sh.K. Shakhov substantiates the idea that the success of ethnopolitical strategy directly depends on attention to the development of the educational system both using theoretical analysis and paying attention to the examples from real practice. These instances are given in tie to the specifics of the Republic of Dagestan that stands out for its multieth-

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Этнополитика и образование: точки пересечения

1 Shakhov Sh.K. Ethnopolitics and Educational Sphere in Polycultural Region: Trends of Development. Moscow: International Publishing Center «Ethnosociety», 2018. 404 p.

nic and multicultural character among the Russian Federation subjects. The author associated the importance of the Dagestan in the preservation of Russian Federation's balanced and stable development with the «powerful geopolitical confrontation in the Caucasus-Caspian region». [1, P. 5]

The qualitatively new strategy of life pattern of the Russian State on the whole and the North Caucasus in particular is designed to facilitate the preserving of socio-political stability in this region. Setting up the problem of further perfection of the ethnopolitical strategy it's necessary to find the points of its contact and connection with youth and education policy.

Sh.K. Shakhov transmits the idea that it is just impossible to achieve success in the matter of rallying and consolidation of Russian regions and ethnic groups without education and upbringing of youth. The educational system must help young people to gain an understanding of the importance of social unity. It should aim at incorporation into children's and young people's consciousness of certain meanings and significations associated with the theme of solidarity and mutual respect between representatives of all Russian regions. For overwhelming majority of the Russia's multiethnic population these meanings and significations are expressed by the words «community of historical destiny» and «joint efforts for the good of all».

The goals of ethnopolitical course pursued by present Russian leadership are defined by the words about the community of historical destiny of all nationalities in our country. However, the society has yet the lack of comprehension that these words need make significant educational formulas and durable orienting points of educational policy. Establishing of such orienting points in daily practice means recognition that creation of one and undivided educational space for the entire country is one of the key conditions for the achievement of the Russian society of civil and cultural unity.

Sh.K. Shakhov emphasizes the significance of education

and upbringing in the modern world become the arena of global cataclysms which make themselves known through the buildup of «socio-economic inequality of different peoples, the natural resources depletion, the deterioration of ecological situation on a worldwide scale». The youth outlives global cataclysms the most acutely. It is difficult adapting to much of what gets circulation both in information space and in ordinary life – «to a substitution of concepts; to an effect of double standards; to propaganda of dubious values through the mass media, TV, Internet; to undermining of traditional foundations; to the falsification of history».

As the author points out, «today the younger generation is the most vulnerable because it is brought up on the stereotypes of mass consumption society which lead to the devaluation and degradation of personality, form the suspiciousness to folks about us, push people to loneliness. ... Destructive, extremist political movements, sects, factions of the youth subculture take advantage of this situation roping young people into their nets». [1, P. 4]

Goals and objectives of the educational complex reduce to the fixing in social and national consciousness of cultural rules and values. The genuine culture is a concentrate of the best qualities of both individual personality and society as a whole. These qualities include open nature, humaneness, friendliness, willingness to mutual aid and solidary actions, empathy, hostile attitude to pettiness, selfishness, mercenariness, hypocrisy. The culture of interethnic relations in its true destination reveals itself as a fruitful dialogue, interaction, cooperation, exchange of experience, intellectual wealth, practical and domestic skills. On the basis of this position culture is becoming the common denominator for both ethnopolitics and development of the education system.

The practice of ethnopolitics is less decrees, circular letters, normative acts than informational and worldview impact on the consciousness of large groups of people. It is clear that such

impact need to be based mainly on systemically built education and upbringing, on introduction people to values of the culture verified by experience of the ages, rather than situational impulses.

It is important to realize that the civil unity of the Russian society and the single educational space are factors of the Russian Federation national security ensuring. The concept «national security» refers not to separate ethnoses and nations but to their totality inside the country, to the entire population of Russia. National security is not only the countering politico-military challenges. It's also the preservation of spiritual and cultural sovereignty and saving the right on own civilizational specifics. In the world in which, according to the American sociologist and political scientist S. Huntington, «the potentially most dangerous enmities occur across the fault lines between the world's major civilizations» [2, P. 13], the struggle of countries and peoples for preserving their own identity becomes essential part of activities to ensure their national interests. This struggle is waged in several systems of coordinates among which ethnopoltics and educational system turn out the most important.

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Ethnopolitics and Education: Points of Intersection

Abstract. The review is devoted to the monograph by Sh.K. Shakhov «Ethnopolitics and Educational Sphere in Polycultural Region: Trends of Development». It is noted that the author of the monograph paid equal attention both to the theoretical and practical aspects of government-public integration. The monograph contains the idea of the importance of coordinating managerial decisions that relate to the ethnopolitical and educational spheres.

Key words: integration processes, polycultural region, ethnopolitics, educational sphere, education of youth.

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Этнополитика и образование: точки пересечения

Аннотация. Обзор посвящен монографии Ш.К. Шахов «Этнополитика и образовательная сфера в поликультурном регионе: тенденции развития». Отмечается, что автор монографии уделил равное внимание как теоретическим, так и практическим аспектам государственно-общественной интеграции. В монографии содержится идея о важности координации управленческих решений, относящихся к этнополитической и образовательной сферам.

Ключевые слова: интеграционные процессы, поликультурный регион, этнополитика, образовательная сфера, воспитание молодежи.

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**Interregional and cross-border
cooperation - a part of international relations***

Review on the training manual of L.F. Boltenkova
and E.L. Ryabova “Interregional and cross-border
cooperation - a part of international relations”

Textbook of L.F. Boltenkova and E.L. Ryabova “Interregional and cross-border cooperation – part of international relations” considers the problem, which is relevant in the context of modern political regional science and international relations theory.

According to the basic definition, the cross-border cooperation is a part of the international relations of the Russian Federation, international and foreign economic relations of border regions of the Russian Federation and municipalities of the border regions of the Russian Federation with the subjects of cross-border cooperation of neighboring states. The cross-border cooperation as process includes concerted actions of the subjects for the establishment, implementation and development of economic, scientific, cultural, sport and other relations in order to build and strengthen good-neighbourly relations between the regions, to create favorable conditions for sustainable economic and social development of border territories by entering into and execution of any agreements and ar-

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Межрегиональное и приграничное сотрудничество - часть международных отношений

rangements in accordance with international law and national legislation of the countries.

Interregional and cross-border cooperation largely determine modern trends not only domestic development but also the development of the whole nation-state system. Initially, the interregional and frontier cooperation is intended to promote the smooth movement of people, capital, goods and services. However, in large-scale transformation processes regions increasingly are claimed as active and full-fledged subjects of the emerging qualitatively new system of intra-state and inter-state relations, that corresponds to general logic of multi-level and multi-function governance. By the way, we are talking not only about the phenomenon of paradiplomacy, but about the restructuration of the political space with the increasing role of regions. Inter-regional and frontier cooperation becomes meanwhile to sustainable trends, reproducing the cycles of political development.

