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ОГЛАВЛЕНИЕ

ИНСТИТУТ ЯЗЫКА

REMOTE EMPLOYMENT AS A FORM OF LABOR MOBILITY

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With the transition to a post-industrial economy, there are dramatic changes in the nature and content of labour and labour relations, which are believed as a "response" to the call of some "revolutions": technological, organizational, motivational, consumer etc.

Nowadays we can see spreading of non-standard forms of employment, decentralization and global changes in the motives of labour behavior. Standardization and unification, which are typical for labour relations in the industrial economy, are being replaced by destandartization of labour in the post-industrial society, fickle hiring, fixed-term contracts and the development of flexible forms of employment become widespread.

The development of information and communication technologies and the Internet has opened a virtual space for work, has formed the Internet economy (e-economy) and the corresponding electronic markets (e-markets, virtual markets) and electronic business (e-business, e-commerce). Information and communication technologies have not only changed the structure of employment, the ratio of working and leisure time, but also opened up new avenues for self-employment. Modern communications make it possible to realize the intellectual capital, working at any distance from the place where the performance is needed. In this regard, science began to use the terms "remote work", "telework", "telejob".

The growth of non-standard forms of labour is most prevalent mainly in developed countries. In the U.S. they covered one third of workers, in Japan part-time jobs make up one quarter of the total number of jobs.

Remote work for the youth of today is a new form of employment, which has become possible due to the development of telecommunications technology. The youth actively moves to work in the conditions of flexible employment. It happens because of the fact that young people, representing the most mobile socio-demographic group, are characterized by a high degree of susceptibility to a variety of innovations, high level of labour mobility and intellectual activity. Young people have a set of socio-cultural, generational and value features, age characteristics, which distinguish this group from other age groups. Nowadays, Russian youth considers remote employment mostly as an additional type of labour, a form of labour mobility. According to young people's opinions, having the remote socio-labour practice allows a person to choose the type of activity, the organization, the manager or customer, the very place to work. All of this increases its value to young people.

The founders of the scientific concept of remote employment are American scientists Jack Nilles and Francis Kinsman.

Jack Nilles in the early 1970s, as the head of the first telecommuting project in the University of Southern California, noticed that in some cases it's easier to deliver work to the man, and not vice versa, and introduced the concept of remote employment, "telework" or "telecommuting" that involve working at a distance, outside the traditional workplace, when the transmission and receipt of information is carried out by using modern telecommunication technologies [6].

One of the most famous and worldwide recognized specialist in the study of remote and virtual office employment is Gil Gordon, editor of one of the best telework magazines "Telecommuting Review", co-author of "Telecommuting: How to Make It Working for You and Your Company" (1986) and «Teleworking Explained "(1993) [3].

Since the late 1990s in Western Europe and the United States there have been several large-scale empirical studies on various aspects of the transformation of employment and labour relations.

However, not many works are devoted to establishment and development of remote employment in Russia.

There is no holistic understanding of the concept of remote employment among Russian scholars and practitioners. First of all, it is connected with the blurring of the boundaries of the remote employment sphere, and secondly, with the complexity of determining the extent of the phenomenon and the parameter estimates due to the lack of reliable information about it and a significant discrepancy between the results obtained by different valuation methods.

Among Russian studies on remote employment, we should specially mention innovative researches that were carried out with the support of Science Foundation of HSE and, in particular, the work of D.O. Strebkov, A.V.Shevchuk etc. [7].

Analysis of the results of online surveys helped to create the socio-demographic and professional portrait of contemporary Russian freelancer. Freelancers are relatively young: only 3% of respondents are over 45 years old, four-fifths of respondents (79%) are not older than 30 years, and 59% are aged 18-26 years. The average age of the total sample is 27 years.

Most freelancers have recently entered the labor market: 17% have more than ten years of professional experience, nearly half of respondents (48%) have less than five years.

Seniority of freelance activity is significantly shorter: 23% have worked less than a year; 24% work in the electronic market for 1 year; 30% – from two to three years; and only 4% - more than ten years. On average, total seniority of surveyed workers is seven years, and freelance work experience is three years. Most respondents said they did not have day-offs, and their working day on average was much longer than the normal working day of the office worker. Freelancers have a high level of education: 80% of respondents have higher or incomplete higher education, which is significantly better the average for Russia.

Depending on job searching method, freelancers were divided into three groups. The first group (14% of respondents) uses only market methods such as remote job exchange, websites, forums, social networks. 40% of respondents use only their social capital (relationships with customers, recommendations from friends, acquaintances and former clients). And 47% of respondents have the mixed strategy, using the market and social channels to find new customers.

Interesting research of the problems of flexible employment in Russia is a study conducted in the IV quarter of 2012 by online agency Recruitnet and named "Job 2.0."

According to the results of this study, 64% of surveyed companies have remotely working employees in their state, and 67% have a system of flexible employment. Almost all of the respondents plan to continue to use non-standard forms of employment. Study shows, that giving employees the opportunity for flexible schedule is one of the key factors to increase the company's attractiveness as an employer in today's labor market.

The main problems that face companies during the using of remote and flexible employment are unwillingness to effectively manage remote employees (37%), difficulties of team work (37%), risks of decreasing of the business security level (32%), inability to lead the person who is not in the office quickly (26%).

Also, among the reasons of the low active dissemination of remote and flexible employment at Russian enterprises respondents identify inertia and distrust of management to these forms of organization of the labor process.

On the other hand, there are some possible benefits of using of remote employment and they are all assessed as sufficiently important. First and foremost, it is an opportunity to hire qualified employees regardless of their location, as well as the opportunity to pay for the work results, not for the process.

The results of these two surveys of Russian remote employment (or telework) complement each other, revealing its essential features from the perspective of the employee and the employer.

It is advisable to divide the remote employment is not on a sectoral basis, but on areas of professional activity [9, 10].

With the transition to a post-industrial economy the new trends in the proportion of working and leisure time were discovered.

Firstly, the very concept of labor has transformed. It is gradually losing its dominant position in the human life. Labor activity is often seen as a mean to maintain a certain standard of living. At the same time, success, self-actualization and other life values are transferred to the sphere of leisure activity.

Secondly, leisure time changes its structure now. It is increasingly associated with the various types of self-realization and intense intellectual activity. This phenomenon is called "ecological leisure." Today, a certain part of the population begins to refuse the standards of "the good life" and goes to a different value system. In this context, we should mention the book of E. von Weizsäcker "Factor 5", dedicated to finding ways to save modern society from the inevitable self-destruction [8]. Also, the authors explore the conflict between the interests of the sufficiency and employment.

The phenomenon of last years is downshifting – the transition from well-paid, but connected with excessive stress loads and taking all the leisure time job to a more relaxed, although low-paid job. The main symptom of downshifting is the rejection of a career, growing consumption, social status and style of life for the other values in life, especially family, hobbies, healthcare.

Moreover, among the youth of today, it has become fashionable to work outside the office. The number of freelancers is growing; they are people, who enter the labor market as independent service providers using the Internet. Modern communications allow them to realize their intellectual capital, working at any distance

from the place where their activities are in demand. In this way, workers can organize the work process and determine the time of work and leisure by themselves. Held in 2008, "The first all-Russian census of free-lancers" has created socio-demographic and socio-professional portrait of the modern freelancer. Two-thirds of them are male, four-fifths (79%) are under 30 years old, 80% have higher or incomplete higher education.

Thus, the transition to a postindustrial society caused major changes in the nature and substance of labour, labour relations and development of non-traditional forms of employment, strengthened their flexibility, contributed to the emergence of new motivations of labor behavior. New trends in the development of labor relations require further fundamental scientific, economical and practical study.

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MORAL EDUCATION OF PUPILS IN THE PROCESS OF STUDYING LAW

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What is morality? This question is always discussed by humanity. Moral development, person's bringing up are the aim of passing on the experience of previous generations to the younger generations, along with the creation of conditions for the acquisition of knowledge and skills. Despite changing the notion of the morality, topicality of this problem is beyond controversy. Modern global situation demands paying attention to the cruelty, rising of the crimes which are committed by the teenagers.

But how can we solve these problems? Where is the way out of this situation which needs an immediate decision? There is the solution. These are places where a child spends significant part of his childhood and youth. Definitely bases of moral education are given in the family and at school. It is the teacher who helps each pupil to determine their values, outlook on life. Certainly, teacher plays the huge role in the process of education. But another problem appears: how teachers can promote the moral formation of pupils' personalities?

Moral upbringing is an active process of life interaction, activity, communication and overcoming contradictions. It's an operation of constant and systematic solutions, choice of moral norms, the process of self-determination and self-government in accordance with them.

The aim of the moral breeding is forming relations (to the people, mother land, to yourself) which correspond with the moral norms. It's an undoubted fact that the formation of a special relationship, for example, labor plays a major role in manifestation relationship to the people. One of the most important sides of the moral upbringing is breeding relation to man as the highest value. It may be also noted that promoting the welfare of man and mankind through the production of material and spiritual values is one of the most important goals of moral education.

Averina N.G. emphasizes that the final goal of the moral education is development of each person's active life position [1].

The main objectives of moral upbringing are:

Firstly, formation of moral consciousness which is an active process of reflection children's moral relations and states. Subjective driving force for the development of moral consciousness is moral thinking. It is a process of continuous accumulation and understanding the moral facts, relations, situations and its analysis, evaluation, making moral decisions and responsible choices [2]. Breeding and development of moral senses such as sympathy, confidence and relations to people, friendship and love.

Secondly, elaboration of the skills, habits of moral behavior which is considered to be the important link in the formation of moral behavior.

Moral education is systematic process which is conditioned by different factors.

According to N.E. Boldyrev, moral education has a special feature. It's the inability to isolate it in a separate educational process. The moral side is usually formed by children's diverse activities. Different relations in life situations also contribute the development of moral figure. These situations are closely connected with children's interaction between each other or with adults.

But even though moral education can be recognized as purposeful process including certain system of content, forms, methods and techniques of pedagogical actions [3].

Method of upbringing is a way of mutual cooperation between teachers and pupils to achieve the most effective results. Methods of education and forms of pupils' activities can be taken as an unified educational phenomenon. Educational methods functionally depend on pupils' activity.

We would like to consider the most complex methods of verbal and emotional impact: a story, an explanation, ethical conversation and practical methods. The interest in these methods is due to the fact that they have socializing orientation. Secondly, versatility of these methods in relation to the age characteristic of educability. On the basis of the results of research the experience of using such techniques as the ethical conversation was concluded that the debate which is released in the structure of the ethical conversation helps people to develop good estimates and judgments about moral conduct.

In our opinion, the story on the ethical subject is one of the most effective "tools" that can have the most accurate and effective impact on becoming personality of the pupil.

Along with the story as the means of influence on pupil's personality we can also distinguish the explanation.

There is one important distinction between explanation and narrative – explanation focuses on the impact on a particular group or individual. Typically this method is used to provide or secure the formulation of a new moral qualities or forms of behavior. Another object of this method is to set the right attitude to have quite specific acts. If the teacher chooses this method, he/she should be aware that it will be based on the suggestion [4].

The example should be allocated on the strength that could affect the student. There is the following pattern – the phenomenon, which perceived by the sight, are quickly and easily imprinted in the mind, because it does not require any decoding or re-encoding, which requires any voice effects. The example takes place in the level of the first signal system, and the word – in the second.

Who is a schoolchild's ideal? Undoubtedly, parents, teachers and friends are role models for children. But should we include in this list characters of books, films and historical figures? We think, we should, as they have a great educational power. The psychological basis of example is imitation. This assumption, of course, is controversial – the border between imitation and creation is diffused. And, according this suggestion, the creation can be defined as special imitation [4].

Teachers plan their educational work considering the development of moral and intellectual potential of students' personality. Particularly, at the lessons of social science students explore the moral rules of the world and their country's traditions; get acquainted with the moral principles of people. In addition, school opens perspectives to realize their moral values in the real life. Acts of charity for benefit of veterans, sick people, and children in orphanages, various competitions organized by pupils are the striking examples of moral education and resolving moral situations. Holding discussions with pupils on these events with is also effective.

The work experience of the teacher from Penza Oskyna M.A. is worth discussing in this respect. She developed and conducted workshops on the basics of morality with the pupils of the 10th grade. Her workshops interests were to study the young people's concerns, the reasons of their behavior, and how has it been changing during these workshops. There was a pupils' opinion poll inquiring about the pupils' opinion about the modern youth, qualities of girls and young men valued by students, rudeness in relations between people of our formation, the influence of the media on the moral character of today's youth, the role of schools in improving relations between the participants of the educational process.

Moreover, this poll has a dual purpose: to study students' personality and their moral values. Much attention was paid to situations that were able to put the students in front of a moral choice requiring ambiguous

and complex solutions. For example, one of the lessons on "moral values" pupils declared that the wealth - the key to freedom in our society. Most of the young people agreed with this idea, but there were those who did not support it. In the end, it came down to a debate on "What can't you buy for the money?"

At another lesson, a month later, the same young people advocated that primarily, we must respect the human inner qualities: spirituality, education, etc. It should be noticed that the children themselves denied their previous position on the same issue which is an indicator of clear progress.

So how do you determine the formation of the moral quality of a child? Is there a mechanism, a kind of formula – an indicator that the moral quality was formed? Of course, there is no mathematical formula and a specific alarm. But if the child is able, after analyzing the situation, his actions – to bring the correct definition and appropriate moral tenets – this is a proof of pupil's ability to control himself/herself.

The formation of moral qualities must be done consciously – that's one of the most important criterion of the correct personality formation.

In our opinion, learning process can influence to the process of moral formation. Proof of this can be resulted in a kind of formula that shows the mechanism of formation of moral qualities: knowledge and understanding+motivation+feelings and attitudes+skills and habits+actions and behavior=moral quality [5].

This mechanism is universal. Any quality of personality can be brought under this formula. The main feature is that there is no principle of interchangeability - each component of the mechanism is important and cannot be replaced by another, or to be excluded.

But behind this aspect of the problem emerges another: how to develop skills and habits that would orient the student in a difficult moral situation? How could they become aware of algorithm of behavior?

We'd like to recall that the moral habit - is the need to carry out moral acts. Even John Locke pointed out that the main thing in education is a formation of moral habits ... in any case the rules and regulations that are immediately forgotten should not be burdened in the memory of the children. It's much more useful to exercise in their actions, which are desirable from the standpoint of true morality.

In conclusion we'd like to say that the successful formation of habits requires the motives by which children are encouraged to take an action, to be significant in their eyes, i.e. children should have emotionally positive attitude to the operation, moreover, they should be able to apply efforts to achieve results.

It should be noted that the formation of moral quality occurs in the right way only in the case if the motives of this formation are clear and attainable. It is promoted thanks to such methods as - ethical discussion and debate (methods of verbal and emotional impact), a situation of choice (methods of organizing activities), and methods of discussion applied at the lesson (incentive and motivation for activity and behavior), which purpose is to establish moral qualities required by the modern society.

We believe that the identification of the most effective ways of moral education in the process of studying law will help to improve the overall situation in our society: morality will be appreciated more and save our future from the moral devastation.

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THE "GREEN" ECONOMY AND PECULIARITIES OF ITS FORMATION IN THE RUSSIAN FEDERATION

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The "green" economy is a new direction in economic science that emerged last two decades, in which it is believed that the economy depends on the components of the environment within which it exists. It involves improving the quality of life and the environment along with the modernization and increasing production efficiency. The theory of the "green" economy is based on the understanding that sustainable economic growth is impossible. Economy prospers only through continuous economic development. This concept gets more and more publicity. It has been actively discussed by experts, politicians, non-governmental organizations.

Many countries have experienced a decline in production in the financial and economic crisis and have been actively looking for a new development model last time. The document "The Future We Want" was adopted at the UN Conference on Sustainable Development "Rio+20" in Brazil, which was signed by 192 countries. In other words, the global rate was taken to the "green" economy as a priority way of further development. The concept of this economy is designed to provide a more harmonious coordination of the components of the economy, society and nature within the paradigm of sustainable development. At the moment, it is becoming a global rate of innovation, crisis formation in many countries and regions of the world.

What does the "green" economy look like?

According to the definition of UNEP report, the "green" economy is defined as an economy that improves human well-being, reduces the risks to the environment and its degradation. Proponents of the concept of this economy believe that now the prevailing economic system is not perfect. Although it gave some results in improving the living standards of the people as a whole, and especially its separate groups of countries, the negative effects of the operation of this system are considerable: it is environmental issues (climate change, desertification, loss of biodiversity), depletion of natural capital, large-scale poverty, lack of fresh water, food, energy, inequality of men and nations. All of this poses a threat to present and future generations. The current economic model is called the "brown economy". During polluting brown economy, which depends on oil, gas and depletion of natural resources, it is time to dramatic changes. This new vector is the "green" economy.

It should be noted that the main problem of introducing a new course for the global and regional levels is creating conditions under which such development would be economically beneficial. In the present situation, we need the following tools for the implementation of the new "green" course:

• large-scale state aid;
• active participation of private investors;
• involvement of consumers.

The need to strengthen the state's role in the transition to the "green" economy, the improvement of public policy are obvious. In the transformed economy the government in accordance with the concept of a desired future socio-economic image of the country should actively shape it. There is a wide range of tools for the transition to the "green" economy:

1) strengthening of the state of environmental management in the extraction and use of resources through economic and legal instruments (taxes, tariff policy, penalties);

2) public procurement policies that encourage the production of environmentally friendly products;

3) creating a competitive environment in the energy sector and the overall economy, or destruction of monopoly. The paradoxical fact that gasoline in Russia at certain periods of time is worth more than in the US, oil-importing country, evidences of monopolization of the market.

4) an increase in public investment in public transport, renewable energy, energy efficiency in buildings;

5) the target state support of research and innovation related to the creation of environmentally friendly technologies, and others.

In turn, manufacturers should support the modernization of production by way of a win-win, associated to economic efficiency and reduce harmful emissions, sustainable use of natural resources, waste minimization. This is the central task of modern innovative development of enterprises. And for this purpose, in addition to awareness of the importance of environmental requirements, it is necessary to use stringent environmental

requirements and economic interest - modernization should be beneficial. We do not forget that modernization should be beneficial.

Specialties of formation of the "green" economy in the world

Before considering the introduction of "green" economy in the Russian economy, it is necessary to outline some ways of forming the "green" economy in the countries which give to this area a priority role. The Republic of Korea was the first country to announce the implementation of the concept of "green growth" as a national strategy. It includes the following elements: industry, energy and investment, "green" transport modes, and others. Since 2011, South Korea has launched a system of "green card payment." These cards allow for the consumption of "green" goods and services, the use of public transport instead of private as well as the use of energy-efficient products. For Russia, in my opinion, this experience is quite interesting, especially in connection with the formation of the national payment system.

United States as the main directions of development of the "green" economy have chosen alternative energy development, which, according to President Barack Obama, will improve the environmental situation and create 5 million jobs. The UK has also unveiled "green" projects aimed at the creation of 100 thousand new jobs. This practice also applies to our country, where there are a well-developed agriculture and significant agricultural land for the development of this sector. This will not only stimulate the growth of agriculture in Russia, but also create new jobs, which is important in the context of increasing unemployment in the country.

In China, it is planned to receive 15% of electricity from renewable sources and reduce the carbon intensity of the economy by 45% in 2020. The trend for the development of "green" technologies was established in 2011 in China. In this country was forcibly closed by more than 2 thousand polluting companies. Another direction of "green" technologies developed in China is creating "green" offices. The volume of public investment in energy efficiency, renewable energy, appropriate technology to China several times exceeded the performance of the US and the EU. Undeclared goal of Beijing is a world leader in the field of "green" technology in the XXI century.

It should be noticed that our closest partners, Kazakhstan and Belarus, have formed the state basis for the development of the "green" economy. So Kazakhstan has accepted the concept of the transition to this economy of the country, and Belarus has developed a "National Report" on sustainable development of the principles of the "green" economy. Kazakhstan plans to increase the country's GDP by 3% and create more than 50 thousand jobs by 2050. Belarus plans to increase investment to 2% of GDP, the main emphasis will be placed on the target state support for research and educational projects related to the new economy.

The world experience has shown that the "green" economy stimulates regional development, contributes to social stability and increase the economic potential through the creation of new jobs in the sectors of this type of economy.

Necessity of the "green" economy in Russia

For Russia, the concept of "green" economy is a new, and it is not actually used in official documents. However, its purpose has been included in the basic conceptual documents: the Strategy for long-term development of the country ("Strategy 2020"), the Russian Energy Strategy to 2030 (2010), the State program for the development of agriculture and regulation of markets for agricultural products, raw materials and food for 2013-2020 year. It is becoming increasingly clear and the crisis is confirmed that have formed in the Russian raw materials export economy model has exhausted itself. Salvation resource-based economy during the crisis was very costly and inefficient

One of the most important areas of the transition to the "green" economy is the greening of agriculture. Agriculture, forestry, tourism is a promising area in the Russian context. Due to these areas, Russia can become a leader in the transition to a new development model. The presence of large area and little affected by economic activity areas in the region is more than 60% of the country. Russia has ample opportunity to claim part of the world market of environmentally-friendly food. This is extremely important because the products are manufactured with high added value. In general it is necessary to select such production methods that allow producing high quality and useful products. To confirm its properties it is advisable to form or revive food quality control using advanced foreign experience. Russia can also create a national public sign of guaranteeing sustainability of certain products, as well as a campaign in support of it.

Russia could reap significant economic and social benefits from the transformation of the agricultural sector, which should be based on the transition from the traditional intensive agricultural production to ecological (organic). Organic farming can achieve simultaneously three socially and economically significant results:

1) provides a more full-time employment of the rural population;

2) provides a high yield of the agricultural sector – 3-10 times more profitable than the traditional agricultural production due to higher product prices and lower costs of production;

3) preserves the natural environment and the traditional foundations of society.

Furthermore, the development of organic farming contributes to the conservation of biological diversity, allows harmonizing the relationship between people and nature, and solves the problems of maintaining a healthy environment and human health.

The foundation of the "green" growth is the modernization of the energy base of the economy, due, for example, the increasing trend of depletion most accessible and profitable reserves of traditional energy sources, especially oil, and rising prices for them. In this situation, the use of alternative energy sources, which differ more widespread and environmental cleanliness, is promising.

The main direction of the modernization of energy is to replace oil (mazut) and coal with natural gas as a more environmentally friendly source of energy. Thus, diversification and decarburization emerge as priorities for the modernization of energy and as pin "green" economic growth in general.