The emergence of new independent states, coupled with the active change of borders put in a particularly difficult situation the population of many border territories, where were severely limited the economic, employment, cultural and everyday context of multi-lateral cooperation. The exit from the crisis could be managed only through interregional cooperation and establishing inter-regional relations, including the institutional aspect. The severity of this situation reaffirmed the need for realization of the potential of interregional and frontier cooperation for the involvement of regions in foreign trade activity and implementation of measures according to the normal living standards for the population of the border regions.

Interregional cooperation creates not just new infrastructure, but that new scale of regions of the country. Opportunities for the development of interregional and border cooperation, which has long been limited because of insufficient elaboration of the legal base for this sphere, which is now

markedly increased due to the development of interregional cooperation “without borders”. Similar processes is taking place today within the Commonwealth of Independent States, whose members are actively developing multi-level communication. Deficiencies in the legal framework of any states and defective practice of using international law make a serious problem for cross-border cooperation of regions. The solution consists in the elaboration of joint documents with neighboring countries within the framework of the CIS. These documents presumably should accumulated the positive experience of the processes and practices of interregional cooperation, that requires a revision of framework legislation in this area.

However, the co-authors of the monograph are correct in their assertion that political geography has yet to reflect the complex and contradictory nature of the political transformations that swept inter-regional, trans-regional and cross-border relations in the current period. It need to pay a special attention to the problem of correlation of state-building experience of various EU countries with the transformation of the official ideology. The study of this question it is necessary to conduct in attaining of a wide range of objectives: to improve theoretical concepts of public administration, the process of formulating political and legal guidance, and most importantly – with the purpose of understanding the current level of mutual cooperation between regions in the post-Soviet and global space, and in the frame of Commonwealth of the Independent States and in the European integration process. CIS Countries achieved today a considerable progress in this field and they need the further improvement of good-neighbourly relations.

At the same time, authors have absolutely right in assuming that emphasizing differences in the experience of the development of interregional and cross-border cooperation of post-Soviet states allows us to better understand and

appreciate contemporary transformation processes within the framework of the system of state and regional governance. Presented textbook contains the necessary material on interregional and cross-border cooperation, according to the need of assimilation of the material. It highlighted the key and most significant theoretical and historical aspects of the problem, illustrates the political and legal components of the cross-border cooperation practice.

In addition to its role in the educational process, the training manual of L.F. Boltenkova and E.L. Ryabova deserves attention of expert and political communities. Because of it, the presented textbook will be interesting for many readers. All this moments allows us to recommend this book for publication.

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Interregional and cross-border cooperation - a part of international relations

Textbook of L.F. Boltenkova and E.L. Ryabova «Interregional and cross-border cooperation – part of international relations» considers the problem, which is relevant in the context of modern political regional science and international relations theory. According to the basic definition, the cross-border cooperation is a part of the international relations of the Russian Federation, international and foreign economic relations of border regions of the Russian Federation and municipalities of the border regions of the Russian Federation with the subjects of cross-border cooperation of neighboring states.

Key words: cooperation, border, culture, international, relations, region, regional, municipality.

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Межрегиональное и приграничное сотрудничество - часть международных отношений

Учебник Л.Ф. Болтенковой и Е.Л. Рябовой рассматривает проблему, которая актуальна в контексте современной политической региональной науки и теории международных отношений. Согласно базовому определению, трансграничное сотрудничество является частью международных отношений Российской Федерации, международных и внешнеэкономических связей приграничных регионов Российской Федерации и муниципалитетов приграничных регионов Российской Федерации с субъектами пересечения - приграничное сотрудничество соседних государств.

Ключевые слова: сотрудничество, граница, культура, международные, отношения, регион, региональные, муниципалитет.

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Chess: sports, art, geopolitics*

This year marks two decades of the first Russian translation of the most famous book by American geopolitician Zbigniew Brzezinski, “The Great Chess Board: America’s Leadership and Its Geostrategic Imperatives”. The main attention of the author is focused on the strategy of the United States in Eurasia, the space of which Brzezinski compares with the chessboard. “Eurasia, therefore, is a chessboard on which the struggle for global domination continues. Although the geostrategy — the strategic management of geopolitical interests — can be compared to chess, on the Eurasian chess board, which has a somewhat oval shape, not two, but several players play, each of which has a different degree of power. Leading players are in the western, eastern, central and southern parts of the chessboard”. [2, p. 45–46] At the end of the twentieth century, this concept, however, in some ways repeating the ideas of Halfherd J. Mackinder about the value of territory control, called Heartland, was perceived as an innovation. However, the chessboard metaphor for describing the world appeared almost immediately with the birth of this game.

It is believed that the history of chess totals at least one and a half thousand years and originates in India no later than the 6th century. From there the game spread first to neighboring countries, and in the IX – X centuries from Arabs it got to Africa and Europe. Chess is traditionally associated with a military confrontation. In the cycle of Welsh tales “Mabinogion”,

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Шахматы: спорт, искусство, геополитика

which some researchers date the 11th century, it is said that while the two kings played chess on the top of the hill, their troops fought downstairs. After one of the kings won, a messenger galloped from the valley with the message that the army of the other king was broken.

In Medieval Europe, the chess metaphor from the military field was quickly transferred to the general societal. [6, p. 269–275] This was due to the development of cities, crafts, trade and emergence of universities. The complication of the social structure required a logical and visual explanation of the rules of subordination and control. The chess board made it possible to imagine the image of an ideal society. In the second half of the 13th century appears a book written by the Dominican monk Jacopo di Chessoli “The book on the duties and customs of the nobility, or on the chess game”. In it the author reveals the reasons for the appearance of chess, which became not only a distraction from sadness and useful leisure, but also a correction of the morals of the ruler of Babylon. Di Chessoli shows how with the help of chess it is possible to imagine an ideal social structure, where everyone, regardless of whether he belongs to the nobility or is a commoner, has his place. The book was translated into French, English, German and Dutch, and spread throughout Europe.

Since people play chess for a long time, the most diverse sources about this practice, including heraldic ones, have been preserved. According to official data, the national coat of arms in modern form, which is mandatory applied to the flag of Croatia, was first used in the beginning of the XVI century representatives of the Habsburg dynasty. He is the image of a shield of 25 white and red squares, arranged in five rows and placed in checkerboard pattern. Five prongs crown the historic areas: Croatia, Istria, Dalmatia, Dubrovnik and Slavonia. There is a legend that the squares on their national symbol appeared thanks to the King Svetoslav Suroonje of the dynasty of Trimirovich, who ruled in 997–1000, who

was given the right to own some lands after winning the chess game over the Venetian Doge.

The name of the game “Astronomical Chess” from the book “*Libro de los Juegos*” (“The Book of Games”), written under King Alfonso X of the Wise in 1283, spoke about the fact that with the help of maps it was possible to study the celestial sphere. Seven players fought for a round board with concentric circles. Elements of these chess were the sky, the signs of the Zodiac, the planet. Chess was a model of the world.

Views on such a model could be different, and this is not all suited. For a long history of chess, they repeatedly became objects of violent passions, leading to the prohibitions of this game. For example, in 1061, Catholic Cardinal Peter Damiani issued a decree banning chess among the clergy, describing chess as “devil’s invention” because of the development of passion for chess in many people. The opponents of chess were Jan Hus, the fourth great master of the Knights Templar, Bernard de Tremblay, the French bishop Hades Sully. After the church, chess and some European monarchs were forbidden. Only at the very end of the 14th century, in 1393, the Regensburg Cathedral excluded chess from the number of forbidden games.

This allowed the European players to continue the modification of the game, as a result, by the XV century there are rules that are known today as “classical”. Chess becomes not just a game that helps to take time or gives exercises to the mind, but also a means of solving complex issues, including diplomatic ones, during the game. On one of these attempts tells the picture “Lady Howe puts mat Benjamin Franklin”, belonging to the brush of Anglo-American artist Edward Harrison May. The plot of the picture is connected with the events that preceded the beginning of the War of Independence of the North American colonies (1775–1783). In 1774, Franklin sought connections in the highest London circles for the settlement of the contradictions of the colonies with the British government. In the diary, he recorded that he was playing chess with

Lady Carolina Howe, the sister of Admiral Richard Howe and General William Howe, later appointed commander-in-chief of English troops in North America. [13, p. 443–446] Being a strong player, Franklin considered chess a useful tool for negotiating. He owns a small article on the psychology of the chess game “The Morality of the Game of Chess.” [11, p. 23 – 24] Researchers of creativity even assess his diplomacy in chess terms.

In the XVIII century this popular game has acquired a public character, a convenient place for chess games have become rapidly becoming a popular in the Old World coffee shops. It is known for sure that one of the first coffee houses in Paris, which appeared in 1681, the “Café de la Reges” (Fr. *Café de la Régence*), turned into a favorite place for chess players. It played chess and participated in the philosophical disputes of Voltaire, Diderot and Rousseau. In 1798 he played the role of Napoleon Bonaparte. In memory, the information has been preserved that Napoleon played at a special marble chess table, but that’s what the chess pieces are unknown. The thing is that the leaders of the French Revolution believed that chess is a game that protects and glorifies the king. This radically contradicted their republican convictions. The question was generally about the complete prohibition of chess, as anti-revolutionary propaganda. The game was saved by the chemist Louis Bernard Giton de Morvo, who became a political figure of the new France. He was a member of the Legislative Assembly and the National Convention, voted for the death of King Louis XVI. But being a passionate chess player, he could not allow chess to be repressed like other living and non-living monarchical elements. In defense of the game Giton de Morvo appeared on the pages of the newspaper *Le Moniteur*, the official organ of the French government, which publishes reports on parliamentary debates. In his article, which appeared on November 11, 1793, the proposals for the reform of chess terminology were presented. Instead of the king, the central figure of the game became the banner. The rest of the figures were

transformed so that they resembled an army: the queen was replaced by a senior officer; rooks — cannons; elephants — light cavalry, dragoons and pawns — were infantry. The increasing importance of pawns as chess pieces reflected the understanding of the decisive role of the masses in popular unrest.

Chess so accurately began to convey the nuances of the geopolitical situation that even the first Russian chess problem, invented by the first Russian chess master Alexander Dmitrievich Petrov and described by him in the book “The chess game brought in a systematic order ...”, published in 1824, was called “The flight of Napoleon from Moscow to Paris.” [9] In this game, the field “a1” depicts Moscow, “h8” — Paris, the black king — Napoleon, the white horses — the Russian cavalry, diagonal h1-a8 — the Berezina river, when crossing the river, the Russians could capture the French emperor (6. Fa8 ×). According to legend, Petrov showed this task to Count Miloradovich, a great fan of the chess game, who was so interested in the task that he hastened to show the composition of the mother of Emperor Maria Feodorovna, also interested in chess. However, the graph position was remembered, but the decision made in the maneuvers of the cavalry of Platov was forgotten. I had to apologize to the empress and invite the author to Pavlovsk. Acquaintance helped Petrov in promotion, he became a secret adviser. The task of “The flight of Napoleon from Moscow to Paris” has much in common with the fables of Krylov and the plot, and familiar allegories, and the final morality: “The wolf at night, thinking of getting into the sheepfold, hit the kennel ...”, as well as the mention of Napoleon. [5]

In the XIX century there is a standardization of the rules of the chess game and international tournaments are starting to be arranged, since 1886, already for the title of world champion. Returning to the cafe “Regency”, it should be noted that it is this meeting place for chess lovers that the game owes its appearance to the Kaissa muse. In the middle of the XIX century for his visitors was translated into French the poem of the

English writer William Jones, written almost a hundred years before, where it was told that in love with the dryad Kaissa, the god of war, Mars was able to achieve reciprocity thanks to the invention of chess. [12, p. 145] Although in the poem the gods glorified chess as a bloodless war, a reminder that the god of war was involved in its creation, emphasized the role of chess lovers in establishing and maintaining peace.

In 1914, the first attempt was made to found an international chess federation. Implement this idea prevented the First World War. July 20, 1924 the International Chess Federation of FIDE (Fr. *Fédération Internationale des Échecs*, FIDE) was established, under the auspices of which the majority of international competitions have been held since the middle of the last century. The motto of FIDE “All of us — one family” (*Latin Gens una sumus*) reflects the absence of political or ideological disputes in the chess world. Indeed, fans of the chess game were representatives of the left parties, convinced revolutionaries, and conservatives.

About participation in the chess game by representatives of various political positions make it possible to verify photographs that can be considered one of the most reliable evidence of the past. And any correction on the film is a reflection of the change in reality. On the picture you can add an image of a person or an object, or it is possible — to remove everything originally developed. Examples of such political retouching of photographs are many. The State Museum of the History of the Gulag in Moscow presents examples of falsifications of photographs and paintings in the Stalin era. [10] The text entitled “The Ghost Column”, accompanying three similar photographs, begins as follows: “This chess game was played in April 1908 on the island of Capri, Italy”. The story is as follows: Lenin came to visit Gorky and was there at a chess table with a single party member Alexander Bogdanov. In a photo from the album “Lenin” in 1939, Gorky and Bogdanov’s wife stand near the table. In the same photograph, only from the album

published by the Institute of Marxism-Leninism in 1960, they were supplemented by the antique column and godfather of Gorky, Zinovy Peshkov, who was at that time in Capri, and soon after this shooting he emigrated to France. On the actual photo in place of the column was a man — a Marxist Vladimir Bazarov, who, after joining the Mensheviks, lost the right to be near Lenin, even in old photographs. Photos and texts are taken from the album of the British designer and collector of photo documents of the Soviet era David King “Missing commissars”. [4] King for many years collected documents, photographs and works related to the Leninist-Stalin era.