According to some estimates, Russia has the potential to become a major exporter of biofuels of the second and third generations. In addition, it should be emphasized the prospect of wind power plants located mainly in coastal areas. Suffice it to say that by the total wind energy potential (wind energy resources), Russia is the world leader (followed by the US and China are going). We have solar energy development opportunities in Buryatiya and the Krasnodar region, as in the Scandinavian countries or Canada the sun is not more than in Russia.

In the field of energy efficiency we need to build new buildings (houses), which in Europe are called "low-energy buildings" or "passive houses". Their comfortable indoor climate can be achieved without traditional heating and cooling systems. As an example, the first "green" building was built by the British system BREEAM in Moscow, as well as 19-apartment building in Barnaul (Altai region), using a wide range of energy efficiency technologies and energy efficiency (solar panels on the roof). These tools will help reduce the loss of heat by 50% and at the same time soften the acute social problems of providing people with quality housing (given that the house was built under the replacement of dilapidated housing).

Thus, for the transition to the "green" economy in the Russian energy sector will need a long period of transformation and modernization of the economy. Firstly, it is necessary to strengthen the effectiveness of state regulation of natural resources in the extraction and use of resources through economic and legal instruments (taxes, fees, tariff policy). The principle of "polluter pays" must make in practice. Secondly, an important positive role in the transition period can play creating a competitive environment, increased competition between manufacturers, care of the prevailing today monopoly in power and the economy. These factors may encourage businesses to innovate and diversify production, leading to the introduction of new "green" technologies in Russia.

The priority areas of Russia to promote "green" economy are:

1. The focal area for development is energy. Modernization should take into account the enormous possibilities of the country for the use of renewable energy sources. So Russia has a leading position in the world in wind energy development potential.

2. The success of the implementation of modernization in economy, energy efficiency and sustainable development depends on the active position and the personal interest of each of us. This determines the need for education and training efforts, targeted media work, social advertising. It is necessary to ensure environmental knowledge immediately - from a compulsory subject in secondary school to the general environmental education activities in the media, including mandatory limits for social advertising.

3. The structures of civil society play a major role, including both grassroots organizations and youth movements. Civil society acts as the initiator of the process, "Rio+20", demonstrating the interest of the population and delegating authority to ensure the active participation of the country in the world community moves towards sustainable development. The success of the implementation of these ideas involves the definition of the topic as a priority support from the government and business.

The purpose of the transition to the "green" economy in Russia is improving the welfare and quality of life while minimizing the degradation of natural resources. The transition to this economy and environmentally sustainable development of Russia involves a transition from an extensive raw materials export model of economic development to modernization. The principles of the "green" economy should be submitted as the basis for long-term successful development of the country, solution of social and economic issues, to ensure the necessary quality of life, competitiveness and national security.

Conclusion

Russia can play a crucial role in the formation of sustainable development and the new economy in the world. The huge natural capital of the country and the most important ecosystem services contribute to the

stability of the biosphere and provide economic benefits to all mankind. Impressive territory untouched economic activity, huge forests and wetlands, freshwater, potential biodiversity - all this makes a vital contribution to the formation of a new economy in the world. Russia can be characterized as an ecological donor in the world. For Russia it is of great importance to integrate principles of international agreements in the legal framework and practice of economic decisions.

We can agree with the authors and supporters of "green" economic growth scenario with respect to its progressive mission and positive impact on the overall socio-economic development of the world, reducing environmental and climate risks. The success of modernization based on the "green" economy determines the awareness and interest of all sectors, including government, business and the public. It determines the need for economic stimulus educational and outreach activities, targeted media work, social advertising. Ensuring the implementation of "green" economy in Russia involves the assessment and distribution of rich regional foreign experience. Prospects for "green" industries and the development of the Russian economy generally associated largely with advances in energy and agriculture.

At the same time, the transition to "green" the economy is associated with certain risks and challenges - ranging from issues of "greening" traditional "brown" sectors, and ending with the need to meet the needs of the market with limited emissions. Therefore, world leaders, civil society and leading companies obliged to rethink and redefine traditional measures of wealth, prosperity and well-being. After all, the most serious dangers of the world today is, of course, a risk that the world will remain unchanged.

TEACHING GIFTED CHILDREN IN THE USA

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It happens that in the teaching profession people are faced with children, quite unlike the others. They are gifted children. They behave, talk and think differently.

A gifted child can speak as an adult one minute, discussing potential conflicts between evolution and the bible, and in the next minute throw an impressive tantrum because she didn't get what she wanted... right now! She can have you in awe of her theories on accelerated space travel, or pulling your hair out in frustration over her argumentative refusal to do her part in everyday homework. The parents and teachers who deal with these wonderful children can often be described in a single word: «Exhausted».

Children whose mind is superior to many adults are rare, they are a great value for the society; they have a huge information and intellectual potential, which is able to move the social progress faster than a usual group of scientists.

Oscar Wrigley is the youngest ever member of Mensa with an IQ of at least 160, aged two years and five months. Oscar's parents say he started talking at nine months and by 18 months he was reciting the alphabet in the bath. Mentally he's too advanced for groups his own age but emotionally and physically he's still a two-year-old. And he can become aware of information that he is not yet emotionally ready to handle. It has actually it is connected with the negative things – the fact that he doesn't sleep, the longest he's ever slept on his own is four hours. And it is not his single problem.

Born with Asperger's syndrome, Jacob Barnett was written off by experts who insisted he would grow up locked in a world of his own. But his mum Kristine refused to accept their word and set about transforming his life. At the age of 8 years, the school irritated Jacob very much, where he studied in the correctional class by the simplified program. His mother decided to take him out of school, and the boy began to attend the university lectures on mathematics, astronomy and physics. She adds: "He came home and curled up; he did not play with his friends. It was important to keep his proximity with the family. The main thing was to provide his normal childhood. Since then, -she has watched him flourish into a child genius with an IQ of 189. He is even tipped for a Nobel Prize. And he's still only 14. As soon as Jacob became popular, he has a whole army of fans, on which he calmly reacts.

Successful teachers of the gifted require a special understanding of their pupils' social and emotional needs. Here's a sampling of these needs:

1. Gifted pupils may doubt that they are actually gifted. Some gifted kids deny their talents.

2. Teachers in secondary schools, in particular, have tried to disprove the talents of individual pupils, saying, in effect: "Prove to me you are as gifted as you think you are".

3. Gifted children have a very increased emotional sensitivity to criticism.

4. Gifted children are often shy, they know that they're shy, and know that shyness is often looked down upon.

5. Gifted children needs cannot be met by one style of learning, but they can get the maximum benefit from group projects, if teachers can teach a child to different styles of thinking.

In contrast with special education, gifted education is not regulated on a federal level, although recommendations by the US Department of Education are offered. Attempts to provide gifted education can be classified in several ways. Most gifted pupils benefit from a combination of approaches at different times:

1. Activities such as reading, creative writing, sport, computer games, chess, music, dance, foreign languages, and art give an extra intellectual challenge outside of school hours.

2. In the U.S., many community colleges allow advanced students to enroll by the consent of school officials and the pupils' parents. It is an opportunity to get an education in a shorter time.

3. Summer schools are popular in the USA. Entrance fees are required for such programs, and programs typically focus on one subject, or class, for the duration of the camp. Several examples of this type of program are: University of Iowa College of Education's Belin-Blank Honors Center; Wesleyan Summer Gifted Program at West Virginia Wesleyan College; The College of William and Mary; Montclair State University.

4. Gifted pupils are educated in either a separate class or a separate school. Resource for locating gifted schools in the United States can be found on the National Association for Gifted Children's "Resource Directory" accessible through their home page. These separate classes or schools tend to be more expensive than regular classes.

5. The regular school material is compacted by pretesting the pupil to establish which skills and content have already been mastered. So they can be released from unnecessary lessons.

I would like to finish the report with the quote of the great mathematician René Descartes. He said «It is not enough to have a good mind; the main thing is to use it well. » If you become a happy parent of a little genius, or you have to work with gifted children, don't bury their talent in the ground. Our task is to help them find themselves.

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THE CONSUMER IN THE MARKETING SYSTEM: CHARACTERISTICS, WAYS OF EFFECTIVE INFLUENCE

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At the present time "the Consumer in the marketing" is increasingly becoming a hot topic, because marketing affects the interests of all of us.

Marketing is ahuman activity directed on satisfaction needs through exchange.

One of the leading theorists of management problems, Peter Drucker, said: "The aim of marketing is to make efforts sales unnecessary..."

Every day people consume products, use the services, and enter into the role of consumers. The act of consumption is a necessary part of any person life.

In the preamble to the Law "On protection of consumer's rights said that consumer – is the citizen having intention to order or acquire or ordering, acquiring or using goods (works, services) exclusively for personal, family, household and other needs not connected with entrepreneurial activity.

"Consumers is all of us", – said the 35th U.S. President John F. Kennedy in the U.S. Congress on March 15, 1961. Later, this speech became the basis for the creation of the world day consumer rights protection.

Work with the consumer is an everyday part in the professional activity of a marketing specialist. The main goal of the manufacturer is the production of ideas, goods, services, to satisfied a consumer`s needs, to create an efficient production process.

Consumer behavior – is one of the marketing lines, which can help to survive not only commercials but also for the state as well.

Thus, this theme is relevant for anyone seeking to fit into a market element successfully, using all the tricks and methods to control the consumer behavior.

Before the emergence of modern marketing sellers used a lot of ways to guess what their customers want. Most businesses were small, their owners knew their customers, their needs, requests, desires. It has become clear that we need to understand the motivation and consumer behavior to reduce the risk of failure in the market.

Today, the situation has not changed - the user has their own motivation and behaves as he wants, and not as the seller wants.

Most of these factors are beyond the control of the leaders of the market.

Buyers are end-users and consumers. The first is a personal consumers, families, households; the second is the enterprise of wholesale and retail trade, nonprofit and public institutions.

According to Roger Blackwell, the consumer is the owner and he is not a mindless pawn, which can be manipulated at the request of the merchant. A new product must meet the needs of the buyer, but not the managers group's. This statement shows that the consumer is in a central position on the market.

There are four basic principles of consumer`s behavior:
− the consumer self-sufficient and independent;
− the consumer motivation and actions are comprehended by experiments;
− the behavior of consumers is being affected;
− consumer behavior is always legit.

Any producer who lost the consumer is doomed to bankruptcy. Summing it up we draw a conclusion, that the consumer is the "compass" of any organization.

Consumers do not make their decisions in a vacuum. Their purchase is highly influenced by culture, social, personal and psychological factors.

Factors that influence customer`s behavior.

Factors cultural order: Culture Subculture Social status

Social factors: Reference groups Family Roles and statuses

Personal factors: Age and stage of family life cycle, Occupation, The economic situation, Lifestyle, The type of personality and self-image

Psychological factors: Motivation, Perception, Assimilation, Beliefs and attitudes

With the development of trade and competition on the market price methods of competition for the consumer is falling into the shadow, there comes a time of the latest technologies of non-price marketing.

The idea of neuromarketing – the influence on the subconscious stimulation of the 5 main senses: sight, hearing, smell, touch, taste.

The results of the Martin Lindstrom surveys in the sensory marketing field demonstrate the influence of music, smell, taste, feel, appearance of goods in the buying process.

The parameters those affect the buying process: 65% effects music, 46% appearance, 40% of the smell, 26% feel and 23% of the taste.

Visual merchandising is the impact on the buyer by the images and colors. Consumers are always attracted to good colors for the interior. Special studies show that only 20% of light and color are perceived by the sight, and the remaining 80% of the nervous system.

Good color interior design has always attracted consumers. In the case of qualified, correct and a good selection of colors, there may appear an association with a particular brand. A striking example is «Coca-Cola». In the minds of consumers the combination of red and white colors is associated with this world renowned brand.

The next kind of neuromarketing is the sound design. Psychological studies have shown that upbeat music is forcing buyers to move with greater speed. It is known that when loud music plays, buyers spend less time in the store, nervous atmosphere in the store is annoying them, but, nevertheless, they spend more money on the purchase.

This rule works in fast food. A striking example is McDonald's. If there are a lot of guests, it needs to put some dynamic music, in order to free space for new hungry visitors; on the other hand, if the guests in the hall is not enough, you must turn on relaxing music. These actions encourage guests to be in the hall as much as possible, and therefore spend more money.

Scent marketing is based on the use of different scents and flavors that will help to increase sales. Market researches showed that customers were at 15-20% stay longer in the stores, where were sprayed precious aroma.

Let's analyze the consumer and ways of effective influence in the example of the market of cosmetic services in Kazan.

First, we will give a General characterization of the cosmetic services market in Kazan.

Currently in Kazan in the category "services beauty salons" only 714 of companies with telephone numbers and addresses. Cosmetology centers are located throughout the city and in every district. The first real salons - fashionably equipped with a large range of services in Kazan, as in many other large cities of Russia, were opened to foreign manufacturers of professional cosmetics, such as Wella and Yves Rocher. Over time, Russian companies began to open their own salons (private or franchise).

There were some reasons for the low rating of some of the salons:

1. According to consumers, in the salons with a low price estimate does not correspond to the service.

2. The quality of the means used for the care of the body lower than was supposed.

3. Unskilled staff.

4. The promised result is not as expected.

Area beauty salon plays an important role in the estimation of consumers. There is the following dependence: more visitors in the centres with a larger area than a smaller area. This is due to physiological factors. Man always strives for freedom and more space.

The salon business is still in its initial stage of development. Comparing the level of beauty services in Kazan and Moscow, we can conclude about the narrow spectrum of the application of innovations in Kazan. Primarily this is evidenced by the location of the Kazan beauty market - fashion luxury saloons have been opened primarily in the center of the city, secondly, the orientation of the salons on the image, and thirdly, the frequent lack of correspondence between price and quality of services of a number of salons. According to experts, it can be concluded that in the near future Kazan will surprise its consumers with new products to the beauty industry.

On the cosmetic market in Kazan often used methods of neuromarketing.

For example, a salons use marketing techniques: the smell of vanilla in the air, which creates a pleasant atmosphere of "sweety" reception.

The sound design in a salons room: soothing music that relaxes clients and create atmosphere of care.

There are orange shades in the interior of the salons, because some studies have shown that this color makes people unconscious joy, and in combination with green orange soothes and relieves negative emotions.

In the elite salons in Kazan are often used large surfaces, which are painted in gold color, it makes the person unconscious attraction to dominance and superiority.

Summing it up we draw a conclusions:

1. Marketing affects every human life, it has a big impact on people acting as buyers, sellers, and ordinary citizens.

2. Methods of neuromarketing have a big impact on customer behavior.

3. Currently the buyer is located in the heart of modern marketing, so it establishes the essence of the marketing mix.

4. Satisfaction the needs of the buyer – the essence of the production process.

THE RULES OF EFFECTIVE RELATIONSHIP IN BUSINESS

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The importance of creating effective and efficient relationship is that the business relationship can bring or ruin success of an individual as well as an organization or a company. It can also open doors to key projects, career advancement, and growth. More than that, people are more likely to go along with changes that we want to implement in one's life. And, the last but not the list, we become more innovative and creative.

Business relationship is the cooperation of people which aim is to solve a certain problem [1]. So it doesn't fall in the scope of conversation.

The forms of business relationships are:

1. business conversation (information transfer or exchange of views concerning certain problem or question),

2. negotiations (some discussion between business partners aimed at reaching an agreement).

3. argument (an exchange of diverging or opposite views),

4. conference (traditionally, this is a meeting of specialists to discuss a particular topic),

5. business correspondence (exchange of information between companies or different firm's departments by writing letters) [2].

Such categories as mutual understanding, consistency of acts and clearness of priorities in an organization or in some collaborate projects between two companies depend on the efficiency of this relationship, so that is why it's so important to build them right. The question is how to create effective and efficient business relationship?

1. Understanding.

Understanding is the fundamental key to create a good relationship in business. Understanding the other parties' feelings and views, is a way to achieve mutually advantageous cooperation. The easiest method to understand what is important to your partner is to ask him what he wants and listen to what they has to say. Also informal discussions are beneficial for parties. They bring out issues and concerns in more comfortable way. Discussions make the parties feel more relaxed and think more clearly. Creating an atmosphere where the other party can express their feelings when they need to is also important. When party fails to express whatever is on his mind or their feelings, it can prevent from building an effective relationship.

2. Respect Others.

In order to create more effective relationship, customers, business owners, employees and investors should treat each other with respect. Respect can be shown just by listening to the other parties opinion and by trying sincerely to understand how they act by confirming that they do the everything they can.

3. Work towards a win-win solution.

This can be done when at least one party acknowledges that the relationship is important. That party will then spend more time, effort and energy to understand the other party's needs and deal with it. Should they fail, it is comforting for that party to know that they tried.

4. Be honest and reliable.

These two characteristics are the demonstration of being turn up to long and serious relationship, as a result, your partner gets some guarantees from you which is good for company's reputation.

5. Find the golden mean between collaboration and competition.

On the one hand, you must achieve all goals and be on the top by creating the best condition to the firm. On the other hand, nobody wants to be on the losing side, so it's important to find a compromise. So you should decide what you actually want: set your priorities − you make a solution based on your advantage or attempt to find a compromise.

6. Keep the labor discipline' rules and rules on labor division.

It involves:

- authority and subordination (или submission);
- control and promptness;
- coordination of your actions and the acts of other employees;
- prohibition on subordinate's operations over chef`s head;
- designation of «frame's competence» in making business decision ;
- fixation rights and duties in instructions

But keep in mind that strict hierarchy has negative consequences: relationship in organization become too formal and cold. This can be solved by teambuilding which means different activities directed to foster team spirit. For example, sport, corporative party or different psychological trainings

7. Obligation.

In the first place over time proved business relationship in which partners demonstrated the appreciation of their obligations. Commercial goodwill can be created in many years but lost in one moment without a possibility to regain it.

To sum up, should be noted that it`s easier to work efficient in the atmosphere of trust, respect and understanding. So devote a part of your day to lay the foundation of good relationship. Just 5 minutes can help to build a bridge of trust with your co-worker. Be honest, avoid gossips and praise for people's efforts. After all, the more you invest in your relationship, the more you'll get back from people around you!

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HISTORY OF THE STUDY OF THE KORAN IN EUROPE

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The Koran is one of those rare books which happened to play a surprising role in the history of mankind. The main idea of the Koran – overcoming of paganism, the statement of monotheism. Unlike all this writing applying for "bogootkrovenny" source, the Koran is the only book which remained in the original form. Almost every Muslim knows at least some phrases from the sacred book of Islam – the Koran though many values of these phrases are not understoond. The Koran is said and written down in Arab. In the ritual purposes it is used in the Arab original. For Muslims the Koran – the direct speech of Allah turned to Mahomed, and through it to all people. In sermons of the Koran both ordinary Muslims and theologians look for answers to questions of private life and life of society with texts of the Koran to justify the acts.

There is a set of interpretation, but the uniform translation has not been presented.

The history of studying of Islam and the Koran in the countries of European civilization is in own way dramatic. During more than the millennia Christian Europe did not recognize Islam as independent one, equal on a rank to Christianity religion. Starting with the Byzantine theologian John of Damascus ideologists of Christian church developed to disprove a tradition the main postulates of Islam. In consciousness of medieval Europeans the image of Islam as devil law Saracen and Muhammad – as the lying prophet who perverted Bible precepts and lectures were created. Only from the XIX century it is gradually formed and got stronger, mainly among intellectual elite, aspiration objectively to understand Islam, having studied it such as what it actually is – the original phenomenon of religious life. This general relation to Islam causes quite late emergence of the translations of the Koran in the European languages. Modern Arabists usually conduct history of its translations from the XII century when Europe prepared for the second crusade. Approximately in 1142 on a personal initiative of the abbey Pyotr Dostochtimy Latin translation of the Koran was made. However, according to the order of the Pope Alexander III it was devoted to public burning as the heretical book.

Another early Latin translation was made at the beginning of the XIII century, but remained unpublished.

The first official publication of Latin translation was carried out only in 1543 in Basel (Switzerland). After it there was the Italian translation (1547), a century after – the French version (1649). But also then the Catholic Church did not change the relation to the ledger of Islam. The cathedral of the Roman censors at the father Alexander VII (1655-1667) imposed a ban on its edition and translation.

Nevertheless interest in the Koran did not die, and requirements of ideological fight against Islam induced to its studying. In 1698 in Padua there was the fundamental work – "The Koran Denial". It contained the Arab text, Latin translation of the source and carefully collected extracts from works of the Arab commentators-theologians. This edition substantially accelerated emergence of new, more objective editions and the translations of the Koran. During VIII-XIX centuries there were some editions: in English (J. Seyl Lane, 1734), German (Fr Lane. Bayzena, 1773), French (A. Kazimirsky Lane, 1864) languages. In the XX century semantic translations gained development. According to the experts the best one in this regard M. Ali, M. Assad, Maududi (in English), R. Blasher achieved results (in French). The European scientists possess a merit of interpretation of the Koran as author's work of Muhammad. In Russia the first written mentions of Islam belong to the XI century, and there are they in translations of the Greek chronicles and Christian polemic compositions.

Achievements Qur'anic studies, as well as the emergence of translation and research gradually made the Koran an integral part of the European philosophical and scientific thought. Quranic studies and translations of the Koran after the Second World War were mainly related to the understanding of two fundamental points: first, it is the desire to explain the Koran by itself and, secondly, the awareness of the importance of attracting to the analysis of the Qur'anic text pre-Islamic and modern language materials.

Currently, the Koran is translated into most languages in Europe, Asia, some African languages, which shows the relationship not only with the development of Koranic studies, but also with the growth of Islamic propaganda. Today the special place is taken by efforts of the two branches of the Muslim movement: Ahmadiyya and the Center for the translation of the Quran in Qom (Iran). At the moment, there have been published about two hundred and fifty full and partial translations. Most of them can be easily found on the Internet. Moreover, the Muslim countries hold championship electronic editions of the text of the Koran, as well as pointers to it.

The Koran – big work and difficult one, not only according to the contents, but also by origin and stories of its interpretation. And though since to which the oldest parts of the Koran concern, passed nearly 14 centuries, its views are not indifferent for many people of our era, representatives of the different countries and the people, not in everything adhering to identical judgments and the principles address to them.

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THE MODERN ADVERTISING MARKET

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The modern market is characterized by a wide range of competitive products. Offer exceeds demand and marketing communications become important in the field of business environment.