Another source that reflects the language of chess, as the spirit of the time, is the figures themselves. In 2006, at the exhibition “Gifts to the Leaders” a unique exhibit was presented — a chess set made of mammoth ivory “The Capitalist World and Soviet Russia”, presented to the Fifteenth Congress of the CPSU(b) in December 1927 by the trade union of woodworkers of the Arkhangelsk Province, made by the hereditary Kholmogory bones cutter Vasily Guriev. On the chessboard, the army of the “capitalists” and the army of “Soviet Russia” are confronting each other. Figures of the “capitalists” are endowed with caricature features of specific historical figures and generalized images of external and internal enemies. So, “King” — a typical “bourgeois”, awkward fat man in a dress coat and cork helmet. One of the “elephants” with a swastika on his chest took the form of the head of the Italian government, Benito Mussolini. The second “elephant” with a monocle is British Foreign Secretary Austen Chamberlain. But the figures symbolizing the representatives of “Soviet Russia” did not have individual traits: “the king” and “queen” — a worker with a hammer and a peasant woman with a sickle, “elephants” — soldiers and sailors, “horses” — cavalrymen, “rooks” two book volumes with the inscriptions “Lenin” and “Marx”. It is known that Lenin was presented with chess, where Trotsky and Stalin were portrayed as “officers”, but these chess were burned in 1953.

The abundance of chess testimonies about the first years of Soviet power indicates that the game was part of the geopolitics of the USSR, in which international chess tournaments were constantly held. In 1925, Cuban chess player, chess writer, diplomat, third world chess champion Jose Raul Capablanca participated in one of them. During his visit to Moscow, Capablanca also held talks at the Foreign Trade Commissariat, gave a simultaneous game to senior officials, including Voroshilov, Kuibyshev and Krylenko, watched the parties Kalinin, Ordzhonikidze. At the same time, apparently, fulfilling a diplomatic mission, Capablanca held brief talks in the People's Commissariat for Foreign Trade. The world champion was then greeted with applause everywhere — at the tournament itself, in theaters, on the streets. In the fashion were ties and cufflinks *a la* Capablanca. The next visit to the USSR in 1936, Capablanca talked with Stalin. [7]

Capablanca contributed to the introduction of chess in diplomatic practice. There are many examples of when diplomats play chess. Thus, the Foreign Service of the Ministry of Foreign Affairs of Uzbekistan annually, with the assistance of the Chess Federation of the Republic, holds a tournament among representatives of the diplomatic corps, international organizations, foreign companies and companies accredited in the country. The chess tournament is designed to promote the deepening of friendly relations between countries, the expansion of cultural and sports ties. Sports competitions of this kind not only strengthen friendship and mutual understanding between peoples, but also serve for further development and mutually beneficial cooperation between countries. Many politicians were fond of chess and are fond of chess. Among modern statesmen, it is necessary to single out the Czech President Milos Zeman, who plays well in them. He sees the difference in chess and other sports in the fact that, firstly, mistakes are not allowed in chess, and secondly, it is almost impossible for the players to get injured. Zeman considers chess a very

peaceful sport. [3] Undoubtedly, chess makes politicians learn to calculate moves forward, to anticipate the actions of rivals. Hence the name of Guria Murklinskaya's book "Geopolitical Chess: The Art of Winning Without War", which reveals the problems of international relations and international tasks in the modern world, presents a graphic picture of deep processes and dangerous contradictions for the world arising in a unipolar world. [8]

Chess terminology is widely used to explain complex situations in life, many of them have the most direct relation to geopolitics. The Chinese draw means a sharp stoppage of the game when the figures from the board are wiped off with a sweeping motion of the hand. Chess for three, related to coalition games, develops the ability to overcome the imbalance caused by the union of two against one, or promote cooperation by introducing a special "rule of neutrality": "The one who in the previous round of moves for you was attacked by others and did not attack himself you, you cannot attack". Such cooperation is necessary for the implementation of complex projects. It is no accident that one of the variants of this game was patented by Robert Zubrin, the founder of the Martian society, engaged in developing a mission to the Red Planet. "Chess" strike called the organization of protest in turn in different divisions of enterprises.

Geopolitical games are so complex that often their riddles help unravel those chess moves that play an important plot, compositional role in works of literature, cinema and other types of artistic creativity. In "Alice in the Looking Glass" by Lewis Carroll, written, incidentally, after his trip to Russia, the fairy behind the looking-glass is like a chessboard, many of its inhabitants are chess figures: the main character begins her journey with a pawn from the second horizontal and finishes on the eighth, becoming a queen. In Vladimir Nabokov's novel "The Protection of the Luzhin" (1929), the complexities of the world perception were transferred from the world of chess by the famous grandmaster Alexander Ivanovich Luzhin, who

lives only on the chessboard and is alien to everyday reality. The fate of the hero of Stefan Zweig's latest novel "The Chess Novel" is tragic. In the novel-dystopia John Brunner "Squares of the Chess Town" (1965) described a fictional Latin American country, with a totalitarian system of management, supported by subconscious instillation of its citizen's feelings of "loyalty" through the network. Chess in this country pretend to the role of ideology and state religion, and all the characters, including the protagonist, involuntarily by their actions repeat the course of the real chess game of 1892, played out by the dictator and his political opponent. Each chess move in the novel corresponds to one or another event, with the exception, perhaps, of castling. Characters that correspond to certain figures are endowed with power and authority that are comparable to the "power" of these chess pieces. The chess parties are given a lot of place in the books of the Spanish writer Arthur Perez-Reverte "Flemish Board", "Siege, or Chess with Death" and "Tango of the Old Guard".

Many works of art on chess themes were filmed. But there are actually tapes on chess stories. In the short film "The Chess Fever" by Vsevolod Pudovkin, filmed during the Moscow International Tournament of 1925, a general fascination with chess in the USSR of those years is played out. In the film, famous actors were shot, and the role of one of the heroes — Capablanca, — played the chess master himself. In the Seventh Seal of Ingmar Bergman, inspired by the fresco of the 15th century, "Death, playing chess," a knight returning from the Crusade, plays chess with Death.

Musicals were also noted in chess subjects. In 1984, former members of the popular Swedish pop group ABBA Björn Ulvius and Benny Andersson created the musical "Chess", the author of the text became Tim Rice, which included the libretto of the rock opera Jesus Christ is a superstar. "The story tells about a duel between two chess players, one of which is Russian, and the other is an American. Their prototypes of

characters, probabilistically, were chess players Boris Spassky and Robert Fisher, whose match for the title of world chess champion was held in Reykjavik in 1972. In early 1983, the authors of the musical “Chess” came to Moscow to feel the atmosphere of the country, which will go into their work. And one of the prototypes of the main character — Russian chess player Anatoly Sergievsky, most likely, was Anatoly Karpov. Unfortunately, in the USSR the musical was banned almost immediately from the moment it was released. Therefore, the domestic audience managed to get acquainted with the musical much later.

And this is not all outstanding works of art related to the chess game. It was not by chance that the idea of creating the Leonardo Club (expert council) appeared at the chess competitions in 1990–1992, where the outstanding figures of culture, science and technology, heads of the mass media and government bodies constantly visited as spectators. At the time of the establishment of the International Leonardo Prize, the Leonardo Club included astronauts, famous writers, journalists, artists and sportsmen.

At the same time, attention to the chessmen of artists inevitably raises the question, are the chess game sports. Of course, the chess game has its own aesthetics. The European Chess Union has even introduced stringent requirements for the appearance of chess players participating in competitions, whose clothing should be harmonious and not be too bright. The new dress code was first applied at the women’s European Chess Championship in March 2012 in Turkey. [1] The importance of this problem lies in the fact that, firstly, we see the spread of the sports dress code on the official side of international relations. And, secondly, the duality of chess as sport and art fully meets the double standards established in world politics.

This expression belongs to the US statesman Jean Kirkpatrick, who wrote the book “Dictatorships and Double Standards: Rationalism and Reason in Politics”. She also became

famous for the phrase that the Russians play chess, while the Americans play a monopoly. The only question is whether the Russians will have time to checkmate before the Americans bankrupt them. This dilemma does not withstand chess criticism. In world politics, as in chess, there are many variations of moves, but this is what world politics can and should learn from chess, it is to avoid *zugzwang* (Germ. *Zugzwang*, from *Zug* — move and *Zwang* — coercion), that is, positions in chess party, in which the opponent is forced to make a bad move. After all, it is with the *zugzwang* that one of the parties or both has no useful moves at once (and there is no useful move), and any move leads to a deterioration of one's own position, and in a complex, interdependent world, this situation is fraught with the most unpleasant consequences.

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Ternovaya L.O.

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Chess: sports, art, geopolitics

Sport has long become a means of solving the tasks of world politics. One of the first sports games that brilliantly showed the connections of these spheres were chess. Competitors in the game demonstrate their strength, endurance, character, necessary for the sport. And the necessity to construct a variety of variants of their confrontation is easily extrapolated to socio-political realities. Throughout its long history, chess has incorporated the rules of the experience of different cultures and peoples. The game was able to reflect the images of a spatial and social organization that are meaningful for a person, and its rules — the strategies of behavior of leading social actors. This game has a truly international character. Participation in the chess game gave partners the opportunity to better know the other, which was indispensable in diplomatic practice. The value of chess was highly appreciated in the days of social transformations, which was manifested in the desire not to ban the game as a legacy of the past, but to make it a symbol of the changes taking place. This policy was carried out by the French revolutionaries of the 18th century, and by the Russian Bolsheviks at the beginning of the 20th century. Chess, with all the openness of tournaments, shows a striking resemblance to diplomacy, consisting in its closeness, intimacy. Therefore, how this game helps to understand the world and decipher the actions of a geopolitical rival, one often learns not from reports about matches, but from works of art connected with the intricacies of a chess game. And the fact that chess is both a game and a sport also brings them closer to diplomacy with the qualities of play and art, and chess geopolitics makes it preferable to geopolitical conflicts.

Key words: international relations, geopolitics, diplomacy, art, chess, history, society.

Терновая Л.О.

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Шахматы: спорт, искусство, геополитика

Спорт давно стал средством решения задач мировой политики. Одной из первых спортивных игр, которая блестяще показала соединения этих сфер стали шахматы. Состязающиеся в игре соперники демонстрируют силу, выдержку, характер, необходимые для спорта. А необходимость конструирования множества вариантов их противоборства легко экстраполируется на социально-политические реалии. На протяжении длительной своей истории шахматы вобрали в правила опыт разных культур и народов. Игра смогла отразить значимые для человека образы пространственной и общественной организации, а ее правила — стратегии поведения ведущих социальных акторов. Эта игра имеет по-настоящему международный характер. Участие в шахматной игре давало партнерам возможность лучше узнать другого, что было незаменимо в дипломатической практике. Ценность шахмат высоко осознавалась во времена общественных трансформаций, что проявилось в стремлении не запретить игру как наследие прошлого, а сделать ее символом происходящих перемен. Эту политику проводили и французские революционеры XVIII столетия, и российские большевики в начале XX века. Шахматы при всей открытости турниров проявляют потрясающее сходство с дипломатией, заключающееся в ее закрытости, камерности. Поэтому о том, как эта игра помогает понять мир и расшифровать действия геополитического соперника, часто можно узнать не из репортажей о матчах, а из произведений искусства, связанных с хитросплетениями шахматной игры. И то, что шахматы одновременно являются игрой и спортом также сближает их с дипломатией, обладающей качествами игры и искусства, а шахматную геополитику делает предпочтительнее геополитических конфликтов.

Ключевые слова: международные отношения, геополитика, дипломатия, искусство, шахматы, история, общество.

Abstracts

Ryabova E.L.
Ternovaya L.O.

Culture of business cooperation between Russia and Italy: Mercury defeats Mars

Different directions of human activity since the times of ancient history are associated with deities that patronize people belonging to a particular profession. In the mythology of Ancient Rome, Mercury was not only a god of trade, but also the establishment of connections between people, and Mars acted as the god of war. The rivalry between Mars and Mercury reflects the whole complex history of mankind. Mars became stronger, inventing new weapons. Mercury acted consistently, linking countless trade routes to more and more remote areas. And when the arsenal of Mars became capable of completely destroying mankind, it was forced to think about those indisputable advantages that it promised to follow the precepts of Mercury. This is brilliantly confirmed by the Italo-Russian trade relations.

Key words: international relations, intercultural communications, business ties, business, chambers of commerce.

Miguleva M.V.

The impact of cyberspace on social norms

In modern society there is a process of institutionalization in cyberspace as a new type of reality. Cyberspace is a complex and multifaceted phenomenon, consisting of different layers and uniting different structures and entities. An important aspect is that cyberspace is not only an instrument, a medium that conducts certain values and rules, but it is a mirror that reflects the phenomena of social reality and shows a certain section of the general socio-cultural state of society, the average public portrait of a contemporary. Cyberspace is a social and technical reality, which consists of different levels and in which communication occurs through information and communication networks.