According to the communication group ZenithOptimedia Group Russia, Russian advertising market, despite the slowdown in growth continues to outpace the majority of countries - both developed and developing countries. In Russia in 2014 recorded an increase of 3,7%. Even the most dynamic markets – Latin American countries, developing countries of Asia, Eastern Europe show growth no more than 3%. In some countries, the euro it is negative.
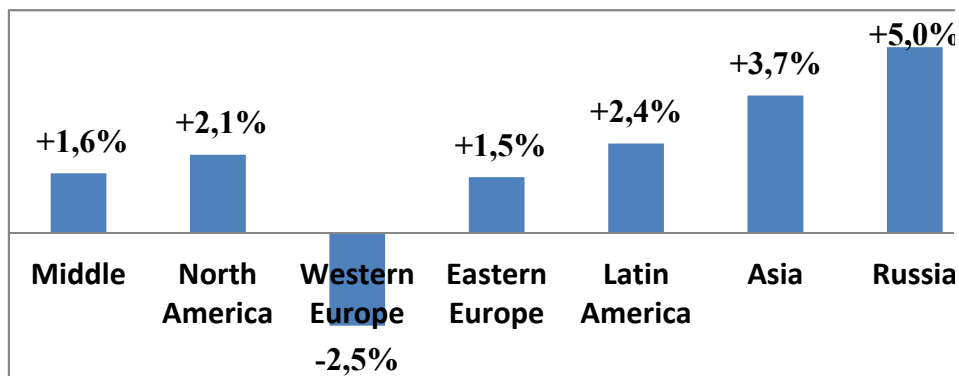
Picture 1. – Dynamics of world advertising markets for 2014.

The Commission of Experts ACAR [4] summarized development of advertising market in Russia for 2014. It should be noted that the overall downward trend which began in 2011, will be increase in the future

because Russian advertising market is close to saturation point. Apparently, our market is waiting for a powerful restructuring.

It should be noted that international exacerbation will not be able to stop such a powerful trend, as the globalization of business. Global companies are increasing their role in the world economy, creating transnational corporations. Today, there are about 70 thousand TNCs in various countries around the world, sales volume, which in 2004 was almost 19 trillion dollars. Many TNCs are superior in economic turnover of large countries, subordinate to its influence government, crucially influence the formation of international law and international institutions to work.

One of the factors development of the Russian advertising market is the Olympics, held in 2014. Due to this major event state budget has received significant cash infusion, which stimulated promotional activities of various Russian companies.

Russian media market has already a problem of proportionality of market players. We have been active a few very large customers of advertising, but not enough small and medium – advertising for them is too expensive. To become prominent in the media market, you need to put a million to three million dollars, but it is too large sum, when it comes to domestic producers.

The main factor determining the further development of the global advertising market is the improvement and development of new technologies. Today there is uniting of the Internet with traditional media and marketing communications, which extended the reach of the global network, making its use easy and affordable for everyone.

According to the research, advertisers are willing to increase the budget primarily on those areas that have proved their effectiveness.

Contrary to predictions television continues to occupy up to 50% of the advertising market. But the appeal of radio was only 4%. Press also shows a negative trend and now occupies only 10% of the market. Internet shows the most active growth - its share increased by 6% in just 2 years.
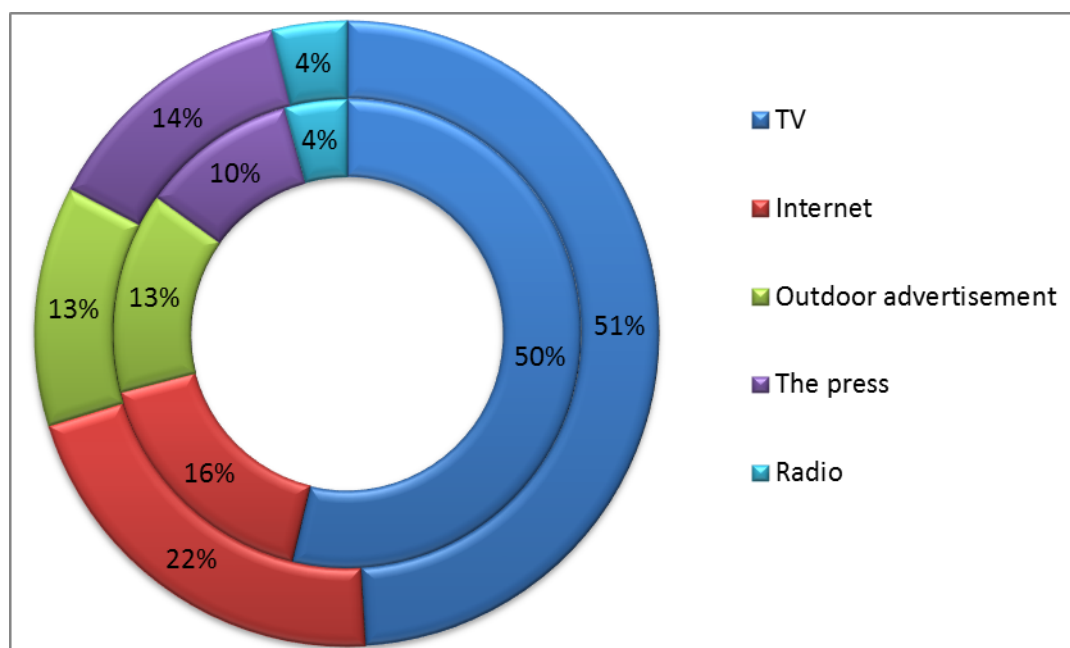
Picture 2. – Segments of the advertising market in Russia for 2012 and 2014.

Studies show that many people have a negative attitude to advertising because of her obsession. But companies have found a solution to this problem.

Recently, the advertising group MGA Ad Group presented a Russian new advertising medium. High-tech multimedia devices transmit the image from the projector to the screen, located on the floor. Thanks to the established infrared sensor scanning movement of a person, the system reacts to the passing or standing next to the screen instantly transforms people and advertising image using multiple visual effects than immediately attracts the attention.

Most popular technology media advertising, called the Real Time Bidding (RTB). System makes communication between the brand and the buyer enjoyable for both parties. Users see really appropriate advertising, and advertisers get previously unattainable performance indicators. It is safely: RTB-all platforms operate on the basis of use anonymous profiles.

Another used form of online advertising – search advertising. According to the survey, 89% of the country's largest advertisers use this type of advertising, spending it on average 26% of the budgets.

The vast experience gained by advertising makes it possible to predict future trends and explain already taken place over the last 2-3 decades, radical change. Knowledge of the characteristics, status and trends in the global advertising market is necessary to ensure that in the conditions of real competition held enough professional advertising companies.

According to our research, the Russian advertising market at the moment has a real opportunity to become one of the most advanced in the world. That's why we should stimulate and encourage innovative methods, technological and creative advertising.

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ORATORICAL SKILLS IN JOURNALISM

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Speakers are important for the dissemination of public information. Political activities of such great antique orators as Demosthenes and Cicero is a manifestation of targeted dissemination of information in the mass of people, providing them with ideological and psychological impact, forming their views, opinions, desire to encourage them to certain actions. It can justifiably be considered pro-journalistic activities. From ancient times to the present day oratorical performances are important forms of mass information activities.

Background research shows that in the modern world due to the rapid development of media and communication, the interest in oratory has increased dramatically. It is now assigned a special place in the field of education and social life.

The purpose of our research is to studyoratory techniques in journalism.

The theoretical significance of the work: The history of oratory and how it works in practice enhances knowledge about this subject, covers important points and studies the plan of action that can be used in practice.

The practical significance of the work: Nowadays, the media is an important source of development and enrichment of the language, especially television and radio, which inform the consumer about cultural and national values of people, thus journalists are doing their job. Using the art of oratory, journalists are able to conduct meaningful conversations. After all, an oratorical talent of a journalist is an art to talk about things using such a language that everybody could easily understand him. Each profession has its own characteristics. The profession of a journalist is no exception. Professionalism of journalists is characterized by cognitive, communicative and organizational aspects. Therefore, the ministers of the Word are required to have a broad general education, intelligence, culture, high moral qualities and professional skills. The jour-

nalist must be a person whose general education goes ahead of his speciality, as he is in the constant contact with people. And it is important that a journalist has such communication skills that would ensure his performance of professional duties. The culture of speech takes the first position among these skills. The success of a journalist depends on how rich his vocabulary is and how skillfully he uses it. And these are the details which are studied in this research.

We came to the following conclusions having performed our research:

We have reviewed the history of oratory in journalism, namely the emergence of informational communication and oratorical speeches, the history of oratory in foreign countries, the history of oratory in Russia. We have learned that informational communication was a necessary step in the formation of human relations and led to the development of sign forms of communication whereas oratorical speeches and remain the most important form of mass information activities. Oratory in foreign countries started back with such great scientists as Socrates, Plato, Aristotle and Demosthenes. With the advent of Cato the Elder, Mark Antony, Gracchus brothers, Marcus Fabius Quintilian, Cicero oratory started to mean not only how and what to say, but whom to say, what audience to choose. Ecclesiastical eloquence became the dominant genre.

At the beginning of the XVI century "New Era" marked a new era and then it was replaced by the epoch of Enlightenment. In ancient Russia with the advent of Orthodoxy was followed by the art of eloquence which initially existed in an oral form of the epics of song, and then it divided into such forms as political, diplomatic, military, solemn forms as well as homiletics. The works of such great figures as M.V. Lomonosov, M.M. Speranskii, A.F. Merzlyakov, N.F. Koshanskiy, M.V. Butashevich-Petrashevsky and V.G. Belinsky had an impact on the development of the rhetoric theory not only in Russia but also in other Slavic countries. Once in the 1930-ies the development of the theory had been interrupted, the interest in oratory as a science and academic subject was revived again only in the 1970 s-1980 s. A unified approach to the definition of the subject and content of contemporary oratory as a discipline and school subject does not currently exist.

After having studied the "Basic techniques of oratory in journalism", we have identified key features and techniques: In practice, the oral speech of the journalist prevails as a form of interpersonal professional communication. A mandatory condition of speech is a direct contact between the participants of communication. A message is intended for listening, however, non-verbally expressed reaction of listeners allows the speaker to correct it, mitigate or amplify its impact. The intonation of the speaker tells a lot to the listener. So this is an effect of the feedback which is an undisputable advantage of the speech. Skillful intonation of the sounding speech enables the speaker to divide the speech stream, accentuate the main thing or indicate deviations from the topic. **The spontaneity** of the speech can be an indisputable advantage too: if a verbal form of the speech appears spontaneously in the course of its utterance, it creates a special rapport with the audience, which is impossible if the memorized speech sounds or, what is worse, the recorded speech is voiced (text read).

Practical recommendations how to improve the communication effect of speaking (and listening too) can be represented in the form of the characteristics of rhetorical skills to attract and hold the attention of listeners.

The main condition to achieve the desired effect of communicative speech is an interested listener's attention. This is a criterion that guides the speaker whether he is making an expanded speech or organizing dialogic communication.

Let us mention some specific techniques to attract the attention of listeners and create the interest in the topic at the beginning of the speech:

– unexpected, perhaps paradoxical formulation of the theme,
– problem posing of a fundamental question,
– formulation of a hypotheses, the collision between two possible hypotheses,
– mystery and the promise for a mystery,
– sentence, a possible reference to the opinion of great people,
– metaphor or simile representing the subject of communication figuratively (it is better if it is represented through a familiar image seen from a new perspective)
- «hook»: an unexpected fact, the sudden change of a style and so on.

The methods to maintain interest of listeners are based on the commonality of psychological laws of perception and verbal communication: the selection of information must meet the interests and needs of the recipient; presentation of material should be possibly a problem; the methods of involvement and collective thinking stimulate listeners' attention.

Methods of involvement:

– make the listener a character of an imaginary situation ("Imagine that you are ...");

– emphasize common interests – professional, age-related and so forth. (The implication is: "This should interest you because ...");

– delegate listeners an opportunity to make decisions ("As you know ...").

Conclusions:

We have studied the main aspects of public speaking talent of the journalist in terms of how good he is in the art of speech. Based on an analytical review of the current state of language we concluded that live and figurative speech is used too cautiously. We have named the leading criteria of journalistic oratory skills. At the same time we suggested that journalists need to speak a literary language fluently. Considerable attention is paid to the word which is the basic tool of professional journalism as well as to how well journalists can operate it. Journalist's professionalism is characterized by cognitive, communicative and organizational aspects. This research specifies the factors that reduce or, conversely, increase the effect of the word of a journalist on listeners and viewers.

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GENDER AND SEXUALITY IN CONTEMPORARY PAGANISM

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Contemporary paganism, also known as modern paganism, and neopaganism, is a group of contemporary religious movements influenced by or claiming to be derived from the various historical pagan beliefs of pre-modern Europe. Although they do share commonalities, contemporary Pagan religious movements are diverse and no single set of beliefs, practices, or texts are shared by them all.

Contemporary Paganism is a rapidly growing new religious movement. Though it boasts an estimated 1,2 million contemporary Pagans in the United States alone, Paganism's impact resonates beyond its practitioners. Particularly for those who are concerned with the environment, women's empowerment, and GLBT rights, contemporary Paganism offers a compelling religious perspective.

Pagans are an extremely diverse group in terms of belief and practice, however, and many Pagans actively resist efforts to define the term ''Pagan,'' feeling that such definitions are inherently at odds with their individualistic and highly personal spirituality. Significant communities in contemporary Paganism include Asatru and Heathenry (Northern European Paganism), Druidry, feminist Goddess worship, non Wiccan traditions of religious witchcraft, and reconstructionists (who attempt to accurately recreate the practices of ancient religions, such as those of Greece and Egypt).

Despite this diversity, however, certain attitudes, beliefs, and practices appear frequently among Pagans. These include a belief that the divine is immanent in the world and that nature, the body, and human sexuality are sacred.

Gender and sexuality are central theological issues for many contemporary Pagans; in fact, many Pagans came to the movement due to issues with gender or sexuality in the religions of their birth or in the wider culture.

Gender is the range of characteristics pertaining to, and differentiating between masculinity and femininity. Depending on the context, these characteristics may include biological sex (i.e. the state of being male, female or intersex), sex-based social structures (including gender roles and other social roles), or gender identity.

Masculinity (also called manliness or manhood) is a set of attributes, behaviors, and roles generally associated with boys and men. Masculinity is made up of both socially defined and biologically created factors.

Femininity (also called feminity, girlishness, womanliness or womanhood) is a set of attributes, behaviors, and roles generally associated with girls and women. Femininity is socially constructed, but made up of both socially defined and biologically created factors.

The treatment of gender and sexuality in Pagan studies scholarship has reflected developments around these issues in contemporary Paganism itself. Initial gender essentialist and heteronormative assumptions have been challenged by the increasing visibility of the GLBT community.

Wicca is a modern pagan, witchcraft religion. It was developed in England during the first half of the 20 th century and was introduced to the public in 1954 by Gerald Gardner, a retired British civil servant.

Gerald Brosseau Gardner (1884–1964), also known by the craft name Scire, was an English Wiccan, as well as an author and an amateur anthropologist and archaeologist. He was instrumental in bringing the Contemporary Pagan religion of Wicca to public attention, writing some of its definitive religious texts and founding the tradition of Gardnerian Wicca.

British Traditional Wicca (abbreviated BTW) is the set of Wiccan traditions originating in the New Forest region of England. The term "wicca" is well-attested as the Old English word for "[male] witch", the female form being "wicce" both older forms of the Modern English "witch". In modern usage, however, it came into the public lexicon with the works of **Gerald Gardner**, with the spelling "wica".

The British Traditional Wicca of the 1950s and 1960s saw masculine and feminine energies as wholly distinct from each other, yet complementary. Although masculinity and femininity were to be valued equally, priestesses and priests were cast into rigidly gendered, heteronormative roles. In the Wiccan ritual of the Great Rite, a priestess would embody the energy of the receptive, nurturing lunar Goddess while a priest would take on the role of the active, vital solar God.

In Wicca, the **Great Rite** is a form of sex magic that includes either ritual sexual intercourse or else a ritual symbolic representation of sexual intercourse. Most often it is performed by the High Priest and High Priestess, but other participants can be elected to perform the Rite.

After all it can be concluded that the woman and man have the equal position in Paganism. And both of them play an important role.

Although gender and sexuality are central theological issues for many contemporary Pagan traditions, scholars are only beginning to move from mere description to critical treatments of their role in the movement.

The study of contemporary Paganism has much to offer students of gender and queer studies. As controversies over sexuality and gender roles continue to rage in American politics and around the world, scholars should bring sophisticated theoretical tools and a critical eye to a religious movement that is both rapidly growing and preferentially attracting sexual dissidents.

GEOGRAPHICAL BACKGROUND OF THE DEVELOPMENT OF TOURISM ON JEJU ISLAND OF SOUTH KOREA

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Jeju, Jeju do – the largest island of Korea,and at the same time the smallest province of the country with the same administrative center in the city of Jeju.It is called the pearl of Korea or "Emerald Isle of the East".The island is located in the Korea Strait, 100 km from the southern coast of the country, and is considered one of the best resorts in Korea.On the east coast it is washed by the waves of the Pacific Ocean, from the south and west – by the East China Sea and Yellow Sea.

Modern South Korea has demonstrated to the world a tremendous will to change the quality of life of its own population, having carried out a giant leap from a backward agrarian society into a post-industry society. That is why the country is called "Asian tigers". Increasing pace of economic development, urbanization, the sum of these factors resulted in increasing interest in rest and travel. Superiority in "rating diligence" South Koreans was secured by figure 2357 hours a year – this amount of hours the citizens of this Asian country usually spent at work. Because of buiding a career South Koreans ignore a family and labor law: a six-day work week is the norm rather than the exception, and more than that vacation is only 3 days a year, instead of the 10 days according to the law (OECD study: South Koreans in the lead in the ranking of diligence.) [Electronic resource] // Centre for Humanitarian Technologies. 2008.06.01.URL:http://gtmarket.ru/

news/state/2008/06/01/1701. The need for a natural maturing and developing their own national tourist complex was appeared. The solution was a developement of the tourist province of Jeju.

Picture 1. – The geographical position of Jeju island.

Jeju has a volcanic origin.Hallasan volcano, which is located on the island, is the highest point in the country 1950 m. It is surrounded by many smaller volcanoes located in the center of the island and It is visible from any point. In the crater of a volcano lakes with a diameter up to 2 km are formed in the rainy season. And due to to the unique nature of Menno, which emerged only after volcanic eruptions, the island is a UNESCO World Heritage Site.

Among other natural attractions of the island - the world's longest lava cave Manchagul (13,422 m). These natural channels through which once flowed magma is one of the largest caves in the world. These caves are popular tourist attractions.

The process of settling the island and its economic development begins about 30 thousand years ago. Most likely they came to Jeju, moving from the south of the Korean peninsula to the Japanese islands. The first state on the island of Jeju appeared in the early 6th century BC. It was called Tamna and was independent until 662, when it was conquered by Silla coutry.

In 938, Silla fell under the onslaught of competitors and Tamna fell under the power of gaining strength Koryo, while maintaining a degree of autonomy liberties. In 1105 Korea established over Tamna its absolute power, simplifying the elements of autonomy. At that time, the island became a province of Korea, and the king Yydzhon commands to change the name of the island on Jeju. In 1270 national liberation uprising against the power of the Mongols Koreans, went down in history as the Sambelchho against the Mongols was emerging on Jeju. For a short time the rebels were lucky, but in 1273 a combined force of Koryo and the Mongols attacked and captured the island, after which he joined in 1273 by the Mongolian government.

In 1910, Japan annexed the island, as well as the whole of Korea, after the annexation of the island was called Sais (Japanese pronunciation of "Jeju"). After World War II, Jeju became part of the Republic of Korea as the first component of Cholla province, and in 1946 it became an independent province. In spring of 1948 pro force raised a rebellion on the island. The fight between them and the government troops killed more than 15% of the population of the island. The fighting stopped only in mid-1951.

In the postwar period, the island has built its economy on fishing, extraction of algae and shellfish, and in the early 70s of the last century has turned into quite a major tourist center, which is in our time.

Thus, successive dynasties and historical periods have left a trace in the historical and architectural rich heritage of island.

However, a pleasant climate plays an important for the successful development of tourism on island. In contrast to mainland Korea, the island located in the south and the climate is characterized as subtropical monsoon; rainfall is 2000 mm per year. On the island there are hot summers, sometimes the temperature can reach 33°C, and the surface layers of the sea – 25°C. Until October sea temperature does not drop below 24°C, and the best time to holiday in Jeju is considered during the "June-October. "In winter, snowfalls are observed only in the northern part of the island, while in the south it is time to collect tangerines.

The flora and fauna on the island is very diverse and colorful as here there are about 1700 species of plants of various types, from subtropical to frost one. The most famous are nutmeg forest, thickets of wild orchids and tangerine gardens. It is believed that the most tasty tangerines you can find only in Jeju Island. That's because the volcanic soil is ideal for growing this plant. The island is home to animals such as squirrels, chipmunks and deer.

According to the 2014 statistics population of the island was 604,771 inhabitants. Women of sea or hene (in the local dialect) are authentic attraction of Jeju as Koreans think. Nobody do not remember exactly why,

how and when did it happen that the contents of the family became woman's responsibility. They anciently gathered into a small groups, swam in the sea on wooden boats and dive to a depth of pearls, clams, sea cucumber and other seafood. Hene immersed themselves without any equipment, and in order to quickly descend to the bottom they wore a belt with rocks. Over the years, the technology has not changed much: the modern woman of the sea got a suit. Previously hene tricks of the trade passed down from mother to daughter, and so on from generation to generation. Now, however, where young girls are more attracted by work in the tourism industry, it is understandable – well paid, and the risk is minimal. However, many communities remained matriarchal way.

Picture 2. – The haenyeo – women's sea.

Tourism began to develop in the early1960s, and it is difficult to find a Korean who traveled to the island there at least once. Japanese often appear on Jeju, because Japan is very close, and planes from the local airport fly in several Japanese cities. This Jeju popularity among tourists is understandable, because the island is beautiful, incredibly beautiful. Its main attractions – it's amazing nature: the fields that are covered in spring with bright yellow flowers, black tuff cliffs and rocks, sandy beaches, quaint pine over the ocean, volcanic craters, waterfalls and caves. There are museums at Jeju and the best in Korea Botanical Garden.

Development of transport infrastructure has significantly increased the availability of the island to visit. International aeroport Chedzhu – the third largest in the country after the Incheon International Airport and Gimpo International Airportin terms of passenger traffic volume. And the airports was opened in 1968.

Currently, the main airport passenger traffic falls on domestic flights, international flights are represented by regular flights to airports in China, Japan and Taiwan.