Key words: cyberspace, social norms, Internet, social institution, informational age.

Skiteva E.I.
Goncharov A.I.

Ball/rating system as a means of controlling the formation of competencies

The system of assessing of competences formation in the system of higher education is considered in this article. The main features of the Bologna process are also listed. The criteria for evaluating the students when using the SRS are given. Here problems of assessment of quality of training in higher educational institutions are considered using SRS.

The discrepancy between the academic subject and competences that should be formed in the process of studying this academic subject is considered.

The problem of scoring assessment of test tasks is designated if questions are directed to check of theoretical knowledge of a academic subject.

The problem of the influence of accumulated scores on the final evaluation of the subject is considered.

The problem of the lack of a mechanism for working with students who received a low total score is considered.

The problem of absence of the entrance and final evaluation of the trainee in terms of competencies is given.

The ways of solving the identified problems in the system of assessing the competence of trainees are proposed: to students' assess in terms of competencies; assessment of competencies to be carried out at the time of passing the interim evaluation of the academic subject; assessment of competencies during the semester is used to analyze and improve the learning process.

Key words: score - rating system of evaluation, assessment of the quality of education, problems of students' assessment.

Hankova L.A.

The choice of coping strategies, quality of life and a sense of happiness. Is there interdependence?

Currently, psychologists are increasingly turning to such topics of positive psychology as quality of life, well-being, satisfaction with life and of course happiness. Many authors wonder what determines happiness. In this study we consider the interrelation between the ways of coping with stress and life obstacles, quality of life and happiness. The study involved Russian students of Czech state universities subjected to increased stress connected with acculturation, adaptation to a new linguistic environment and the loss of social setting. We compared the findings with the data obtained for Czech students living in their natural surroundings without experiencing the abovementioned social stress. The total selection comprised 209 respondents (104 Russian students and 105 Czech students) of both sexes. We used the WHOQoL-BREF Quality of Life Scale, the Lyubomirsky Subjective Happiness Scale, the COPE-BREF coping strategy determination method and our own socio-demographic questionnaire as research tools. The statistical analysis findings showed that the Russian students, unlike the Czechs, were increasingly choosing active coping strategies. The Russian students choosing active coping consider their life to be better, feel happier and more satisfied with their relationships. The Czech students choosing active coping consider their life to be better as well, but they do not feel happier than those who choose passive coping strategies. The Russian and the Czech students are equally happy. Women in both respondent groups tend to choose passive coping strategies, seek support and express negative emotions in stressful situations. This article comple-

ments earlier data of positive and cross-cultural studies related to coping, happiness and life quality.

Key words: coping strategies, coping, quality of life, happiness, studying abroad.

Shchuplenkov N.O.

Shchuplenkov O.V.

Distinctive features of the emergence of oligarchic capitalism in Russia in the research space

The article considers the conditions for the formation of oligarchic capitalism in modern Russia. Dedicated key aspects of the political and economic development of state power. The importance of oligarchic groups as constituent elements of capitalist relations in the Russian economy is underlined.

Key words: authority, economy, oligarchy, policy, society, state.

Bazanova A.E.

Popova E.O.

Resources for the formation of the lexical composition of the modern economic media text

Based on the research, the authors analyze the features of the formation of the lexical composition of the economic media text. Due to the fact that the language of professional communication “serves” the modern information space of the economic sphere, the authors analyze and give examples of methods of replenishment and creation of the language of the economy.

Attention is paid to such methods as cognitive metaphorization and lexico-semantic method of economic lexical formation. The authors come to the conclusion that modern economic media text is a part of economic discourse and a tool of forming the language of professional communication.

Modern economic media text is actively developing and replenished by the formation of new lexical units and word collocation used to indicate modern economic realities.

Key words: economic lexis, media text, borrowing, phraseological names, semantic structure, economic discourse.

Tovu N.O.

Research on psychology of the Tuvans in the conditions of introduction of new information and communication technologies

Results of the research of ethnopsychological characteristics of the Tuvans, including those who live in remote areas of Tuva are presented. The meaning of life and the value-purpose for Tuvans are such categories as care for children (family), relations with relatives, love for the native nature and traditional culture. The majority of Tuvans are characterized by respectful, equal relations. Families traditionally have many children and are stable,

tribal relations are steady and preserve traditional values: hospitality, respect for elders, politeness. Rationalism, punctuality and flexibility of the life position are still not very acceptable. We have also investigated features of formation and course of cognitive processes in the conditions of using of information and communication technologies in training and daily life. Use of digital equipment affects deep layers of mentality and changes not only formation and functioning of the speech-thought sphere, but also the processes of perception. The information technologies that have entered the modern life are a little focused on real communities: at best they are adapted to writing.

Key words: ethnos, Tyva, psychology, information and communication technologies.

Psycheva A.A.

Mass communication: a contemporary overview

Mass communication is created for the mass, demanded by the mass and supplied by the mass. It is when individuals become a homogenous entity, while being able to still express their individuality. Of course, mass communication trends are inspired by a certain majority, which does not automatically make them right, hence mass communication is revised as being both positive and negative in nature. An individual's opinion is mended and formed in many ways and places, but mainly in the socio cultural sphere. The socio cultural sphere and its influence are measured by determining factors, dimensions, etc., which are reviewed by various authors who depending on their branch of academia claim a different point of focus. The socio cultural perspective, amongst others, is claimed to be one of the most important of factors in opinion grafting. In a world of industrialization and globalization, the quality of mass communication, through the main media outlets and the internet, is what makes the difference between a world of mutual interest, economic prosperity, multiculturalism and peace and a world of moral breakdown, degradation of national and Union values and traditions, lack of political transparency and war.

Key words: communication, socium, culture, sociology, game, group, gender, race, thought, ethnos.

Mikhailova N.V.

Rybakov S.V.

Ethnopolitics and Education: Points of Intersection

The review is devoted to the monograph by Sh.K. Shakhov «Ethnopolitics and Educational Sphere in Polycultural Region: Trends of Development». It is noted that the author of the monograph paid equal attention both to the theoretical and practical aspects of government-public integration. The monograph contains the idea of the importance of coordinating managerial decisions that relate to the ethnopolitical and educational spheres.

Key words: integration processes, polycultural region, ethnopolitics, educational sphere, education of youth.