In addition the aircraft on the island can be reached by crossing the water. Most ferries connect to the island are ports of Mokpo, Yoso and Incheon (Seoul).

On the island, an area of 1845 sq km there are only two cities – Jeju and Seogwipo. Jeju Island is a major tourist destination, famous not only for its nature, but also for gambling. Tourism plays an important role in the economy of Jeju. This independent province has now become a popular resort with a mild tropical climate, due to which vegetation and landscape. Jeju is very different from mainland Korea. Mild maritime climate, isolated position, the unique nature and volcanic landscapes created Jeju a romantic image of a tropical island. It attracts a lot of tourists from other parts of Asia: Japan, China, etc.

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THE IMAGE OF KAZAN CULTURAL SPACE IN PRESENT DAY MASS-MEDIA

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Modern culture informs the society of behavioral principles, requirements, models of behavior. It shapes the worldview and helps a person to build certain ideals. And in many ways it is affected by the media that

has an impact on a person. In other words, the media has a great responsibility for the formation of a person's cultural space, so it is important to understand how modern media affect the audience.

Culture is considered to be something that you can do after all other problems are resolved, for example economic, political, industrial challenges. Modern people spend more time working, making a career, etc. Of course, it is wrong to assert that culture has completely lost its relevance, Culture as a science has a very important place in the system of Humanities.

The methods that we used in our work are a review of research devoted to the theme of the cultural space in the media.

The theoretical significance of the study lies in the increase of knowledge in the field of cultural studies, media and communication studies and social communication research.

The practical significance of the research results is that the detected information can find application in further studying how the media affect the culture in general.

In this research we have found what the affects the formation of the cultural space of modern people and we have found which position the new social and cultural communication tools take.

Objective: to analyze in details how modern mass media covers the cultural space of Kazan The object of study:

Subject of research: modern mass media covering the cultural space of Kazan.

Objectives: the details of covering the cultural space of Kazan by modern media:

1. To identify differences between the concepts of culture, cultural space.

2. To identify features the details of covering the cultural space of Kazan by modern media.

3. To identify the methods of the image cultural formation by the media.

4. To review studies on cultural space in the media.

Answering the question of what culture is, it is possible to enumerate many of the phenomena of human life: thinking and language skills and craftsmanship, creativity, equipment, household items, etc. Or, on the contrary, the culture is only about a spiritual sphere of society, its religion, art, morality, etc.

Cultural space is a multi-valued concept having social, cultural, economic, political, historical and geographical roots. Researchers define "cultural space" with the help of the three concepts - time, boundary, value.

So, how is the cultural space formed, which elements is it created from?

It is possible to outline the basic principles in the formation of the cultural space:

− The existence of a multitude of cultures in such a multinational country as Russia.

− The existence of a multitude of subcultures that reflect the preferences of individual homogeneous groups of population.

− The existence of a common framework that combines the culture of certain people.

− Preservation of ethnic cultures and their fundamentals, trends due to the interpenetration of cultures.

− Significant relationships which exist between ethnic cultures and subcultures.

Cultural space of the city.

The city, gradually gaining strength, is becoming not only a spiritual, cultural and political center but also a socio-economic center.

According to cultural studies experts, there are some features of life in the city. For example, the fact that activity, communication, interaction of people is concentrated in a small area. Another feature is the breaking of bonds between the man and nature, this is because the urban environment is artificial, i.e. all its components are created in space by the man.

People create their own "habitat" themselves. This environment is primarily of a cultural rather than natural character: such municipal objects as buildings, streets, monuments, national heritage a value status for the residents.

Thus, people and culture closely interact with each other and create something whole which affects further development.

In the practical part we have done a review of research on the following topic: the formation of the cultural space image in the media.

Having studied the report on human development 2004: Cultural liberty in today's diverse world", we have found that the main subjects of the cultural space reproduction are:

1. Professionals - journalists, editors, who consider their space as the basis of their daily professional activities.

2. The audience is numerous and diverse audience that sees the information space as a set of communications that are an integral part of their daily interactions.

We have also reviewed articles, such as "CULTURE IN the MEDIA" (written by O.V. Bebliev), "The problems of coverage of national cultural issues in regional mass media" (written by V.P. Petrov, S.V. Petrov), "The media in shaping the culture of Russia" (written by Trammel V.I.)

All the three articles described the peculiarities of the cultural space formation in contemporary media. The two of the articles mentioned the fact that in the modern culture Internet communications occupy a prominent position and they blur the boundaries between the real and virtual world, create the multiplicity of positions and opinions, and expand cultural and educational space.

That is, the articles wrote about the MEDIA as one of the technical methods of modern cultural space formation.

Summarizing our research, we have identified the features of the modern media cultural space formation.

First, the "Urban cultural elite" generates the specific features of the cultural interaction that sets new directions of intra − and intercultural communication, leads to a rethinking of norms, values, ways of behaving.

Secondly, we found that most modern scientists brings the concept of "cultural space" out of the concept of "social space" thus stating that the cultural space is a part of the social space.

Thirdly, on the basis of the above-mentioned principles, we can say that the cultural space is formed under the social order, through the dominant ideology, morality and laws. That is, speaking about the culture from this viewpoint, that is the modern media which forms the cultural space.

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LONDON AS A TOURIST CENTER OF THE UNITED KINGDOM OF GREAT BRITAIN AND NORTHERN IRELAND

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London is a great city, one of the most popular and visited touristic cities of the world. Every year millions of tourists come to London to see the magnificent places of interest. London has become the most visited city in the world in 2014 [1]. Tourists bring 5 million euros to the treasury of the Queen on a monthly basis. The purpose of our study was to create map-routes for people of different categories. We interviewed 26 people and asked them to tell which places they would like to visit at first. On this basis we formed 3 groups of people. Then we tried to create the most convenient routes for each of the groups.

1st group – 10-15-year-old people (8 respondents).

2nd group – 16-31-year-old people (10 respondents).

3rd group – 31 and more year-old people (8 respondents).

Table 1.– Summary table of the most attractive sights for different categories of people.

№ of place	1st group	2nd group	3rd group
1	Big Ben (6)	London Eye (7)	Tower (5)
2	Tower (5)	Big Ben (7)	London Eye (4)
3	Tower Bridge(3)	Buckingham Palace (5)	British Museum (3)
4	Buckingham Palace (2)	Tower Bridge, Football Stadium (3)	Sherlok Holmes' Museum, Windsor Castle, Westminster Abbey (2)
5	British Museum (2)	The Houses of Parliament, Museum of Madam Tussauds (2)	

In brackets we give the number of people making their choice of places. So, we see that almost all children name the places which they know about from English lessons at school. If in the first two categories Big Ben was one of the most known sites, the third group didn't include it even in the top five. However, historical and cultural places come fourth. In the third group there are no obvious leaders, because adults name huge number of attractions, most of which were mentioned only once.

The following table explains to you the cost of the tour in London, taking into account five-six places for each category of people (the most popular from their point of view).

Table 2.– Estimated cost of excursions in London [2].

Category of people	Total price
1 group	19 + 25 = 44J
2 group	19.5 + 25 + 25 + 50 = 119.5J
3 group	19.5 + 19 + 30 + 25 = 93.5J

As we can see, children are the most economical. However, of course, it is connected with just sightseeing. Although people can't get inside, they can just enjoy the views. Adults prefer free museums or not so frequently visited places with low prices. We think it's reasonable to visit 5-8 places per week. And it is preferable to attend free museums and exhibitions. But if you are short of money the best way will be to visit London Eye because from there you can see the entire city in the palm. Moreover, it will be very exciting and you will take a huge amount of photos from different angles. Getting in a booth in the evening you can become a witness of the beautiful sunset.

We suggest making a route to see attractions of London for a reasonable price. In routes, we added a few free museums to visit. However, many people do not know about these places, because they are not as popular as Big Ben and the Tower. In this way, as a result we get 4 maps. The route for children and free route capture exactly the center of London. Moreover, the smart solution is to visit free parks in London. While preparing the routes we took into account all the wishes of the interviewed people, and added free parks on the road.

Picture 1.– Tourist route for children.

Picture 2.– Tourist route for people who in their twenties.
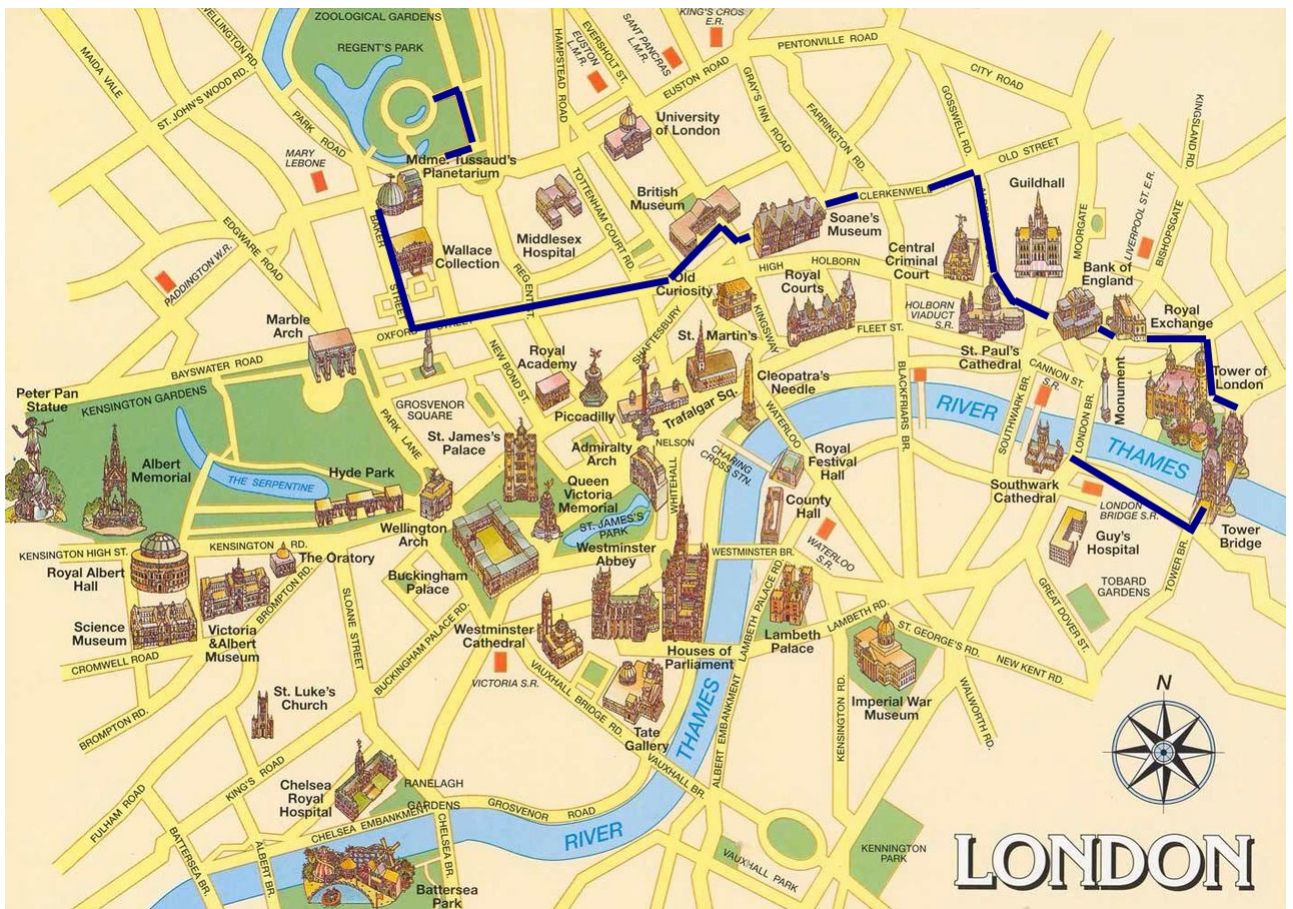
Picture 3.– Tourist route for people who are more than 30 years.
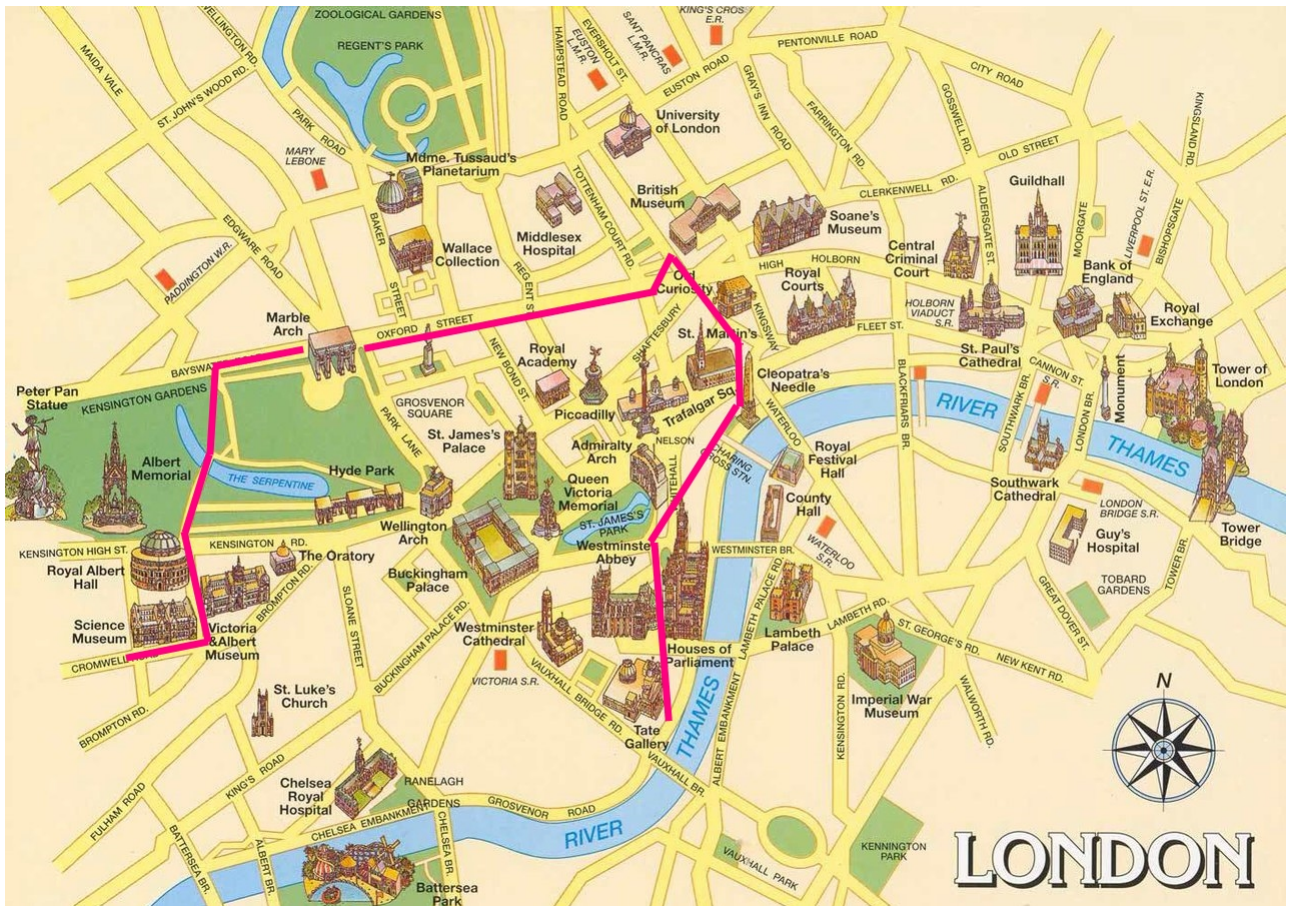
Picture 4.– Tourist route consisting of free places.

We have reviewed all of the major attractions of the city, their attendance, prices and features. We have also developed tourist routes in London, based on the preferences of the respondents. Without a doubt, the role of London for world tourism cannot be overestimated. Year after year, millions of people come to Albion to admire the beauty of this island and the world center of finance. In the field of tourism more than 250 thousand people are employed to do everything possible for more than 10 billion pounds to remain annually in London. In addition, business tourism is very developed in London. There is a giant transport hub, where divergent rail and road to all parts of the country and in continental Europe. And since London is also the UK's largest industrial, commercial and financial center, you will never find the best place for business meetings and events. Giving a little prognosis, we believe that even for centuries London will attract more and more tourists. Especially if we consider that in recent years the influx of tourists to Great Britain from Russia has grown significantly.

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RATIONAL NUTRITION OF STUDENTS IN CONDITIONS OF THE LIVING WAGE

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Currently, consumer norms of life are based on the indicator of official consumer basket, which is the basis for calculating the living wage, and it determines the amount of state social benefits and payments. Consumer basket – it is a minimum set of food, non-food goods and services which are necessary to maintain human health and ensure their vital functions. However, the parameters of the living wage don't correspond to the realities of life. It is safe to say that the real living wage in Russia is seriously underestimated, because in reality it is higher in two times than the official. It should be noted that Russia has recently formed con-

sumer basket on a new principle – and now the living wage depends on value of consumer basket. Earlier in the basket were three parts of expenses: food basket, non-food goods and services. Now we have only part of food, which is calculate as the price of the product multiplied by two. That was a very clever move! Now, when the experts review the level of living wage, based on the consumer basket, you can see how did the products risen in price and just multiply by two the resulting sum. It can be concluded that the value of the living wage in fact will be understated, because the prices for housing and communal services and transport are growing in Russia about 2,5-3 times faster than inflation in the food sector. This raises the question: is it possible to live on social benefits, which distinguishes the state for unprotected segments of society, in particular students?

Let's take a look on the situation of students, which the government has set a target - to live on social support – scholarship. Of course, parents should help their children's, but it should be noted that the state, counting the cost of living is taken into account three groups: the able-bodied population, pensioners and children, students. Students are marginalized. They are not capable of normal operation, due to lack of time and money. These considerations will consider a scholarship as the main source of income of the student. It is known that the minimum academic scholarships – 1300 rub. This is about 19% of the subsistence minimum .Its quite simple that live on this amount is simply impossible.

To survive, the students have to look for jobs. However, all this comes at the expense of learning. Lets speak about Soviet times. Yes, the prices are different from the Russian Soviet, look at them as a percentage of the costs. So, in 1982 in the USSR the average scholarship in universities was 45 rubles, this year the amount of the scholarship is 1300 rubles. Calculate the cost of lunch, travel, movie tickets and small household expenses, such costs are obtained: 18rubles and 2500 rubles respectively. From these data, it follows that, if the earlier scholarship was enough for basic expenses, as they accounted for 41%, in our days is not enough, because the costs exceed 92% scholarship. Today, on a scholarship to live just unreal!

Would you like to know the situation in other countries? In France, five universities that are part of the Sorbonne supported by government, and education in France is free of charge. Talented students have the opportunity to receive a scholarship. Office of the Sorbonne annually establishes 15 awards for students from 1300 to 5500 euros. In addition, the government provides financial assistance to students under 18 years of age whose families are experiencing financial difficulties. These students are paid about 500 euros per month.

Let's go back to the consumer basket! An interesting fact is that it is review every five years, given the shortcomings of the current, and compensate the shortages of certain products. In Russia the living wage is approved by the Government. It must be such that at least people with low income could get some set of necessary products, goods and services. But according to official figures in Russia 13%! In fact – 40% of the population live below the poverty line, and that's almost 18 million people!

What is the situation in other countries? In the French consumer basket is about 250 products, goods and services, in the USA – about 300, in England – 350. Moreover, their minimum set of goods and services include mobile phones, Internet, DVD-players, visiting cafes and restaurants, theaters, football matches, tickets in The fitness center, nanny for children, cosmetics, repair cars and houses. We have the new consumer basket which is calculate according to the new interest rate principle: now the cost of goods and services are "tied" to the value of the product and must be exactly half of that amount.

Rising prices for services in Russia ahead of the pace of increase in the cost of food has been for many years. So, in the consumer basket will be displayed only food inflation. And the cost of services that in the next five years will grow even more pronounced, of course no. So poverty in the country will eventually be artificially low. And what to do people who exist only through the social support of the state?

Every Russian felt the jump in the cost of the basic food basket components due to the fall of the ruble and the prohibition of imports from abroad.

You don't need to be an economist to feel the real growth of inflation rate and the index of food prices.

Obviously, in this regard, in 2015 should increase the living wage and salary. However, in a systemic crisis, the state entered into a saving mode and can't afford the investment in the social sector. Therefore, we can only guess how will behave officially established food basket in 2015.

THE AMERICAN SCIENTIFIC SCHOOL OF NEGOTIATIONS

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Diplomacy is the art of harnessing power.
(Henry Kissinger)

Negotiations – one of the oldest forms of human activity, which is aimed at solving the problems in the organization of conflict situations.

The first and most famous destination in the scientific study of negotiation process is a Harvard School of negotiations. Its pioneers, William Ury and Roger Fisher called the fundamental concept of this school like "principled negotiation". The theory of principled negotiations is developed in 60-70s in the Harvard University and the University of Michigan (USA).

The traditional form of negotiation is positional bargaining. It includes hard and soft approaches. In the latter case, one of the participants in communication tries to compromise.

According to the Harvard theory, positional bargaining is the worst form of communication, because it restricts freedom of action of negotiators and does not give them the opportunity to take a step towards each other. The alternative form (know-how of the Harvard School) is principled negotiation or negotiation in merits.

There are 4 main tenets of the theory of principled negotiation:

1. Focus on interests, not positions. In negotiation, people usually focus on positions – the tangible things they say they want, the price or raise, for example. Often both sides get stuck in opposed positions and neither wants to budge. The key is to look behind the positions for the underlying interests – the needs, desires, aspirations, concerns. Use the magical question: "Why?" "Why do you want a raise? Help me understand your needs?" This opens the way to a problem-solving dialogue that can often result in a solution that satisfies both sides.

2. Separate the people from the problem. We're negotiating with human beings, not computers. So often, we are trying to solve a problem and the people – their emotions, their ego – get in the way. The first challenge in negotiation is to disentangle the people (or psychological dimension) from the problem (or substantive dimension). Be soft on the person, hard on the problem.

3. Generate options for mutual gain. Once you've uncovered the interests of both sides, you can then take advantage of perhaps your greatest opportunity in negotiation, which is to invent options for mutual gain. Brainstorm possibilities: "Since the budget is tight, what about profit-sharing or a commission arrangement? What about a new title?" Instead of quarreling about a fixed pie, first look to expand the pie.

4. Insist on using objective criteria. In negotiation, no one likes to give in or back down. So instead of engaging in brinksmanship, which can be costly in time and relationship, why not use objective criteria, which are independent standards of fairness? In the case of the raise, you might consider the rate of inflation, industry standards, and performance evaluation. That way, neither side has to back down – it is usually quicker and the relationship is preserved.

Let's distinguish three types of strategies from the position of principled negotiation:

1) "lost-win" (one of the communicators is a loser; the implementation of the agreement most likely will not come);

2) "lost-lost" (worst case);

3) "win-win" (the only correct choice): "true victory is that victory when no one feels defeated" (Buddha).

The central problem in the theory of principled negotiation is finding the best alternative to negotiated agreement (BATNA). For this we should:

− Suppose about the plan of action that can be taken at disrupting the agreement.

− Improve some of the most perspective ideas (and their practical implementation).

− Select the trial option, which seems the best.

The main conclusion in the theory of principled negotiation is selecting the best alternative to the most reviled agreement, but not the limit – the latter suppresses imagination, puts too high or low bar, robs flexibility, reduces incentive to decision-making and finally, the limit is always too rigid, it takes the conversation into the channel of positional bargaining.

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EFFECT SIZE YOUTH PROGRAM TV PRESENTER TO THE IMAGE ON THE EXAMPLE PROGRAM UNIVER NEWS

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Due to the increasing number of student media topical issues become their impact on young people[1], especially the format of the program competitiveness. We decided to stop at the problem of the effect of size on the TV presenter youth program, as this is one of the key features of the performance of a student media, as well as an important stage in the development of competitiveness. Consider the characteristics of the impact of media on the format of the student audience, we decided on the example of the news program UNIVER NEWS. This program is broadcast on channel student Kazan Federal University UNIVERSMOTRI.

Student TV – Media Center is a joint activity of CFI, chair of broadcasting and TV Institute of Social Philosophy and Mass Communications and teaching practical laboratory UNIVER TV. At the youth program UNIVER NEWS own studio to record leading to the possibility of shooting with 4 cameras. Virtual component gives an opportunity to issue a studio in different design solutions that are limited for the most part only qualified specialists in computer graphic design and creative employees broadcaster. Information Service UNIVER NEWS - this is the real news factory, with its conveyor and its production technology. We can make sure that this program works on all the rules and the features of this television product[2], despite the absence of its broadcast on cable or satellite TV. Terms and broadcasting of all structures of the program regulated by statute, the rules of which were generated in the process of revision.

But before you define the features of influence on the format of the program TV presenter images need to understand what is the format? Such a thing as "TV format" does not have a regulatory definition of Russian society and is applied in the field of television figuratively, they are used to realize it in practice. Now under the format means the totality of the information and materials that define the concept of creative television programs and the essential elements of its implementation. The format includes a description of the storylines, the rules of the program, image of TV presenter and other characters, their manners, the chronology of events, details of scenery and set design, music, timing, and other creative and technical elements of a television program[3].

Thanks to a well-organized format, which attracted a large number of audience and maintain its position in the television market, any program can exist online. Since all television are equal, everyone has to fight for his place in the sun, in this case – for airtime. Therefore, any youth program has its own strict rules and regulations, which all follow, otherwise the program will not be able to compete with others. In the television space must defend its interests adequately to exist as a separate product.

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[1] Kasatkin AV Leisure and entertainment television programs for young people as a phenomenon of youth subculture / Dis. OV Kasatkin - Moscow, 2010.

[2] For example, any television program must have a certain timing, regular airing, clear structure, editorial policies, etc.

[3] Shabanov NN Classification of main content channels on the frequency of the broadcast / NN Tsibanova - Kazan .: Jour. Young scientist, 2014. - 41 p.

UNIVER NEWS has its own unique format that is primarily associated with the images of TV presenters. "Zest" telecast is that the major change at a time, that is, each assigned to a specific day of the week. This brings to the format diversity, and also not accidental. As the audience UNIVER NEWS are mostly students, the standard news often bored, which means that you must get rid of boring news feed, and that lead to the top. This possibility gives vent to imagination and directors, and producers, and by TV presenters. And that means that the program can count on a long life in the air.

Poll TV presenters program UNIVER NEWS showed the following: students understand the image in their own way and live on camera individually. However, there are common qualities that are allocated to each of them. They understand the importance of this case, so the daily stand before the camera and turn to other, sitting on the other side of the screen, they should contact so that he heard, and then another, and about something thought of anything that would lead him to take decisive and motivating actions. For example, Dmitry Leontiev can not ignore the importance of image in his work: "... it is constantly changing, so to speak, I try to adapt and accept the image, which is required for these news. I believe you need to be relaxed and present to their audience. Although there is supposed to put on a mask and the other to be what it should be. Although, it is even more interesting and useful. But most importantly, set the tone and take the necessary image helps me team UNIVER NEWS ... ». At the same time TV presenters realize that their image depends on the format. "... As this student news, need not be dull and bright. Talk and play louder voice. You can clearly and informally dressed ... "− so says Anastasia Ivanova. Each TV presenter in addition to the image, there are responsibilities that also put a mark on the impact of a particular format of the youth program, and would like to note that the responsibilities for different TV shows on your own. For example, Gulfia Mutugullina to stress this: "... I am obliged to be on time, edit the layout, well, to be in a good mood because I face program. And of course, tell everyone about our steep television ...".

An important fact is the duty, they include work on the image and look. If we turn to TV programs on the federal channels, there are TV presenters within certain limits, which do not give the possibility of creative self-development, when the role of anchorman replaced by the usual announcer read out the news without much emotion. Examples of such transmissions may be news program "Vremya" on the ground, "Vesti" channel Rossiya1. Such programs are absolutely different format, which involves accurately follow the TV presenters standards of official submission of the information.

As for UNIVER NEWS, here TV presenters fall in the real environment where you want to work on yourself. This allows to realize himself as a person and develop quality speaker, moderator. Therefore, it can be noted not only a function of the impact of television on the TV presenter, but also an educational function, which encourages students to personal growth, to realize their responsibilities as TV presenter, including the elaboration of its image.

However, I want to note that any program, whether it be youth or not, is aimed at an audience[4]. For editors, producers, correspondents, the main interest of viewers. TV presenter, in turn, it is desirable to match the interests of the audience requested. To find out what preferences have students and youth, we conducted a survey on the topic: "How, in your opinion, should be the perfect TV presenter?" In the analysis of the data revealed that the younger generation, among which included students and represent an ideal TV presenter a bright, energetic, stylish, engaging in dialogue, to understand, that is, it must be on the same wavelength with the youth. All of these criteria are met TV presenters UNIVER NEWS, who themselves understand the responsibility and try to comply with the requirements according to the format of youth program.

Thus, we found that youth, student, UNIVER NEWS[5] news program is consistent with the requirement as a result of which it is possible to regulate the process of creating the image of the TV presenter, that sometimes it is necessary to editors. That is, we have seen the need for a correct choice at the TV presenter, as well as a useful learning and outputting his personal skills that will enhance the leading position of a particular program.

Formulated the theoretical and practical aspects of the youth program UNIVER NEWS, which feature student UNIVERSMOTRI channel on the content of other media of the republic of Tatarstan. We have seen that it is impossible to look at the format of the program without a face of the program, which is the TV pre-

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[5] TV presenters UNIVER NEWS: Anna Goncharova, Dmitry Leontiev, Gulfia Khabibullina, Anastasia Ivanova, Askar Gimadeev, Artem Mehovnikov

senter, which in turn is influenced by the format[6]. It therefore needs a common and integral work of these television structures providing comfortable and productive activities of a television program.

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TECHNIQUES OF SPEECH

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It's not a secret that each person had his or her own unique tactic for engaging the audience. Of course, some can be better than others, but on the whole, everyone should feel confident and quite effective in grabbing the audience's attention.

You should remember some rules, which will help you to deliver a speech with confidence.

1. Recognize a common fear

It may be helpful to know that fear of public speaking is not uncommon. In fact, this fear ranks second only to fear of snakes. The fear of public speaking is really about being afraid of losing one's identity. If we fail to successfully deliver a speech at a wedding or a presentation in a boardroom, we're at risk of humiliating ourselves and losing our identity. This fear can be debilitating.

2. Take it from the Experts

A public-speaking ability is not something we are born with, but rather something everyone can learn by following proven techniques:

-    know your material. Pick a topic you're interested in. Know more about it than you include in your speech. Use humor, personal stories, and conversational language—that way, you won't easily forget what to say;

-    practice, practice, practice! Rehearse out loud with all the equipment you plan on using. Revise as necessary. Work to control filler words; practice, pause, and breathe. Practice with a timer and allow time for the unexpected;

-    know the audience. Greet some of the audience members as they arrive. It's easier to speak to a group of friends than it is to speak to strangers;

-    know the room. Arrive early, walk around the speaking area, and practice using the microphone and any visual aids;

-    relax. Begin by addressing the audience. It buys you time and calms your nerves. Pause, smile, and count to three before saying anything. (One thousand, two one thousand, three one thousand. Pause. Begin.) Transform nervous energy into enthusiasm;

-    visualize yourself giving your speech. Imagine yourself speaking, your voice loud, clear, and confident. Visualize the audience clapping – it will boost your confidence;

-    realize that people want you to succeed. Audiences want you to be interesting, stimulating, informative, and entertaining. They're rooting for you;

-    don't apologize for any nervousness or problem—the audience probably never noticed it;

-    concentrate on the message. Focus your attention away from your own anxieties and concentrate on your message and your audience.

3. Unwind Your Mind

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[6] Karaganova Z.V.-screen image of the television journalist: regularities of formation / Dis. cand. Philology. Z.V. Sciences Karaganova - M., 2005. - 156 c.

Even when you believe you've prepared yourself for a public-speaking engagement, it never hurts to tap into your mind-body connection for extra courage. Doctors suggest massage, yoga, and meditation to calm frayed nerves before heading into a stressful situation.

4.   Be Effective

Okay, your audience can comfortably hear you. Great. But that's not enough. To maximize your effectiveness, you must vary your volume strategically throughout.

-    vary your volume. Speaking for any length of time at the same volume (whether loud or soft) puts people to sleep. Just as gestures and body movement create visual interest, varying your volume creates vocal interest;

-    emphasize target words or phrases by speaking louder or softer (as appropriate);

-    mirror emotional content with volume changes. For example, when sharing a sad story, your volume should naturally drop. Conversely, when sharing a story which has action or surprise, your volume should increase, building to a climax;

-    finish sentences strong. Tailing off at the end of sentences is a common mistake made by speakers, often caused by looking back down at notes. The result? Your audience may miss the last word or two at the end of sentences, thus weakening your impact;

-    start loud. It's not a strict rule, but generally a good idea to open a notch louder than average. It grabs attention and demonstrates enthusiasm;

-    finish loud. Also not a rule, but speaking louder helps create a rousing, confident finish. This is especially true in a persuasive or motivational speech;

These simple steps will help you to be very confident on public. You should remember that if you practice a lot, you will achieve success.

TALENT MANAGEMENT: CRUCIAL QUESTIONS FOR LEARNING AND DEVELOPMENT

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One of the biggest challenges facing companies all over the world is building and sustaining a strong talent management system. There is a high intensity of competition for both physical resources and human capital. 'War for talent' is a critical business challenge and a fundamental driver of corporate performance. The most important corporate resource over the next 20 years will be talent: smart, sophisticated businesspeople who are technologically literate, globally astute, and operationally agile. And even as the demand for talent goes up, the supply of it will be going down. With the global war for talent intensifying, it is imperative to invest in best in class talent management practices. What do companies need to do to attract and develop the very best employees so they can be competitive globally?

Talent management is defined as the strategies and practices needed to identify, develop, attract and retain skilled workers of value to an organisation. How this translates for your organisation is not an academic question – you need to debate and agree internally what it means in practice and the consequences of putting it into your workplace (or, indeed, of taking little or no action).

For example, talent could mean the whole organisation, or a selected few. The individual can be fully involved or have development planned out. The process of selection and development can be transparent or secret.

A growing number of organisations are seeing the sense in adopting a concerted and holistic approach to retaining and developing their key staff. This means dovetailing:

• Creation of planned development opportunities.
• Performance management.
• Development and assessment.
• Succession planning.
• Recruitment.

Even if the right talent can be recruited, retention depends on creating a climate in which top talent wants to stay and develop and use its skills. Talent management is a highly cost-effective way to grow.

Let's looking for the answer why it is important for future of the organization.

The concept of talent management has gained popularity since 1990s as the companies realized that the skill of the employees is the key factor for the success of a business. Talent management, therefore, deals

with developing workers, retaining the present and profitable talents and also grooming future leaders through leadership succession planning. There are a lot of reasons Why talent management is necessary tool for organisation?

Talent management has become one of the most pressing topics in organizations (even if very few have strategies and operational programs in place with which to identify, recruit, develop, deploy, and retain the best). The competition for talent will define organizational milieus for a couple of decades to come. Springing from the three trends, several drivers fuel the emphasis:

• Workforce demographics are evolving.

• The context in which organizations conduct their operations is increasingly complex and dynamic.

• More efficient capital markets have enabled the rise of small and medium-sized organizations that offer opportunities few large organizations can match, exerting a pull across the talent spectrum.

• In knowledge economies, talent is a rapidly increasing source of value creation.

• A demonstrated correlation between talent and organizational performance exists: talented individuals drive a disproportionate share of organizational effectiveness (Value creation extends beyond individual performance differentials).

• Financial markets and boards of directors demand more.

• The mobility of personnel is quickening on a par with changing expectations. If talent is hard to find, it is becoming harder to keep.

While creating a comprehensive and lasting strategy for managing talent is critical, it's very difficult to change the way organizations historically address these challenges. Organizations must manage their workforce differently in the new normal to position themselves for growth and recovery. Below are 10 main talent management strategies every organization should consider

1. Identify your top 5 percent important functions. Dig deep within your organization to identify the most critical functions. This doesn't just include your leaders, but also key roles that affect the bottom line. Many firms likely have a safety stock of key inventory items (e.g., raw materials or finished goods) to handle unexpected swings in pricing or customer demand. However, too few firms build any safety stock of talent into their plans. Those firms that don't, force their human resources group to scramble to find a new employee to replace a departing employee or whenever a new staffing situation arises. Determine where your organization is most vulnerable and make plans to "emergency-proof" your talent supply.

2. "Backfill" doesn't equal recruiting. Use your corporate growth objectives and three-year project portfolio to define your talent requirements. Those requirements and subsequent "talent gap" derived from existing skills inventories should drive your recruiting strategy. Firms that fill open positions with people who exactly match the job specification are selling their firms short. They are hiring for right now instead of the long term. Build a talent pool that's as nimble and dynamic as your company.

3. Understand what motivates your team. If you don't already know what motivates your team, ask them. Stop making assumptions that a larger office, corporate cell phone, or casual Friday is the answer. Reach out to individual populations to understand how they can be more effective in their roles, or how your organization can help them address their work-life balance challenges. A short survey could save you and your employees wasted dollars or misaligned expectations.

4. Give them the keys. A new workforce is demanding ownership in creating a career path that suits their individual preferences. Both Millennials and people who have struggled during the recession have new expectations. Give this new team a "learning management system" that gives them control over their development plans. Provide on-demand content to feed their desire to improve. Create an internal job marketplace within your organization to provide advancement opportunities.

5. "Social"-ize HR now. Prospective employees are social animals. They participate in social networks. They share job leads and information about employers with each other and the world through their online social presence. If you don't have a major social presence, get one. If you haven't monitored and enhanced your organization's social standing and branding, do it now.

6. Deliver the numbers. Your business is hungry for usable data. It's difficult to manage what you can't measure. Take four steps toward developing a clear reporting plan:

• Understand the metrics your organization needs to improve.

• Determine a source system to record the data required to support the metrics.

• Select an analytics platform to analyze the data collected.

• Share the numbers, and allow your organization's leaders to take action.

7. Provide a reason to stay. If you want your company to be the best, you need your people to be the best. If you recruit the best, you need to have a solid development plan in place. Allow your employees to build their own individual brands. Help them be an expert within their specialization. Providing a platform to help

someone achieve their personal best will motivate them to stay at your company. While blind company loyalty may no longer be a motivator, loyalty to personal growth, colleagues, team success and meaningful career options is.

8. Recognize your star leaders and invest accordingly. The cost of employee turnover can be 150 to 300 percent of an employee's annual compensation. The effectiveness of internal leaders occurs faster than inserting an external candidate into the position. So, why are we treating our leaders any differently? Your internal talent bench (created to support the top 5 percent critical jobs) and your succession plans should be tapping into these new leaders to build and grow them quickly. If that doesn't seem like enough motivation, consider that one of the top reasons an employee leaves an organization is because of a bad boss or leader. Remember this in 2012 and beyond when determining your development budgets, mentorship candidates, and variable compensation plans.

9. Integrate. Modern technology (e.g., cloud, mobile, social and analytics) will be a key enabler for realizing your talent management strategy. Look at your current disjointed tools and manual workarounds. Break down the walls between individual human resources function and information technology to ensure you're looking at an integrated talent management solution. This integration will allow you to take large steps toward transforming the service delivery model for your organization, put data in the hands of the people that drive your business, provide an on-demand model for employees to manage their careers, and provide a one-stop place for analyzing your workforce data.

10. Embrace your uniqueness instead of one-size-fitsall. Industry matters. Generational composition matters. Geography matters. The number and location of your employees changes the game. Sales is different from engineering. Customer service is driven by different outcomes than finance. You get the point. So, don't treat them the same! Work to create a talent management strategy that centers on recognizing the unique drivers and needs of each group within your organization.

Not only do businesses need to adjust to shifting demographics and work force preferences, but they must also build new capabilities and revitalize their organizations – all while investing in new technologies, globalizing their operations and contending with new competitors.

Talent management is the basis for keeping the organization healthy and innovative. Neglect your talent now and you will pay for it later on. Continue to invest and you will benefit, particularly when the business picks up. Better employee retention and motivation, as well as organizational effectiveness, are the benefits you can expect if you manage the process well. So it is the answer why companies need to develop talents and integrate talent management strategies in companies.

Talent management has become a live issue for many organizations as they try to achieve fundamental and lasting shifts in their effectiveness. The fiercely competitive environment in which they now operate means they increasingly need to have people who can remove unnecessary barriers to performance and make the most of scarce resources.

Additionally, Talent Management is a "forward-looking" function. Not only should talent management improve your organization's flexibility and performance, it should give you the information and tools to plan for growth, change, acquisitions, and critical new product and service initiatives.

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PRE-CHRISTIAN RUS: TRUTH AND FICTION

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Pre-Christian history of Rus is often shown with dark colours. We imagine Russian ancestors as wild barbarians who wear animal skins and live by hunting and fishing in primeval forests and marshs. And there are

a few bright spots in history: Vikings or Normans who brought basics of civilization to Rus and Princess Olga who tried to convert Russian barbarians into Christianity.

Of course, all these facts are predominantly fictional. Nowadays in Russia we should make huge work in archeology, history and beginnings of Rus to break some myths about it. And today I'll try to tell you the truth by explaining different elements of civilization.

So, the first element is the presence of state.

When people talk about Old Russian state we can often hear about tribes such as Polans, Slavs, Drevlyans, Kryvychs, Radimichs and others. When we hear the word "tribe" the image of a developed society doesn't appear. However, in reality every Slavic-Russian "tribe" was a union or a superunion of tribes, which controlled huge territory. Such a union had a developed system of management which consisted of elected Prince, governor, the army-squad, the council of boyars and the national assembly – chamber. Firstly the union of tribes was not a generic phenomenon but a political, territorial one. Every reign had not only their own rules but also the rules of their fathers, that is a legal system.

In Western Europe people appreciated titles very much, so not everybody could get it. But Rus did. For example, in the message of Annales Bertiniani about the embassy of Rus people to the Frankish Emperor Louis the Pious (in 839) the ruler of Rus named "a king". Also the Princess Olga (who had Christian name Helen) called "the queen Helen".

For contemporaries from West or East Rus was a powerful state and even equal to kingdoms of Europe or a strong, wealthy Khazar Khanate.

The second aspect – existence of cities.

Ancient Norse called Old Russian state "Gardarika", that is "the state of cities". Some eastern sources mentioned a big amount of Rus cities. For example, the Arab Ibn Rust wrote that Russ had "many cities". Such a source as "Bavarian Geographer" – it is a list of nations and unions of tribes predominantly Slavic origin, which in IX century inhabited areas to the east of Frankish state – reports about tens and hundreds of cities in East Slavic principalities. For instance, Buzhans had 231 cities, Ulichs – 418 and so one.

But if there were cities, there also were craft "tips" (blocks). Rus was famous for its artisans. Russian weapon even in that time was popular type of good, Russian swords were not worse than Frankish or Arabic blades.Ibn Rust noticed great Slavic chain armors.

The third element – Russian faith.

Many people consider Rus ancestors dense pagans. But if we try to understand their belief, it becomes clear that it was a light faith full of harmony, kindness and fair.

Interestingly, the faith of Rus is still alive; it is saved in fairy tales and epics. But also it permeated into Christianity which made the last one Orthodoxy ("glory to Prav"). The main mythological images (Christian Trinity, the image of the Virgin and George, winning the serpent) are preserved like Slavic Triglav, Mother Lada – woman in labor and Perun, winning Velez.

The forth aspect – Russian writing and literacy of popularity.

It was instilled into Russians for centuries that writing to "wild pagans" was brought by "kind Greeks" – monks Cyril and Methodius. But nowadays we have a lot of facts, which tell us that Rus had their own writing long before Christianity. By the way, writing is a hallmark of developed civilization.

For example, two Old Russian swords were found (of Pre-Christian epoch) and there we can see Slavic inscriptions – "Lyudota Koval" and "Slavimir" (it can be names of smiths). It means that artisans were literate.

One more archeological evidence is a famous "Gnezdovo korchaga" dated by X century. There is an inscription "goroushna" (may be, "mustard") which is scratched on encaustic korchaga.

So, we can see that the Rus were really a developed nation with their own civilization before Christianity. Different myths about it are just methods of an information war and we, in turn, should stop this injustice.

Picture 1. – Russian swords

Picture 2. - Russian swords

Picture 3. -   Slavic chain armors

Picture 4. - Slavic Triglav

Picture 5. - Mother Lada

Picture 6.- Perun

| Picture 7. - Lyudota Koval | Picture 8. - Gnezdovo korchaga |

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STYLES OF BUSINESS COMMUNICATION

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Business Communication

Business Communication is any communication used to promote a product, service, or organization – with the objective of making sale. In *business communication*, message is conveyed through various channels of communication including internet, print (publications), radio, television, outdoor, and word of mouth.