Biryukov S.V.**Interregional and cross-border cooperation - a part of international relations**

Textbook of L.F. Boltenkova and E.L. Ryabova "Interregional and cross-border cooperation – part of international relations" considers the problem, which is relevant in the context of modern political regional science and international relations theory. According to the basic definition, the cross-border cooperation is a part of the international relations of the Russian Federation, international and foreign economic relations of border regions of the Russian Federation and municipalities of the border regions of the Russian Federation with the subjects of cross-border cooperation of neighboring states.

Key words: cooperation, border, culture, international, relations, region, regional, municipality.

Ternovaya L.O.**Chess: sports, art, geopolitics**

Sport has long become a means of solving the tasks of world politics. One of the first sports games that brilliantly showed the connections of these spheres were chess. Competitors in the game demonstrate their strength, endurance, character, necessary for the sport. And the necessity to construct a variety of variants of their confrontation is easily extrapolated to socio-political realities. Throughout its long history, chess has incorporated the rules of the experience of different cultures and peoples. The game was able to reflect the images of a spatial and social organization that are meaningful for a person, and its rules — the strategies of behavior of leading social actors. This game has a truly international character. Participation in the chess game gave partners the opportunity to better know the other, which was indispensable in diplomatic practice. The value of chess was highly appreciated in the days of social transformations, which was manifested in the desire not to ban the game as a legacy of the past, but to make it a symbol of the changes taking place. This policy was carried out by the French revolutionaries of the 18th century, and by the Russian Bolsheviks at the beginning of the 20th century. Chess, with all the openness of tournaments, shows a striking resemblance to diplomacy, consisting in its closeness, intimacy. Therefore, how this game helps to understand the world and decipher the actions of a geopolitical rival, one often learns not from reports about matches, but from works of art connected with the intricacies of a chess game. And the fact that chess is both a game and a sport also brings them closer to diplomacy with the qualities of play and art, and chess geopolitics makes it preferable to geopolitical conflicts.

Key words: international relations, geopolitics, diplomacy, art, chess, history, society.

Аннотации

Рябова Е.Л.
Терновая Л.О.

Культура делового взаимодействия России и Италии: Меркурий побеждает Марса

Различные направления человеческой деятельности еще со времен древней истории ассоциируются с божествами, оказывающими покровительство людям, относящимся к той или иной профессии. В мифологии Древнего Рима Меркурий был не только богом торговли, но и установления связей между людьми, а Марс выступал в роли бога войны. Соперничество Марса и Меркурия отражает всю сложную историю человечества. Марс становился все сильнее, изобретал новое оружие. Меркурий же действовал последовательно, связывая бесчисленными торговыми путями все более отдаленные пространства. И когда арсенал Марса стал способен полностью уничтожить человечество, оно было вынуждено задуматься о тех неоспоримых преимуществах, которые ему сулило следование заветам Меркурия. Это блестяще подтверждают итало-российские торговые связи.

Ключевые слова: международные отношения, межкультурные коммуникации, деловые связи, бизнес, торговые палаты.

Мигулева М.В.

Влияние киберпространства на социальные нормы

В современном обществе существует процесс институционализации в киберпространстве. Киберпространство представляет собой сложное и многогранное явление, состоящее из разных слоев и единиц различных структур и сущностей. Важным аспектом является то, что киберпространство не только инструмент, но и зеркало, отражающее явления социальной реальности и показывающее определенный раздел общего социально-культурного состояния. Киберпространство - это социальная и техническая реальность, которая состоит из разных уровней, в которых связь происходит через информационные и коммуникационные сети.

Ключевые слова: киберпространство, социальные нормы, Интернет, социальный институт, информационный возраст.

Скитёва Е.И.
Гончаров А.И.

Балльно-рейтинговая система как средство контроля формирования компетенций

В статье рассматривается система оценки формирования компетенций в системе высшего образования. Перечислены основные

особенности Болонского процесса. Приведены критерии оценки обучающихся при использовании балльно – рейтинговой системы. Выявлены проблемы при оценке качества обучения в высших учебных заведениях с использованием балльно – рейтинговой системы. Рассмотрено несоответствие предмета компетенциям, которые должны формироваться в процессе изучения данного предмета. Указано на проблему балльной оценки тестовых заданий, если вопросы направлены на проверку теоретических знаний предмета. Рассмотрена проблема влияния накопленных баллов на итоговую оценку по предмету. Рассмотрена проблема отсутствия механизма работы со студентами, получившими низкую итоговую сумму баллов. Приведена проблема отсутствия входной и итоговой оценки обучающегося по компетенциям. Предложены пути решения выявленных проблем в системе оценки компетентности обучающихся: проводить оценку обучающихся по компетенциям; оценку компетенций проводить на момент сдачи промежуточной аттестации по предмету; оценки компетенций в течении семестра использовать для анализа и совершенствования процесса обучения.

Ключевые слова: балльно – рейтинговая система оценки, оценка качества обучения, проблемы оценки обучающихся.

Ганькова Л.А.

Выбор стратегий совладания, качество жизни и ощущение счастья. Существует взаимосвязимость?

В настоящее время психологи все чаще обращаются к таким темам позитивной психологии как качество жизни, well-being, удовлетворенность жизнью и конечно счастье. Многие авторы задаются вопросом: что детерминирует счастье. В этом исследовании мы рассматриваем взаимосвязь между способами совладания со стрессом и жизненными трудностями, качеством жизни и ощущением счастья. В исследовании участвовали российские студенты чешских государственных университетов, которые подвержены повышенному стрессу связанным с аккультурацией, адаптацией на новую языковую среду а также потерей социального окружения. Полученные данные мы сравнивали с данными чешских студентов, которые находятся в своей естественной среде и не подвержены подобному социальному стрессу. Целая выборка составляла 209 респондентов (104 русских и 105 чешских) обоих полов. В качестве методов исследования мы использовали Вопросник качества жизни WHOQoL-BREF, Шкалу субъективного счастья S. Lyubomirsky, методику определения копинг-стратегий COPE-BREF и собственный социодемографический вопросник. Результаты статистического анализа показали, что русские студенты в отличие от чешских чаще выбирают активные стратегии совладания со стрессом. Русские студенты, которые выбирают

активный копинг лучше оценивают качество своей жизни, чувствуют себя более счастливыми и больше удовлетворены своими отношениями. Чешские студенты, выбирающие активный копинг лучше оценивают качество своей жизни, но не чувствуют себя более счастливыми чем те, которые выбирают пассивные стратегии совладания. Русские и чешские студенты чувствуют себя одинаково счастливыми. Женщины в обеих группах респондентов чаще выбирают пассивные стратегии совладания, ищут поддержки и больше выражают негативные эмоции в стрессовых ситуациях. Эта статья дополняет полученные ранее данные позитивных и кросскультуральных исследований, касающихся копинга, счастья и качества жизни.

Ключевые слова: стратегии совладания, копинг, качество жизни, счастье, обучение за границей.