In business, communication is considered core among business, interpersonal skills and etiquette.

Communication is the lifeblood of an organization. If we could somehow remove communication flow from an organization, we would not have an organization.

It is needed for:
- Exchanging information.
- Exchanging options.
- Making plans and proposals.
- Reaching agreement.
- Executing decisions.
- Sending and fulfilling orders.
- Conducting sales.

When communication stops, organized activity ceases to exist. Individual uncoordinated activity returns in an organization. So, Communication in an organization, is as vital as blood for life.

STYLES

The four widely accepted business communication styles are impromptu, memorized, manuscript and extemporaneous. Each style of business communication has certain distinguishing qualities that differentiate it from the other business communication styles. The presenters of each style of speaking usually possess an adequate amount of information to communicate successfully to the audience.

IMPROMPTU SPEAKING

Impromptu style of business communication is basically speaking at the spur of the moment or delivering a speech without full preparation of a formal outline or manuscript. Impromptu speaking is spontaneous, and the speaker improvises a persuasive or informative presentation to business colleagues. Successful impromptu speakers are very familiar about the topic of the speech, and these speakers are able deliver an impromptu speech strategically and professionally.

MANUSCRIPT SPEECH

Manuscript speaking is the opposite of impromptu speaking, and therefore the details of the speech are planned in advance. A manuscript speech is based on a well-prepared manuscript, and the speech is typically read from the full manuscript. The manuscript style of business communication is prevalent among politicians, chief executive officers and newscasters because of the widespread impact of the speech on its listeners. Most manuscript speeches become a part of official records and official proceedings. However, at times,

presenters of manuscript speeches may fail to develop full interaction with the audience because of the lack eye contact and the inability to develop a conversational connection with the audience.

EXTEMPORANEOUS STYLE

The extemporaneous style involves a well-prepared conversational type speech. Unlike the manuscript style, extemporaneous speakers tend to maintain eye contact and invite feedback from the audience. The basics of the speech are usually memorized; however, the speaker can refer to notes or an outline while speaking. Therefore, the manner and disposition of speech may slightly differ from the speech preparation, because the speaker is not reading the full speech from notes or a manuscript.

MEMORIZED SPEECH

The memorized style of speech is rehearsed in advance by the speaker. The speaker delivers the speech without any notes. A memorized speech is effective when the speaker engages the audience and maintains eye contact with the audience.

Communication gift of Steve Jobs.

Apple CEO Steve Jobs didn't just change the world of business, he changed the world. He changed the way we communicate, share information and interact with each other. He was a technological genius, an innovator and a tough and demanding CEO, but he was also one of the most dynamic and effective public speakers in corporate America.

Here are just some of the Steve Jobs' public communication tools and techniques that the rest of us, regardless of our "chosen field," can learn from.

• Ask yourself this question before any presentation; "What is the final message I want to leave with my audience?" Jobs had a habit of saying in his presentations; "And one more thing." And he would do just that – tell you one more thing. Sometimes it was a call to action. Other times it was a question or challenge. Jobs understood the importance of leaving a powerful and lasting impression on your audience as opposed to finishing because you sense your audience is fatigued or that you have covered the material in your speech.

• Jobs saw every public presentation as a performance. It wasn't simply that he was giving out information about an iPod, an iPhone or some other Apple product. He was putting on a show. As such, the greatest productions require bells and whistles, or in Jobs' case, video, pictures and animation. It was all intended to keep the audience stimulated and engaged. What Jobs clearly understood was that no matter how dynamic you are as a public speaker, listening to the same person talk for any length of time can wear down an audience. That's why Jobs always mixed it up so that he wasn't the only voice you heard or image you saw on stage.

THE ROLE OF MASS MEDIA IN THE PROCESS OF INTEGRATION ON THE EXAMPLE OF THE FUND "EURASIANS – NEW WAVE".

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Theses:
1. The integration of community is the most important aspect in the integration processes.
2. It is impossible to integrate community without creating a unified information field.
3. The role of the mass-media in the processes of information integration is becoming crucial.
4. The media shapes public consciousness, define the vector of public opinion about the problems of the state integration.
5. The most important aspect of integration is to create information resources that can cover integration processes most fully and objectively.
6. To present information more objectively, it is necessary to create a platform for international cooperation of journalists.

Abstract

The problems of Eurasian integration are becoming more and more actual in modern society. In our article we cover the activities of the fund "Eurasians – the New Wave". This fund specializes in actualization of integration processes. With the help of mass media this fund seeks to prepare the society for unification and form the outlook of the national youth on integration processes. To achieve this goal, the fund holds conferences, meetings and creates projects related to the ideas of integration. In this article we would like to tell you how mass media influences these processes and how it prepares society for new changes.

The Article

The integration processes have become an integral part of modern society. Integration happens everywhere: the creation of political, economic or military blocs is becoming a defining trend of the world development.

However, whatever the integration is, political or economic, it is always the integration of the community, the creation of a unified information field. And the creation of an information resource, that is able to set the right course for the development of integration relations and carry out competent information policy, is an important, perhaps even a decisive element at this level.

Therefore, we would like to raise the issue of the role of mass media in the integration process in our work. As an example, we decided to turn to the experience of relations between the Russian Federation and the Kyrgyz Republic.

Today, the countries discuss the opportunity to establish a single economic space – to introduce the Kyrgyz Republic to the Customs Union. However, in kyrgyz society there is disagreement about the prospects of such integration. There is no understanding at all what the Eurasian integration is. In our opinion, the main reason is the lack of awareness of society and the inability of the local media to fully satisfy the information needs of the population.

This is not about boy cotting this topic by the media. But the problems of the Republic joining to the Customs Union exist, just as publications on this subject. However, these materials are one-sided, defective and are more of propaganda articles covering the situation entirely in black and white.

It results in an urgent to establish independent information resources capable of objective coverage of bilateral inter-state cooperation between Russia and Kyrgyzstan.

As the multimedia nature of a media project is becoming an essential requirement today, we have taken the activity of "Eurasians - the new wave" fund as an example. To be more precise, we have studied an information portal of which is covering the activity of the community.

The fund, which was created in 2010, initially positioned itself as a base for the development of integration processes between the Eurasian Economic Union countries. For today the Russian Fund has one representation office in the Kyrgyz Republic. On the basis of this fund the organization develops the main directions of its activity.

Among a number of tasks defined by "Eurasians – the new wave" fund some should be distinguished. These problems are: the strengthening of historical, cultural, scientific and educational ties between Russia and Kyrgyzstan, supporting and developing Russian language as a language of the international communication and supporting the national media covering the development of bilateral linter-state relations between Russia and Kyrgyzstan.

To reach these goals, the fund actively supports the activities of youth associations and various organizations, assists the organization of scientific, research, educational and public awareness activity. Besides, the fund participates in international cooperation.

During 4 years of vigorous activity" Eurasians – the new wave" fund has organized a number of conferences, workshops and master classes. The topics of the conferences are still explicit, they include the same problems of integration of Eurasian countries.

So, the last conference of the fund "Contemporary Media: Challenges and Risks", which took place on November 25 th, was devoted to the problems of information security in the CIS. Within the conference the issues related to the work of modern media in new geopolitical realities and information warfare were discussed. The official part was followed by the opening of photo exhibition devoted to a Russian journalist Andrey Stenin who was killed in Ukraine in August this year.

All activities of the Eurasians are posted on the website of the fund. Constantly updated newsfeed as well as expert analytical materials are an integral part of the information portal. Political instability in the world, the Ukrainian crisis – everything is becoming the object of analysis and criticism by experts. Nevertheless, the Eurasian integration remains the key question, which the vast majority of materials is dedicated to. Here is the list of some most interesting journalistic articles on this subject:

1. "Alex Dzermant: it is necessary to understand what the Eurasian Union exists for".
2. "Toktaiym Umetalieva: Entering the EAEC means to increase the standard of living over time", the author – Editorial Portal "Eurasians – the new wave".
3. "Aza Mihranyan: The preparation of Kyrgyzstan to join the Customs Union is ineffective".

However, according to the director of the office of the Fund in Kyrgyzstan Vladimir Liu, "Eurasians – the new wave" is not independent mass media, but the media' role in the work of the foundation is invaluable. Vladimir said that the first task of the fund was exactly the establishment of relations with the local media.

Today, the fund is becoming rather a platform for the dialogue between journalists. Eurasians are a kind of a body that stimulate the information society to integration, create the conditions for experience exchange between journalist at the international level.

In this field, a new project of the International School of Journalism "New Media Eurasia" held in Yekaterinburg was realized most recently. Inaddition, "Open School of Journalism" of the fund is constantly functioning and is attended by students and active youth.

Cooperation with the media is a key factor to influence the audience. Eurasians are aware of the importance to involve the young generation in the foundation's work. So, "Eurasians – the new wave" fund has created a project of the youth television. According to Vladimir Liu, this project won't be a purely entertaining resource. The main idea of the project is to attract young people to the issues of social importance, state problems and prospects of integration development in particular. And nobody can tell the younger generation what is important better than themselves. Therefore, the Fund seeks to the dialogue with young people "on equal terms."

It is worth mentioning that as part of its activity, the Eurasian s also encourage young people to participate in the life of the fund, offering to prepare publications on historical themes.

In this sense, historical projects are becoming a way of character education. They are created to ensure that young people do not forget the world history and the history of their country. On the one hand, the project educates people, and on the other hand, it is trying to complete the perception of shared values. For a long time of people living indifferent countries separately from each other, we have witnessed a new generation that does not take history as common. Accordingly, if we forget the "blood of the heroes who died in the war," all integration projects will come to nothing soon. People are getting together on the basis ofcommon trouble sand joys. Therefore, the project tries to appeal to a sense of gratitude and generosity of the youth.

Appeal to historical memory, creation of youth television, implementation of international projects are only a small part of the activity planned by the Eurasians fund. However, the key factor in the activity of the fund is the desire to interact with the media.

Summarizing, we can state that the role of the media in the process of integration is undeniable. "Eurasians – the new wave" fund recognizes invaluable contribution of mass media. And being interested in qualitative interaction with the media, the fund creates projects aimed at maintaining a "healthy" journalism with a professional and objective information covering.

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FACTOR ANALYSIS OF THE RUSSIAN ELECTORAL BEHAVIOR

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Comparing with the Western countries, where democratic transition is complete, Russian democracy is still young. Adoption of democratic cultural values in Russia goes pretty hard and uneven. Therefore the political culture of Russian citizens can not be considered as democratic, this fact undoubtedly puts imprint on features of Russian electoral behavior.

Relevance of the study is the need to develop optimal mechanisms for the organization and conduct of election campaigns, it is also important that the analysis of electoral geography can detect differences in the adaptation ability and susceptibility of different groups of our country for political changes.

So, we can say that study of the phenomenon of Russian electoral activity is important and relevant because Russia is on the way to become a democratic society.

Electoral behavior – is a form of political behavior – the process by which citizens determine their political preferences and re-take the solution of the vote and the election of certain political parties or candidates. There are many factors that can be affected on this decision, for example: selectively campaigns, media influence, gender, age, education, etc. [2].

Thus, the main objective of this study is to identify the dominant factors influencing electoral activity of Russian voters based on the sociological approach.

Here we have a question. What factors influence on the electoral turnout of voters?

The rational choice theory got its spread in the 1970-1980 years. This theory created a new model of explanation the electoral behavior. Researchers based on the position that the voters measure their decisions and vote for the political party or candidate that will bring them the greatest utility.

For example, the central issue of the Barro-Feredzhon model is the extent to which the desire causes the incumbent to take costly measures in the first period. These measures improve the well-being of voters. Thus the incumbent will be chosen by voters in the second period. In this model, voters will re-elect the candidate, only if ui1≥ui2, where ui1 – utility of the choice of the candidate, which is greater than anticipated utility (ui2) [3].

Some political scientists and journalists say about rigged elections in some regions. They try to find administrative resources that influence on voter turnout. According to the fact that Russian voters do not believe in the usefulness of their choice, E. Dauns explained electoral behavior of the rational voter using this formula: R=(p)B-C+D. It is clear that probability (p) of casting vote in Russia will be extremely small in contrast, for example, with countries using the two-party electoral system [5].

Researchers of the sociological approach S. Lipset, P. Lazarsfeld determined such dominant factors influencing on electoral activity as a social environment, social status and role-sets; researchers of social-psychological approach A.Kembell, F.Konvers talked about the dominant of ideological and party identification.

The basis theory of this research is the theory of social cleavages by S. Lipset and S. Rokkan. They identified four «classic» social cleavages divided for different reasons:

- Cleavage between center and periphery.
- Cleavage between the state and the church.
- Cleavage between urban and rural areas.
- Cleavage between owners and workers.

Cleavages are accompanied by the emergence of stable complexes of political preferences, around which political parties were formed. Thus, existing in 1960-70 s. party systems, according to S. Lipset and S. Rokkan, are the result of social cleavages in the early twentieth century [4]/

Multiple linear regression – a complex of statistical methods used in most of the works of Western political scientists.

Multiple linear regression assessing the impact of a number of independent variables on the dependent one, as well as testing different hypotheses [1].

The dependent variable in this research is the «voter turnout in the presidential elections of 2012». Independent variables – are factors that influence on the voter turnout.

First, researcher chose different predictors (independent variables) such as GRP per capita, sex, place of residence (urban/rural), age, ethnicity and level of education. Predictors were selected because of the availability of information and ease of operationalization in data.

Then the researchers hypothesize about relationship between independent variables and one dependent. Based on the analysis of statistical data, we can offer the following provisions:

- Increase the share of GDP per capita leads to an increase voter turnout.
- Increase the share of the urban population leads to a decrease voter turnout.
- Increase the share of the female population leads to a decrease voter turnout.
- Increase the share of the Russian ethnicity leads to a decrease voter turnout.
- Increase the share of people of retirement age leads to an increase voter turnout.
- Increase the share of people with higher education leads to a decrease voter turnout.

Next, we test hypotheses by a special program in Excel and the researcher's regression analysis showed the degree of influence of each predictor on the dependent variable, as well as the influence of predictors on each other.

A result of the research showed that the economic situation of the region explains only 1% of the variation turnout in elections of 2012, gender – 6% of the variation, level of education – 0,5%, while the place of residence of the voter (urban or rural) and multi-ethnicity in the region account for 20% of the variation turnout and 46%, respectively. The researcher put forward some hypotheses above that were confirmed in the following positions:

- Increase the GDP per capita by 1% leads to a decrease in the turnout an average of 0,4%.
- Increase the share of the urban population by 1% leads to a decrease in the turnout an average of 0,35%.
- Increase the share of the female population by 1% leads to a decrease in the turnout an average of 1,7%.
- Decrease the share of the Russian ethnicity by 1% leads to an increase in the turnout an average of 0,2%.
- Increase the share of people of retirement age by 1% leads to a decrease in the turnout an average of 1,12%.
- Increase the share of people with higher education by 1% leads to a decrease in the turnout an average of 0,1%.

We see relatively low impact of most social factors (education, income, gender) on turnout of Russian voters. However, we see that the territorial delimitation still have an impact on voter turnout (urban/rural). Political scientists explain this phenomenon ease of penetration of administrative resources in villages and provinces.

Thus, structural factors together explain about 51% of the variation in voter turnout. According to the research ethnicity and age are the dominant factors affecting voter turnout in the presidential elections of 2012.

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AN INTEGRATION OF LARGE CAPITAL ON THE EXAMPLE OF "KALASHNIKOV CONCERN" HOLDING COMPANY

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Open joint-stock company "Kalashnikov Concern" was created on the basis of the Scientific Production Association "Izhmash". 13 of August, 2013 SPA "Izhmash" was renamed to OJSC "Kalashnikov Concern" in memory of the great designer Mikhail Kalashnikov and was assigned as parent company of a rifle holding association in State Corporation "Rostec". Today holding produces 90% of all automatic and 95% of all sporting firearms in Russia. Three new main brands were formed by the branches of production after the integration.

The first branch is military weapon. This military weapon, which has been produced under the Kalashnikov brand for more than 60 years, is the unsurpassed worldwide standard for reliability and simplicity. The Kalashnikov assault rifle is the company's best known product, recognized as the best firearm of the 20th century, in service with the Russian military and law enforcers as well as the military of more than 100 other countries. In addition, the company provides sniper rifles to Russian special forces units, as well as manufacturing firearms for law enforcement agencies. The Concern manufactures military-use products under the Kalashnikov brand.

The second branch is hunting firearms. Professional hunters and hunting aficionados alike use Saiga shotguns based on the Kalashnikov system, Tigr, Sobol, Los, Medved, Bars, and other carbines. The company offered hunters new versions of hunting shotguns – Los-10 and Los-11 in 2012. The company has also recently launched production of the Saiga-9 carbine (a civilian version of the Vityaz-SN submachine gun). The holding manufactures hunting firearms under the Baikal brand.

The third branch is sporting firearms. The holding is a leading Russian manufacturer of sporting firearms and the only Russian producer of biathlon rifles. Working closely together with competitive marksmen, the company's designers developed the Saiga-12 Mod. 340 sporting shotgun. Large batches of this shotgun have been shipped to law enforcers in the US. Other countries also have a strong interest in this weapon. The holding manufactures sporting and hunting firearms under the IZHMASH brand, supplying them to more than 20 countries around the world.

Subsidiary companies of this holding company are Izhevsk Mechanical Plant, Vyatsko-Polyansky Engineering Plant "Molot", Design Bureau of Automatic Lines named after L.N. Koshkin and Scientific Research Institute of Technology "Progress". These enterprises are located in a different regions of Russia: Udmurtia, Kirov region, Moscow region. Each company operates in its own segment of arms and does not compete in domestic and international market with other association members. The overall strategy of promotion to the markets of all present weapons brands, common logistics, purchases, advanced manufacturing integration and centralized management structure are implemented under a single holding company "Kalashnikov Concern". Together these organizations receive more new orders and use possibilities of the federal target programs more efficiently for technical re-equipment and modernization of production.

The key aim of the creation "Kalashnikov Concern" is a formation of a single vertically integrated holding company, which will self-sufficiently provide closed loop design and manufacture of small arms and ammunition.

Also the integration had following aims:

• preservation of old brands and creation of new ones, because brands have increasingly influence the formation of value-added products;

• creation of a unified strategy for further development;

• preservation of scientific and industrial potential and fast implementation of new developments into the mass production;

• cooperation between previously competing organizations to create high-performance products that can compete with international brands of small arms;

• reduction of costs in each company;

• increase in production volume;

• development of new markets;

• improvement of product quality and reducing its cost.

The consolidation is still in progress. However, it would be strange, if the system built over the years started work differently in instant. But still we can already see the positive outcome of the reform activities:

1. The synergetic effect. Earlier the power of each company were focused on competing with each other. And now the power is focused on cooperation, that ultimately gives a synergistic effect.

2. Modernization of production. Last year the company finished first stage of modernization of foundry-thermal and machining stations arms production. Modern automated etch lines and a few high-precision machining centers equipped with computerized control systems were launched. The widespread introduction of modern machinery and optimization of complex industrial areas, according to representatives of the Concern, will not only reduce production costs, but also expand the range, improve the quality and reliability of products. According to preliminary estimates for the current year increase of the productivity comparing with 2014 should reach 20-25%. Last year the amount of funding aimed at implementing the program, including the own resources of enterprises and shareholders' equity, constituted 1,5 billion rubles. In general the amount of 5 billion rubles is laid down to the modernization of production until the end of 2016.

3. Engaging young professionals. During the company integration there is a campaign to attract young professionals, who are graduates of Izhevsk State Technical University. Due to the large number of new projects and developments, holding requires more competent staff. That is why even undergraduates are involved in the work to get a guaranteed job in the future.

4. Development of new models due to changes in market conditions. Holding is open to new proposals. And now, with regard to the requirements and desires of main consumers (the Interior Ministry and the Ministry of Defense of Russian Federation), there was designed new AK-12, which can be considered as the basis for a number of new products.

5. Increasing the level of production capacity. To the end of 2011 just over 20% of all equipment were involved in the production. Since the restructuring and integration of enterprises under the auspices of a single state-owned company this figure was increased to 70% in the first year. Also the workspace has been reorganized for a more compact and moderate using of industrial resources.

6. Strengthening and promoting "Kalashnikov", "Baikal" and "Izhmash" brands what we can see even on the site of a holding association.

7. State support. In accordance with the Decree of the Government of Russia № 1780-R from October 4, 2013 OJSC "Kalashnikov Concern" is included in the list of strategic enterprises ensuring the implementation of a unified state policy in the sectors where they operate. Also, the government allocated funds for the improvement of the enterprise. This helped the company to maintain a production base, the brand, the scientific staff potential and stabilize financial flows. In addition, the company repaid debts on wages and is planning to pay foreign debts by the end of 2015.

Among the negative factors it may be noted that the holding company was included in the US sanctions list, the so-called Magnitsky list. However, financially it had virtually no impact on the association because they found other markets in Latin America, Africa and Asia. As you know, if you perceive the problem situation as an opportunity, you can find pluses like new markets and new customers in this case. The same applies to suppliers of machinery and equipment. Now holding cooperates with Chinese and Taiwanese manufacturers.

The directorship of the holding sets the global goals. By 2020 the holding company plans to increase production capacity of "Kalashnikov Concern" two times and the work efficiency of employees − four times. "Kalashnikov" will provide full product lifecycle from development to disposal, and conduct research and development work on the development of advanced systems and weapon systems. Speaking about the prospects of development of the brand "Kalashnikov", Chief Executive of the state corporation "Rostec" Sergei Chemezov hoped that it will become as popular as Apple.

Connection of weapon potential makes it possible to present Russian arms civilian products on the world market in a completely different way. Not to "elbow", dropping its credibility in sight of foreign buyers, not to compete in prices with the Chinese and Turkish producers, but compete on the market of rifles and carbines with American, Italian and German armories concerns.

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JUDICAL COLLEGIUM OF THE SUPREME COURT OF THE RUSSIAN FEDERATION

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The theme of my scientific investigation is the **Judicial Collegium of the Supreme Court of the Russian Federation**. This theme is very significant and topical, because nowadays there happen a lot of changes in the whole structure of Justice and in the sphere of Collegium in particular. On 6 February 2014 the President of Russia signed a package of laws connected with the Union of the Supreme Court and the Higher Arbitration Court of the Russian Federation. In regard, there have been changes in the structure of the Supreme Court.

There were 5 judicial boards of appeal in the structure of the Supreme Court before the merger, they are: the judicial panel on administrative, civil and criminal matters and the military chamber, and after the merger judicial panel on economic disputes appeared. Also on August 6, 2014 after the abolition of the Disciplinary Bench in the Supreme Court the Disciplinary Collegium of the Supreme Court started to act as the Judicial Collegium of the Supreme Court. And the Military College was renamed into the Judicial Collegium on military cases of the Supreme Court of the Russian Federation.

The first paragraph of the investigation is devoted to the Board of appeals of the Supreme Court.

The Board of appeals of the Supreme Court of the Russian Federation acts as a part of the Chairman of the Board of appeals of the Supreme Court of the Russian Federation, Deputy Chairman of the Board of appeals of the Supreme Court of the Russian Federation and the ten members of the Board of appeals of the Supreme Court of the Russian Federation from among the judges of the Supreme Court of the Russian Federation, elected by the Plenum of the Supreme Court of the Russian Federation on the proposal of the Chairman of the Supreme Court of the Russian Federation for a term of five years in the manner prescribed by the Standing Order of the Supreme Court Of The Russian Federation.

There are several functions of The Board of appeals of the Supreme Court of the Russian Federation. The Board of appeals has legal right to:

1) Consider cases of the Supreme Court, the decisions on which are handed down by the judicial collegiums of the Supreme Court as a court of first instance. The Board of appeals within the jurisdiction considers such cases as a court of second appeal instance in accordance with the procedural legislation of the Russian Federation.

2) The Board of appeals also has a right to consider cases due to new or newly discovered circumstances within the jurisdiction.

3) Thirdly, it appeals to the constitutional Court of the Russian Federation in accordance with part 4 of article 125 of the Constitution of the Russian Federation with the request on the constitutionality of the act, subject to application in a specific case.

4) Finally, the Board of appeals exercises other powers in accordance with Federal laws.

Investigating the Board of appeals it is very important to figure out new legal order of its formation and its new composition, as well as new powers imposed to it, which were changed in 2014.

The second paragraph of the investigation describes The Judicial Collegium of the Supreme Court.

The Judicial Collegium of the Supreme Court of the Russian Federation is composed as a part of the cabinet of deputes of the Chairman of the Supreme Court of the Russian Federation - deputes of the judicial collegiums of the Supreme Court and judges of these boards.

Judicial Collegium of the Supreme Court of the Russian Federation has legal right to:

1) Consider the cases on new or newly discovered circumstances, referred to the jurisdiction of the Supreme Court of the Russian Federation.

2) Secondly Judicial Collegium of the Supreme Court of the Russian Federation has legal right to consider cases in the appellation and cassation in accordance with the procedural legislation of the Russian Federation.

3) It appeals to the constitutional Court of the Russian Federation in accordance with part 4 of article 125 of the Constitution of the Russian Federation with the request on the constitutionality of the law which should be applied in a specific case.

4) Also the Judicial Collegium of the Supreme Court generalizes the judicial practice.

5) And, finally, it exercises other powers in accordance with Federal laws. [On the Supreme Court of the Russian Federation: the federal constitutional law on February 5, 2014, № 3].

The formation and powers of the Judicial Collegium of the Supreme Court remained the same even after the unification of the courts. The only innovation in this field is the formation of the Judicial Board related to economic disputes.

The third paragraph of the investigation is connected with the Disciplinary Board of the Supreme Court.

The Disciplinary Board of the Supreme Court of the Russian Federation considers the next cases:

1) Firstly, the complaints against the decisions of the Supreme qualification Collegium of judges of the Russian Federation and the qualification Collegium of judges of the entities of the Russian Federation on early termination from office of judges for committing misconduct and appeals to the President of the Supreme Court of the Russian Federation on early termination of office of judges for committing disciplinary offences.

Also the Disciplinary Board of the Supreme Court considers the appeals of the Chairmen of the Federal courts connected with the termination of office of judges for committing disciplinary offences in such a case when the Qualification Collegium of judges of the entities of the Russian Federation or Supreme Qualification Collegium of judges of the Russian Federation rejects to review the legal case.

2) Secondly, the Disciplinary Board of the Supreme Court deals with the complaints against the decisions of the Supreme Qualification Collegium of judges of the Russian Federation about the imposition of disciplinary sanctions on judges.

3) Thirdly, it considers complaints against the decisions of the Supreme qualification Collegium of judges of the Russian Federation on the results of the qualification attestation of judges [Resolution of the Plenum

of the Supreme Court from 07.08.2014 № 5 "On Approval of the Disciplinary Board of the Supreme Court of the Russian Federation].

Actually, the Disciplinary Board of the Supreme Court of the Russian Federation acts as a part of the cabinet of the deputy of the Chairman of the Supreme Court of the Russian Federation, the Chairman of the Disciplinary Board of the Supreme Court of the Russian Federation and six members of the Board from among the judges of the Supreme Court of the Russian Federation, elected by the Plenum of the Supreme Court of the Russian Federation for a term of three years by the Chairman of the Supreme Court of the Russian Federation by secret ballot and in compliance with the bankruptcy approach.

Organization of the activity of the Disciplinary Board of the Supreme Court of the Russian Federation is determined by the position on the Disciplinary Board of the Supreme Court of the Russian Federation, approved by the Plenum of the Supreme Court of the Russian Federation.

In conclusion, the union of the Supreme Court and the Supreme Arbitration Court has led to significant changes in the structure of the Supreme Court, in cases under the jurisdiction of the Supreme Court of Russian Federation and the powers of the Supreme Court and its Collegiums.

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OTTOMAN'S HAREM IN XVI CENTERY

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The concept Harem has a lot of mysteries in our mind. We think that the harem is the place where women live like prisoners and don't have any rights and freedom. But it isn't true. And today I want to explain what the harem was like, especially in Ottoman's Empire.

First of all, the harem was the place where only concubines and sultan's children could live. And it wasn't allowed to enter there.

Nowadays everyone thinks that the time of harem emergence is the time of Ottoman Empire flourishing. But the emergence of the harem was the beginning of decline. Because it means that sultans had a lot of money, they felt their power and safeness, and they didn't have any reasons to improve their country.

Before becoming Empire Sultans married daughters of some Christian and Muslim sovereigns. But after having established their Empire they started to marry or just have children from slaves.

For a while the harem was separated from the palace. But in 1453 Sultan Mehmed built anenormous palace – Top Kapi Saraye, which is still one of the most popular sights in Istanbul. Some time later the harem also moved there due to famous Roxolana (which is also known as Hurrem Sultan), who wanted to be always near Sultan. Anyway, this situation gave women a new status and new rights. In the history there are well-known events when concubines had a huge influence on Sultan, and women also took part in governmental affairs.

A harem was like a little country, which had its own governor and subordinates, rules and a court of law. In other words, a harem had a strict hierarchy.

At the top of hierarchy was a governor. It wasn't Sultan or his first wife, usually it was the sultan's mother. Because Turks think that a man can have a lot of wives and lovers but he has the only mother, and that's why she should take this honorable position. She was called Valide-Sultan. She had a lot of authority and power, no one couldn't be against her, including Sultan.

The Second person in the harem was Valide-Sultan's helper called Hazender-usta. She watched order in the harem and her prerogative was to send concubines to Sultan. And she usually deputized Valide out of Harem. And also after Valide's death she temporarily was in her position.

Below Hazneder-usta there were Sultans wives (usually there were four of them) called Haseki. They had official wedding with Sultan, which is called nikah. But to be Haseki a woman had to have son from Sultan. They had the biggest rooms in the palace, a lot of maids and one of them might have been a Valide in the future.

The next position was taken by Hatun. This is a category of women waiting to become Haseki, because they had children from Sultan and they were informal wives of him. Hatun had less rights than Haseki, but she was also a respected person in the harem.

But to become Haseki a woman had to be Ikbal. Ikbal is translated as "happy". They were the women who were appreciated by Sultan. It was the first position to become a respected person in the harem.

Below Ikbal there was next category – Kalfa. They were slaves with big experience, usually they could be concubines in the past. They had they own duties and managed newly come girls. Kalfa taught them different things which they had to do there.

No one was allowed to go out of the harem apart from slaves, this category of girls had the least rights in the harem. They did the hardest and dirtiest work, usually when getting older they were granted freedom and left the harem.

But apart from women in the harem there were men, who also helped to watch order and do some hard work. Eunuchs were the only men who could be near women (apart from Sultan). In general, they were black. So, if a child was born black, he wasn't Sultan's child. Usually eunuchs brought letters from Sultan to his women and did some orders from Sultan in the harem.

Another peculiar characteristic of a harem was the following. Sometimes parents sold their daughters at the age of 5-6 to a harem, because they thought that there they could make a career. Girls had music and art classes, learnt the Turkish language and read Koran. If they had some physical defects they became slaves, if they were beautiful they became concubines.

Women in Harem wore silk dresses with deep neckline, because any time they could be seen by Sultan. They used a lot of perfume and cosmetics. Also women in higher position used to wear a lot of jewelry which they got from the governor.

On holidays the harem had performances where Sultan came, and women prepared belly dances and songs. Apart from this celebration life in the harem was boring. There happened some extraordinary moments when women didn't agree with this life and some of them (those who became Haseki and after that Valide), had a lot of power and influence on political world. One of them was Hurrem Sultan, who achieved the Sultan Suleiman's love and became his first and single wife. She had a lot of power and made reforms in the social sphere.

But sometimes women, who tried to changed their position, ended badly. Rebellions or women who didn't agree with the situation were thrown in the Bosporus. Once 800 girls were thrown, those who didn't follow the rules.

So, Harem wasn't the place where girls waited for the governor to satisfy him. It was one of the institutes in Ottoman Empire, which had its own rules and unique hierarchy. The smartest, the most beautiful and talented women could become the women who had a lot of rights and freedom, like Sultan.

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DISTINGUISHING FEATURES OF COMMERCIAL AND SOCIAL PROJECT MANAGEMENT KAZAN (VOLGA REGION) FEDERAL UNIVERSITY

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Nowadays, a term "Project management" is of a current importance, many projects, as "Innopolis University", "Kadrovyi Rezerv", SEZ "Alabuga", "Ribbon of Saint George", and many others are implemented or will be implemented soon. For a closer look into the project management, let's consider first on what is project itself. Project is a timely and financially limited purpose to realize a quantity of defined outcomes according to agreed standards in quality and requirements (achievement of project objectives) [6].

Each project doesn't matter, social, or commercial, is usually characterized by a main goal and a defined outcome. These goals are the driving force of the project, and all efforts for its planning and implementation were taken to ensure that these objectives were achieved. The project usually involves even a set of interrelated goals [3]. The second characteristic of the project is that it has certain limitations in time, money and manpower. This means, that a project should have a start date and end date, it costs a definite sum of money and a definite number of people are involved in its implementation. Also, a project should be unique. According to the one point of view [8], a Bachelor's thesis, the best friend's wedding, the next party on campus – are not projects, because they are not unique. But other theorists [5] believe that even a party or a wedding could be recognized as a project, because they all are unique to a certain extent. The last two characteristics of a project are complexity and existence of a client(s). In commercial projects a client usually is a person, who pays for a project implementation and gets benefits from the results of a project, but in social projects, commonly, the "payer" is a governmental organization or NGO, and a "beneficiary" is a certain social group (people, who live in this or that village, children 5-7 years old, veterans, etc.).

Commonly, project management is the discipline of planning, organizing and controlling resources to achieve specific project goals [1]. The main phases of the project are initiation, planning, realization and closing. Each of these four phases consists of 4 smaller sub phases. In this article the first two phases – initiation and planning, will be analyzed. One of the problems during all these phases in project management is a "Triangle" problem. "Triangle" has three sides, which should be balanced: cost, time, and performance [7]. If a client wants the project to be done earlier, this will increase cost and may decrease the quality of performance, or in other way – if a client wants a good performance, this will take more time and money.

During the first phase of the commercial project, "Initiation", it is very essential to clarify the contents of the project, the order and the objective, together with the client [8]. Clarifying the order is a continuous process in projects that needs to be permanently questioned and is changing as the project progresses. Clarifying the order is a formal process; the project order is the basis for everything else. The result is a project charter. To define a "good" goal in projects SMART might help. SMART is an acronym for "Specific Measurable Accepted Realistic Timely" and serves as a criterion in order to define distinct definitions of objectives within a goal agreement in project management [2].

Let's have a closer look into the phases of the project on a social project example "Global Nutrition", which was written for the European Union grant while I was studying in the Giessen University, Germany. The action of this project is carried out by Global Nutrition Organization, a German NGO that concentrates on fighting nutrition and health issues all over the world by educating community actors and empowering change. The overall objective of the project according to SMART is to develop a sustainable in-school food program that improves the nutrition and overall health of the children attending the school in a two year time.

The specific objectives are as follows:

1. To set up a school breakfast program for all students in the school.
2. To support local farmers.
3. To educate local actors on the importance of nutrition.

The first phase of any project also should consist of a stakeholder's analysis, and a risk management. Risks of projects are future uncertainties that may influence the project's objectives, so risk management involves numerous methods for a systematic identification, analysis, assessment, supervision and checking of risks [4]. Every risk consists of the following attributes: risk potential (consisting of likelihood (in %) multiplied by impact (1 to x)), claim potential, indicators [4]. Because of the nature of the "Global Nutrition" project itself there are minimal monetary costs involved, however, the major risk of the action presents itself in the human variable of the community. The project relies heavily in community participation from both the

people in the village, and the school faculty. There is also a level of commitment necessary from the farmers in the area for the project to be sustainable and viable for a long period of time. The key stakeholders of this social project are as follows: local households, local farmers, local Volunteers, the Emiliano Zapata Primary School (Including the faculty and the children), the municipal office of the state of Guanajuato, the SEP (Public Education Secretariat).

During the second phase of the project management, "Planning", the first thing that should be done is a project's organization structure. Commercial projects in this aspect may have more complicated scheme, including Steering Committee, and many subprojects that are concentrated on their own part. While a social project may have a small organization structure scheme, which will also include stakeholders:
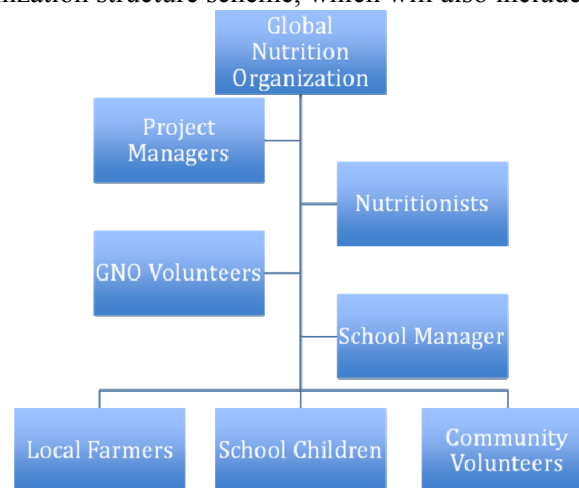
Scheme 1 – "Organizational structure of a social project".

The proposed action of this project focuses directly on taking advantage of the vast variety of crops available in the San Luis de La Paz area and Guanajuato by empowering local actors, such as farmers, faculty members of the school, and the local community, on the importance of nutrition for children at an early age, and the impacts that it can have on both their mental and physical growth. The main result of this community education would be the implementation of the breakfast program in the school, where the children will receive a healthy and whole breakfast meal using the ingredients found in the surrounding areas, distributed by the farmers involved. Also, this will establish a connection between the community and the farmers around the area to create a sustainable program so that, at the end of the 24 month period proposed by GNO, the school and the community can continue to support the project by growing their own food garden in the school.

The next step in the "Planning" is a structural planning; it divides the deliverables of a project into little manageable components, decomposes the project in subprojects, deliverables and work packages, and describes every work package [8]. This is very important for both social and commercial projects – if all work packages were made correctly, all work during the realization phase will move smoothly. In the "Global Nutrition" project a series of four work packages have been created:

1. GNO will establish a working kitchen within the school facility, with the cooking equipment being donated by GNO. GNO will also organize a group of community and faculty volunteers to train them on the best ways to prepare the foods and care for the facility a few hours per day.

2. GNO nutritionists will hold information and nutrition seminars during the first few months of the project to better inform the faculty and community members, including farmers who participate in the project, about the benefits of good nutrition and what constitutes a healthy and complete meal.

3. GNO will oversee the creation of contracts between the school and the local farmers for the purchase of a variety of food for the breakfasts. This will create synergy between the farmers and the community actors.

4. After the first 8 months of the project being implemented, and judging by the community involvement during this time period, GNO will pay the farmers to teach interested community members, faculty, and even the children, on different ways to grow and care for certain easy crops in order to empower the people at the school to build their own garden which can be taken care of by community volunteers, as well as the children.

This four work packages are divided to smaller pieces, which are described by a performed action, a person in charge and interdependences to other work packages.

So, the more effective and professional project planning will be realized, the more efficient and professional the project will be, and it is even not important – a social or a commercial project. Every project

should have defined objectives – that's the most important part of projects. Risks should be kept in view – right from the beginning, the "Initiation" phase. And communication – is always the key factor of success: if you are working on a project of a BMW, or a project dedicated to the 70 years of the World War II end date – it doesn't matter. Communications with a client, with the stakeholders, and within the project management team itself always should be built on a highest level.

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NEW METHODS IN GENETIC ENGINEERING

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Genetic engineering has served people for about 40 years. Everybody knows the most famous achievements such as synthetic human insulin, genetic modified crops, and definitely "golden rice" which synthesizes beta-carotene and treatment of genetic disorders like cystic fibrosis and sickle-cell disease. But perspectives are even more promising. Many scientists around the world predict new opportunities to happen very soon. We are at the beginning of a new biotechnology age.

Genome editing methods have made a big way to discovery ZFN, TALEN and CRISPR in many research institutes, since recombinant DNA technology was produced in Paul Berg laboratory in 1972. In 2011 TALEN was called as a method of the year by the magazine "Nature". Something like two years after TALEN's discovery another system CRISPR was developed, mostly in F.Zhang MIT laboratory [1].

CRISP is used by procariote to defeat foreing DNA, it is really similar to the human immune system. CRISPR contains guide RNA and CAS9 protein complex [2]. It binds target nucleotide sequence by Watson-Crick interaction and makes double strand DNA break up which causes distraction of the target DNA. DNA induced by sequence-specific nucleases like CRISPR are commonly repaired by nonhomologous end joining or homology-directed repairing. NHEJ can create disruptive insertions and lead to gene knockout.

HDR can be exploited to precisely edit genomic sequence or insert exogenous DNA. We also can use CRISPR not only like scissors but like the kind of the delivery mechanism to reach target DNA, and enhance or reduce gene expressions (for example , enhance insulin production in cells of diabet suffering people) [3].

One of the most important aspect is that these new methods are simple, inexpensive, easy to design. It is an extremely efficient way to be precise in manipulating the genome. It gives us an opportunity to solve a lot of fundamental issues. Here we can see a range of applied investigations, such as:
•disease models in vitro
•animal models for researches
•new agriculture crops and animals
•new gene therapy approaches
•cell therapy materials
•personalized medicine

Basically, applied science usually comes from fundamental things and new editing methods give us to understand better how genome mashine works. Many people know international science project "Genome". It provides us with huge amount of information. Sequencers around the world produce plenty of data

every day, but these data are insufficiently to perceive functional interdependence of the genome operation. Using genome editing, we can change the actual DNA letters in the genome to understand which genes are involved in which functions, and which genetic mutations occur in a specific disease. And it is a very, very important thing. Genome symphony is really complicated and if we know relationships in the genome we'll be able to figure out deeper gene expression, gene-fenotype concordance, multifactorial disorders principles, interactions in cells and tissues, to make one more step of being closer to understanding life basics [4].

These methods give us new ways to explore gene expressions, genome relationships and also we can use them to develop new technologies. Scientists in many countries do researches using these systems, and get fascinating results. ZFT, TALEN and CRISPR are really promising methods that could practically change approaches in genetic engineering.

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CONDITIONS OF PEACE BETWEEN RELIGIOUS

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Settlement of religious conflict is a very complicated question. Throughout history, religious conflicts were not uncommon. So they exist in our days. Therefore, it is important to answer the question under what conditions religious peace is possible. We will try to answer this question through a historical example.

First, we need to say about the place of religious component in the conflict. Because it is believed that religious conflict does not exist. It is hard to accept. Religion often acts as a subject-matter for the identity of participants and acts as catalyst for the collision of social, economical and political interests. We can make conclusions about this through the consideration of regulatory act, for example, the Edict of Nantes which ended the religious wars in France 16 th century.

So what was the reason that the religious wars in France were called "religious"? These wars were associated with the Reformation and the emergence of Protestantism in Europe. Ecclesiastical and secular policy of the Catholic Church outraged for long time. However, if it was only the religious conflict, it would not have come to bloody clashes. It is unlikely that powerful monarchs of Europe begin full-scale war just because of religious beliefs. Many European monarchs were beneficial to use religion as an excuse for leaving authority of the Pope. In France, religious conflict had the character of a civil war that had lasted eight stages from 1559 to 1598. It was almost 40 years. At the time of political instability after death of Henry II, the influential group of aristocrats began to struggle for power. Nevertheless, decision to reconciliation cannot be based solely on the importance of material values.

The main participants of religious conflict were Catholics and Protestants, the Huguenots. Protestants in their actions were inspired by precedent of the Augsburg religious agreement signed in Germany in 1555. Their slogan was "Whose realm, his religion", meaning the religion of the ruler dictated the religion of the ruled. Partly for this reason, religious identity was the criterion of belonging to certain political groups struggling for power.

It is worth noting that a number of ethnic groups in France considered Protestantism as element of their national identity. Encroachment on their faith they regarded as an encroachment on their nation, culture and identity. Thus, it emerged a conflict situation. In general, the religious aspects influenced on economic, political and social contradictions giving them especially irreconcilable nature.

Traditional historiography distinguishes 8 religious wars that were part of the same conflict. The first 7 to a greater extent were the local collisions. Each of the wars were preceded certain events closely related with

religious aspects but had more political nature. For example, St. Bartholomew's night. The event was originally planned to get rid of the leaders of the political organization of the Huguenots, but led to massacre of the reformed religion throughout France. This was the reason for the seventh religious war [2].

During the religious wars were many attempts to resolve the conflict. However, it was not possible before 1598. It was connected with the fact that some of them more responsive to political realities, but they were not coordinated with the religious. Others exactly the opposite: regulate the spiritual aspects apart from the political and economic. In addition, the same effect caused the inability of public authorities to support the fulfillment of those or other legal documents. This was associated with the low prestige of princes who ruled between the reigns of Henry II and Henry IV [2].