Щупленков Н.О.

Щупленков О.В.

Отличительные особенности становления олигархического капитализма в России в научно-исследовательском пространстве

В статье рассматриваются условия формирования олигархического капитализма в современной России. Выделены ключевые аспекты политического и экономического развития государственной власти. Подчеркнута важность олигархических групп как составных элементов капиталистических отношений в российской экономике.

Ключевые слова: власть, экономика, олигархия, политика, общество, государство.

Базанова А.Е.

Попова Е.О.

Ресурсы формирования лексического состава современного экономического медиатекста

Опираясь на исследования, авторы анализируют особенности формирования лексического состава экономического медиатекста. В связи с тем, что современное информационное пространство экономической сферы профессиональной деятельности обслуживается с помощью языка профессиональных коммуникаций, авторами рассматриваются и иллюстрируются примерами методы пополнения и формирования языка экономической сферы деятельности. Уделяется внимание таким способам, как когнитивная метафоризация и лексико-семантический способ формирования экономической лексики. Авторы приходят к выводу, что современный экономический медиатекст не только является частью экономического дискурса, но и представляет собой средство формирования лексических единиц языка профессиональных коммуникаций. Он

активно развивается и трансформируется. Для него свойственно пополнение за счет образования новых лексических единиц и словосочетаний, используемых для обозначения современных экономических реалий.

Ключевые слова: экономическая лексика, медиатекст, заимствования, фразеологизация наименований, семантическая структура, экономический дискурс.

Товуу Н.О.

Исследования по психологии тувинцев в условиях внедрения новых

информационно-коммуникационных технологий

Представлены результаты исследования этнопсихологических характеристик тувинцев, в том числе тех, кто живет в отдаленных районах Тувы. Смысл жизни и ценность для тувинцев - такие категории, как уход за детьми (семья), отношения с родственниками, любовь к родному народу и традиционная культура. Большинство тувинцев характеризуются уважительными, равными отношениями. Семьи традиционно имеют много детей и стабильны, племенные отношения устойчивы и сохраняют традиционные ценности: гостеприимство, уважение к старшим, вежливость. Рационализм, пунктуальность и гибкость жизненного положения все еще не очень приемлемы. Мы также исследовали особенности формирования и курса когнитивных процессов в условиях использования информационных и коммуникационных технологий в обучении и повседневной жизни. Использование цифрового оборудования влияет на глубокие слои менталитета и изменяет не только формирование и функционирование сферы речевой мысли, но и процессы восприятия. Информационные технологии, которые вошли в современную жизнь, немного сосредоточены на реальных сообществах: в лучшем случае они адаптированы к написанию.

Ключевые слова: этнос, Тува, психология, информационные и коммуникационные технологии.

Пейчева А.А.

Массовая коммуникация: современный обзор

Массовая коммуникация создается для массы, востребована массой и поставляется массой. Когда индивидуумы становятся массовой единицей, в то же время будучи в состоянии выразить свою индивидуальность. Тенденции массовой коммуникации вдохновляются большинством, что автоматически не делает их правильными, поэтому массовая коммуникация рассматривается как позитивная и негативная по своей природе. Мнение индивида исправляется и формируется во многих отношениях, но главным

образом в социокультурной сфере. Но социокультурная сфера и ее влияние измеряются определяющими факторами, которые рассматриваются различными авторами, которые в зависимости от их отрасли академических наук претендуют на другую точку зрения. Социокультурная перспектива, среди прочего, считается одним из важнейших факторов формирования общественного мнения. В мире, индустриализации и глобализации, качество массовой коммуникации, через СМИ и интернет, в чем разница между миром, представляющим взаимный интерес, экономическое процветание, мультикультурализм и мир в моральном упадке, деградации национальных и союзных ценностей и традиций, отсутствие политической прозрачности и войны.

Ключевые слова: коммуникация, социум, культура, социология, игра, группа, гендер, раса, мысли, этнос.

Михайлова Н.В.

Рыбаков С.В.

Этнополитика и образование: точки пересечения

Обзор посвящен монографии Ш.К. Шахов «Этнополитика и образовательная сфера в поликультурном регионе: тенденции развития». Отмечается, что автор монографии уделил равное внимание как теоретическим, так и практическим аспектам государственно-общественной интеграции. В монографии содержится идея о важности координации управленческих решений, относящихся к этнополитической и образовательной сферам.

Ключевые слова: интеграционные процессы, поликультурный регион, этнополитика, образовательная сфера, воспитание молодежи.

Бирюков С.В.

Межрегиональное и приграничное сотрудничество - часть международных отношений

Учебник Л.Ф. Болтенковой и Е.Л. Рябовой рассматривает проблему, которая актуальна в контексте современной политической региональной науки и теории международных отношений. Согласно базовому определению, трансграничное сотрудничество является частью международных отношений Российской Федерации, международных и внешнеэкономических связей приграничных регионов Российской Федерации и муниципалитетов приграничных регионов Российской Федерации с субъектами пересечения - приграничное сотрудничество соседних государств.

Ключевые слова: сотрудничество, граница, культура, международные, отношения, регион, региональные, муниципалитет.

Терновая Л.О.**Шахматы: спорт, искусство, геополитика**

Спорт давно стал средством решения задач мировой политики. Одной из первых спортивных игр, которая блестяще показала соединения этих сфер стали шахматы. Состязающиеся в игре соперники демонстрируют силу, выдержку, характер, необходимые для спорта. А необходимость конструирования множества вариантов их противоборства легко экстраполируется на социально-политические реалии. На протяжении длительной своей истории шахматы вобрали в правила опыт разных культур и народов. Игра смогла отразить значимые для человека образы пространственной и общественной организации, а ее правила — стратегии поведения ведущих социальных акторов. Эта игра имеет по-настоящему международный характер. Участие в шахматной игре давало партнерам возможность лучше узнать другого, что было незаменимо в дипломатической практике. Ценность шахмат высоко осознавалась во времена общественных трансформаций, что проявилось в стремлении не запретить игру как наследие прошлого, а сделать ее символом происходящих перемен. Эту политику проводили и французские революционеры XVIII столетия, и российские большевики в начале XX века. Шахматы при всей открытости турниров проявляют потрясающее сходство с дипломатией, заключающееся в ее закрытости, камерности. Поэтому о том, как эта игра помогает понять мир и расшифровать действия геополитического соперника, часто можно узнать не из репортажей о матчах, а из произведений искусства, связанных с хитросплетениями шахматной игры. И то, что шахматы одновременно являются игрой и спортом также сближает их с дипломатией, обладающей качествами игры и искусства, а шахматную геополитику делает предпочтительнее геополитических конфликтов.

Ключевые слова: международные отношения, геополитика, дипломатия, искусство, шахматы, история, общество.

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