In 1598 year Henry IV signed the Edict of Nantes. How was this attempt different from the rest? Partly, it is due to the personality of Henry IV. He was more a politician than a religious man and has always been able to balance on the knife edge of rules. Henry knew that religious identity was very important and required special attention. The document had been warning disorders through possibility of punishment and spurred citizens of France to consolidate on the basis of common values. Edict accurately separated all spheres of public life. Sometimes regulate some aspects related with religion to the smallest details. For example, it contained even an explanation for the holidays and ornament of houses [3].

Thus, we can identify five main conditions for effective instrument in resolving religious conflict. Firstly, the accounting errors of the past such documents. Secondly, designation restricts the conflict and synthesis of all past events into a single whole. It is necessary to clarify the area of influence. Thirdly, the document should reflect the political and religious realities without exaggeration of certain aspects. Fourth, clear indication rights and duties of the opposing parties in accordance with their religious beliefs. The fifth and the most important one, enforcement and further maintenance of document the strong government which has enough authority.

Apart from the Edict there were published a number of other documents working within it. They were acts for more local influence. This made it possible more clearly toregulate the situation. All measures helped to increase the effectiveness of the Edict.

With the Edict of Nantes world was created artificially [1]. Religious contradictions could not be resolved until the end because of differences in the outlook of representatives of both faiths. However, measures of state compulsion to fulfill articles of Edict made it quite effective in preventing collisions between religious. It helped to balance the contradiction and complete religious war.

In conclusion, whatever the conflict is, it will never be possible to resolve it. Nevertheless, it is possible to create the conditions in which peace between religions, peace between the opposing sides can co-exist.

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THE ISLAND OF MONTECRISTO

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Montecristo is one of the 7 islands making up the Tuscan Archipelago. The tiny diamond-shaped island, which is around four square miles in size, was immortalised by Alexandre Dumas in The Count of Monte Cristo as the site of an enormous hidden treasure. Yet, Montecristo is special because for almost 40 years, since it became a nature reserve, only scientists and researchers have been allowed within three miles of the island's granite cliffs. The waters were regularly patrolled to make sure the island's population of monk seals, dolphins, tuna and rare birds was not disturbed. Anyone entering the waters illegally was liable to an instant 150 pounds fine. Every tourist in the area dreams of being able to soak up the wild atmosphere of this island. Who would not want to take in its crystalline seaside while dreaming of its legendary treasure?

However, Montecristo receives 50 visitors a day for a total of 1,000 every year. The visits to the island have a maximum stay of a half-day (including the boat ride). This year the only ones to visit the island will be those who made reservations in 1995! Visitors will be allowed from April 1 to July 15 and then from Au-

gust 31 to the end of October each year. Trips for 2009 have to be booked with the authority by the end of January next year.

The island is probably best known as a fictional setting in the novel "The Count of Monte Cristo" by Alexandre Dumas, but the actual island does not correspond closely to the description in the novel. Monte Cristo is Italian for "The mountain of Christ", which has led some to believe it is the reason Dumas picked it for the book. After various attempts to colonize Montecristo in 1878, after the Unification of Italy, a penal prison was established there. The island was the setting of some key scenes from the celebrated novel "The count of Montecristo" by French author Alexandre Dumas. Edmond Dantes, the story's protagonist finds a legendary treasure that he uses to plot his own formidable revenge. In 1842, Dumas arrived on the island in 1842 with a friend on board of their tiny boat. He immediately fell in love with it and thought it was "fantastic and lonely, smelling of thyme and broom." Dumas described the island at midday: "Thousands of grasshoppers, hidden in the bushes, chirped with a monotonous and dull note; the leaves of the myrtle and olive trees waved and rustled in the wind. "At every step that Edmond took he disturbed the lizards glittering with hues of emerald; afar off he saw the wild goats bounding from crag to crag." Dumas was inspired by tales of a pirate's haul, buried in one of the island's grottos. For centuries Tuscan noblemen and the Church continued to send new monks and military families to Montecristo hoping to keep them away from privateer danger. But their attempts were unsuccessful because in the 1500′s, two of the most famous pirates of all- Red Beard and his successor Dragut – chose Montecristo as one of their favourite bases. And on the little island of Montecristo the pirate Dragut hid marvellous riches accumulated over years of privateer raids. This is how the story is told, anyway. Over the centuries many have attempted to find Dragut's treasures, but no one has ever been successful.

The island, which was named by St. Mamiliano, the bishop of Palermo, after he fled there in the fifth century, has only been inhabited by a handful of people over the years. Legend has it that as soon as he arrived on the island, Saint Mamiliano fought against a dragon and killed it by throwing it against a rock. It was from that very rock that the spring water began to flow and that even today still gives life to plants and animals that live on the island. Saint Mamiliano (whose remains are now conserved in St. Matthew's Church in Pisa) and his followers founded a monastery that they named Monte Cristo. According to Roman mythology, Montecristo is one of seven "jewels" from the diadem of Venus that fell out when she bathed in the Tyrrhenian sea. However, for most Italians, its nickname is "the island that doesn't exist", as almost no one has set foot upon it. In the 19th century, it was owned by George Watson-Taylor, a rich British art collector. Would-be tourists will have to sign up for a day of lectures before their visit to Montecristo. "We will organise a lecture on the environment of the island the day before the trip," the president of the parks authority, Mario Tozzi, told the Corriere della Sera newspaper. "We will organise a lecture on the environment of the island the day before the trip," the president of the parks authority, Mario Tozzi, told the Corriere della Sera newspaper.

Unfortunately, Montecristo, with its scent of oleanders and resin, populated over the centuries by saints, monks and pirates, full of forests, wild animals and waterfalls will for most of us remain "the island that doesn't exist": mysterious, magical and beautiful. We'll have to be content just imagining it like this.

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THE APPLICATION AND EFFICIENCY OF THE SO-CALLED ALTERNATIVE WAYS OF PUNISHMENT

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Community sentence or alternative sentencing or non-custodial sentence is a collective name in criminal justice for all the different ways, in which courts can punish someone, convicted of committing an offence, other than the custodial sentence (serving a prison term).

Traditionally, the theory of retributive justice is based on the ideas of retaliation (punishment), which is valuable in itself, and also provides deterrent. Before the police, sentences of execution or imprisonment

were thought pretty efficient at this, while at the same time removing the threat criminals pose to the public (protection). Alternative sentences add to these goals, trying to reform the offender (rehabilitation), and put right what he did (reparation). Traditionally, victims of a crime only played a small part in the criminal justice process, as this breaching the rules of the society. The restorative approach to justice approach often makes it a part of a sentence for the offender to apologize, compensate the damage they have caused or repair it with their own labour.

The shift towards alternative sentencing means that some offenders avoid imprisonment with its many unwanted consequences. This is beneficial for the society, as it may prevent them from getting into the so-called the revolving door syndrome, the inability of a person to go back to normal life after leaving a prison, becoming a career criminal. Furthermore, there are hopes that this could alleviate prison overcrowding and reduce the cost of punishment.

Instead of depriving those who commit less dangerous offences (such as summary offences) of their freedom, the courts put some limitations on them and give them some duties. The list of components that make up a community sentence is of course different in individual countries, and will be combined individually by the court. Non-custodial sentences can include:
- unpaid work (this can be called community payback or community service);
- house arrest;
- suspended sentence (that means that breaking the law during a sentence may lead to imprisonment);
- wearing an electronic tag;
- mandatory treatments and programmes (drug or alcohol treatment, psychological help, back to work programmes);
- fine;
- apology to the victim;
- specific court orders and injunctions (not to drink alcohol, not to go to certain pubs, meet certain people);
- regular reporting to someone (offender manager, probation);
- judicial corporal punishment.

In some jurisdictions, the term probation only applies to community sentences (alternatives to incarceration), such as suspended sentences. In others, probation also includes supervision of those conditionally released from prison on parole. An offender on probation is ordered to follow certain conditions set forth by the court, often under the supervision of a probation officer. During this testing period, an offender faces the threat of being sent back to prison, if found breaking the rules.

Offenders are ordinarily required to refrain from possession of firearms, and may be ordered to remain employed, abide to a curfew, live at a directed place, obey the orders of the probation officer, or not leave the jurisdiction. The probationer might be ordered as well to refrain from contact with the victims (such as a former partner in a domestic violence case), with potential victims of similar crimes (such as minors, if the instant offense involves child sexual abuse), or with known criminals, particularly co-defendants. Additionally, the restrictions can include a ban on possession or use of alcoholic beverages, even if alcohol was not involved in the original criminal charges. Offenders on probation might be fitted with an electronic tag (or monitor), which signals their whereabouts to officials. Also, offenders have been ordered to submit to repeated alcohol/drug testing or to participate in alcohol/drug or psychological treatment, or to perform community service work.

An alternative to incarceration is any kind of punishment or treatment other than time in prison or jail that can be given to a person who is convicted of committing a crime. Alternatives can take the form of restorative justice, transformative justice, or the abolition of incarceration entirely. Tough sentencing laws, record numbers of drug offenders and high crime rates have contributed to the United States having the largest prison population and the highest rate of incarceration in the world, according to criminal justice experts. The United States' prison population topped 2 million inmates for the first time in history on June 30, 2002. By this time, America's jails held 1 in every 142 U.S. residents. Since 1997, there has been a 5,4% increase in prison inmates and the numbers will continue to rise unless alternatives to incarceration are adopted.

There are many benefits of alternatives to incarceration. These benefits can be summarized in four categories: judicial, economic, social, and safety.

Judicial benefits.

In the situation where courts are unable to decide which punishment best fits a specific case, a wide array of sentencing options is the best solution. Without other options, limiting both violent and non-violent, serious and non-serious crimes to the same prison sentence will cause not only turbulence in prison, but dissatis-

faction in prisoners. Limiting consequences of crime to only imprisonment may lead to oversimplification of diverse and complicated crimes, resulting in the situation above. For a court to truly be cost-effective, fair, and efficient, other options like rehabilitation may be more favorable. For example, in the case of non-violent cases where an offender has some mental health issue, a mental health court would be a better solution.

Economic benefits.

It is also possible for alternatives to incarceration to save money and keep government lean. Federal prison and private prison solutions to crime cost over $28,000 per year per inmate. Any option that costs below this price point is a viable way to save money. In addition, cumulative costs resulting from prison overcrowding can be avoided, saving even more money. In comparison, a drug court system costs below $10 000 per year per offender. Less restrictions and better costs overall will overcome the cost of offering and managing multiple options, resulting in a leaner, more efficient economic system in total. Spending the full price as an inmate on each offender is more expensive than tailoring options for each separate case.

Social benefits.

The majority of adults, eight out of ten, believe that alternatives to incarceration, including systems like probation and community service are more appropriate sentences for nonviolent offenders. In general, the public is inclined towards being more lenient and more helpful for those that do not directly and immediately pose a threat to their communities. A majority believes using an alternative is a better option, which means that any systematic change towards that direction would be well-accepted and approved by citizens. A push for alternatives to incarceration in politics would lead to a more cohesive viewpoint between society and government policy.

Safety benefits.

Whereas prison does not have focused efforts designed to reform and redirect criminals towards better futures, oftentimes alternatives to incarceration do. A system like a drug court is a more reasonable way to treat certain types of offenders, ensuring that their behavior improves upon their release. Because these systems are designed specifically to reform and improve an individual's mindset, they lead to better results than a prison, which is solely designed to punish an individual's mindset, and remove them from their personal communities. This leads to a safer environment for everyone when these offenders finish their respective sentences and return to society.

To sum up, it might be well to point out that the so-called alternative ways of punishment have both – obvious strong and weak points, being still widely discussed among legal scholars and the members of the world scientific community in the legal sphere.

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CRIME AND PUNISHMENT IN CRIMINAL LAW OF RUSSIA

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According to fourteenth article of the Criminal Code of Russia, a socially dangerous act, committed with guilt and prohibited by this Code under threat of punishment, shall be deemed to be a crime. Crime has four evidences. They are:

1) public danger;

2) criminal wrongfulness;

3) guilt;

4) penality.

5) Public danger is that the crime causes the individual, society or the state significant harm.

6) Wrongfulness of the crime means that it is expressly prohibited by criminal law.

7) The guilt of the crime is that the offender acted intentionally or recklessly.

8) Penality means that there is no crime in the absence of the law the threat of punishment for an act.

A person who, before the commission of a crime, has attained the age of 16 years shall be subject to criminal responsibility.

Persons who, before the commission of a crime, have attained the age of 14 years shall be subject to criminal liability for homicide (Article 105), intentional infliction of grave bodily injury causing a impairment of health (Article 111), intentional infliction of bodily injury of average gravity (Article 112), kidnapping (Article 126), rape (Article 131), forcible sexual actions (Article 132), theft (Article 158), robbery (Article 161), brigandism (Article 162), racketeering (Article 163), terrorism (Article 205), vandalism (Article 214) and others.

Depending on the nature and degree of social danger, the deeds provided for by this Code shall be divided into:

1) crimes of little gravity,

2) crimes of average gravity,

3) grave crimes,

4) especially grave crimes.

5) Intentional and careless acts, for the commission of which the maximum penalty stipulated by this Code does not exceed two years deprivation of liberty, shall be recognized as crimes of little gravity.

6) Qualified as the medium-gravity crimes shall be deliberate offences for whose commitment the maximum punishment stipulated by the present Code does not exceed five years of the deprivation of freedom, and careless crimes for whose commitment the maximum punishment stipulated by the present Code exceeds two years of the deprivation of freedom.

7) Intentional acts, for the commission of which the maximum penalty stipulated by this Code does not exceed 10 years deprivation of liberty, shall be recognized as grave crimes.

8) Intentional acts, for the commission of which this Code provides a penalty in the form of deprivation of liberty for a term exceeding 10 years, or a more severe punishment, shall be recognized as especially grave crimes.

Let's move on to the punishment. Punishment is a measure of state compulsion assigned by a court's judgement. Punishment shall be applied to a person who has been found guilty of the commission of a crime. It consists of the depreciation or restriction of the rights and freedoms of this person, as provided for by this Code. Punishment shall be applied for the purpose of restoring social justice, and also for the purpose of reforming a convicted person and of preventing the commission of further crimes.

The following penalties may be applied:

a) fines;

b) deprivation of the right to hold specified offices or to engage in specified activities;

c) deprivation of a special and military rank or honorary title, class rank and of government decorations;

d) compulsory works;

e) corrective labour;

f) restriction in military service;

g) confiscation of property;

h) restricted liberty;

i) arrest;

j) service in a disciplinary military unit;

k) deprivation of liberty for a definite period;

l) deprivation of liberty for life;

m) capital punishment.

So, we have examined some features of the Criminal code of Russia concerning crime and punishment.

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SOURCES OF ISLAMIC LAW

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Mainstream Islam makes a distinction between Fiqh, which means "understanding of detail" and refers to the inferences drawn by scholars, and Sharia, which refers to the principles that lie behind the Fiqh. Scholars hope that fiqh and sharia are in harmony in any given case, but they cannot be sure. Sharia has certain laws which are regarded as divinely ordained, concrete and timeless for all relevant situations (for example, the ban against drinking liquor as an intoxicant). It also has certain laws which are extracted based on principles established by Islamic lawyers and judges (Mujtahadun). The Sharia as interpreted by Islamic lawmakers is believed by Muslims to be merely a human approximation of the true Sharia, which is understood as the divine and eternal correct path. In deriving Sharia law, Islamic lawmakers are not, therefore, actually creating divinely correct or incorrect actions beyond question, but rather attempting to interpret divine principles. Hence Sharia in general is considered divine, but a lawyer's or judge's extraction or opinion on a given matter is not, though the process and intention to refer to Allah's law is divinely sanctioned. An Islamic lawyer or judge's attempts to rule according to Sharia, can be described as 'ruling by Sharia'.

For Sunni Muslims, the primary sources of Islamic law are the Quran, the Hadith or directions of the Islamic prophet Muhammad, the unanimity (ertsulovneba) of Muhammad's disciples on a certain issue (ijma), and Qiyas (drawing analogy from the essence of divine principles). Qiyas – various forms of reasoning, including by analogy – are used by the law scholars (Mujtahidun) to deal with situations where the sources provided no concrete rules. The consensus of the community or people, public interest, and others were also accepted as secondary sources where the first four primary sources allow.

In Imami-Shi'I (Shiism) law, the sources of law (usul al-fiqh) are the Qur'an, prophet Muhammad's practices and those of the 12 Imams, and the intellect. The practices called Sharia today, however, also have roots in local customs.

Islamic jurisprudence is called Fiqh and is divided into 2 parts: the study of the sources and methodology and the practical rules.

The role of women under Sharia Islam does not prohibit women from working, but emphasizes the importance of housekeeping and caring for the families of both parents. In theory, Islamic law allows spouses to divorce at will, by saying "I divorce you" three times in public. In practice divorce is more involved than state proceedings vary. In 2003, for example, a Malaysian court ruled that, under Sharia law, a man may divorce his wife via text message as long as the message was clear. Such a divorce, known as the "triple talaq" is not allowed in most Muslim states.

In addition, women are generally not allowed to be clergy or religious scholars. Many interpretations of Islamic law hold that women may not have prominent jobs, and thus are forbidden from working in the government. This has been a mainstream view in many Muslim nations in the last century, despite the example of Muhammad's wife Aisha, who both took part in politics and was a major authority on hadith.

A Muslim may not marry or remain married to an unbeliever of either sex. A Muslim man may marry a woman of the People of the Book; traditionally, however, Islamic law forbids a Muslim woman from marrying a non-Muslim man. If the man chooses to convert to Islam then marriage would be allowed.

Islam, having tawhid or the Unity of God as its fundamental principle, literally means peace and "submission" demonstrated in the spirit of worshipping God (completely submitting to His will). The two fundamental sources of Islamic principles and dicta are the Quran and the Sunnah – "usual practice" of Prophet Muhammad. The verses in the Qur'an are divided into two groups: clear or decisive verses and allegorical verses. The Quran – a "guidance for mankind" revealed to Prophet Muhammad between 610–632 CE cover three wide areas: the science of speculative theology (e.g., in comprehending, establishing, and maintaining human beings' relationships with the Creator), ethical principles (e.g., about economic relationships and systems; roles and qualities of the leaders), and rules of human conduct (e.g., law of inheritance, relationships within and across genders, and with the followers of other religions) words of (Nomani and Rahnema, 1995).. The second source of Islamic jurisprudence, Sunnah (in the form of the Prophet Muhammad's words, acts, and consents), compiled as the Hadith literature, offers (social, economic, and political) guidance defining the human beings' purpose and objectives and their relationships to one another, to God and the Nature. The Hadith literature includes what the Prophet said (Hadith Qawli or sayings; includes Hadith Qudsi – those sayings where Prophet Muhammad referred to Allah), did (Hadith Faili; actions), and gave silent consents to (Hadith Taqriri; was said and/or performed in front of the Prophet without receiving his disapproval). These

ahadith are the sources of the Sunnah (usual practice) and explain and complement the text of the Qur'an, and are classified as Sunnah Tashriah (rooted from the word 'sharia; legal Sunnah) or the Prophet's activities and instructions as the head of the state and as a judge, consisting of the daily activities of the Prophet (eating, sleeping, dressing) that do not form a part of the Sharia.

Contemporary treatment of Islamic Law and "Radical Muslims" is filled with stereotypical characterizations. They have taken the views of a few radicals and projected them onto all Muslims. This action has done a great disservice to the Muslim world. Some academic writings also have been distorted and some researchers have concluded that Islamic Law requires a fixed punishment for all crimes. Islamic Law is very different from the English Common Law or the European Civil Law traditions. Muslims are bound to the teachings of the Prophet Mohammad whose translation of Allah or God's will is found in the Qur'an. Muslims are held accountable to the Shariah Law, but non-Muslims are not bound by the same standard (apostasy from Allah). Muslims and non-Muslims are both required to live by laws enacted by the various forms of government such as tax laws, traffic laws, and theft. These and many other crimes similar to Common Law crimes are tried in modern world. Islamic Law does have separate courts for Muslims for "religious crimes" and contemporary non-religious courts for other criminal and civil matters.

THE PHENOMENON OF DOUBLE STANDARDS IN CONTEMPORARY INTERNATIONAL RELATIONS

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Nowadays, the phenomenon of double standards in the international relations become very common. Domestic and foreign political analysts hotly debate about the actions of certain states that have resorted to the use of the dual mechanisms of inconsistent policy.

In connection with particular interest in this kind of issue by the media and the international community it becomes important to study the theoretical aspects of this phenomenon. However, only a small circle of scientists are engaged in research of the nature of the phenomenon of double standards. This is due to the ambiguity of the definition of this phenomenon, as well as a high degree of politicization of materials on the subject. Also, it is necessary to answer the question why the policy of double standards becoming an integral element of international relations at the present stage.

In order to understand the essential aspects of the phenomenon we should turn to the history of its origin. According to some researchers, the term "Double standards" originated with the human societies. Differentiation and complexity of social relations and the intensification of the processes in international relations contributed to higher frequency manifestations of this phenomenon. It actually goes against with the natural law approach to the study of international relations, because according to the natural law, more civilized human society makes more homogeneous political and legal space, and as a result, the less should be the manifestation of double standards in politics.

The term "double standards" in the modern sense appeared in the English language in middle of the XIX century. Originally, it was used to indicate the unequal moral requirements for men and women. The phenomenon has deep roots but in the modern sense, it is most often used in political technology purposes. It widely used as a method of pressure on opponents by means of public opinion and serves as a way to justify their actions against any subject of international relations. In other words, they give loyal assessment of the actions of "their", despite the fact that similar actions "foreign" censured and considered unacceptable [1].

Neither of known definitions do not fully reveal the characteristics of origin and practical application of this concept, and many modern definitions of the policy of double standards as asymmetric behavior in similar situations, dissolves it in a variety of terms up to the loss of identity [2].

For example, the Oxford English Dictionary gives the following definition of the term: a policy of double standards is the rule, principle, judgment, etc. from the standpoint of a more rigorous application to one group of people, circumstances, etc., than the another one. Internet directory "Glossariy.ru" defines a double standard or double standards as a critical term used to refer to the practice and widespread (but officially denied) discriminatory approaches to the evaluation of actions and rights groups, nations, races.

The policy of double standards is manifested in a situation where evaluation of the same actions of subjects depending on the relationships between the judgmental subjects.

Generally in the international relation the policy of double standards takes the form of accusations "objectionable" subjects of international law violations, violation of certain norms of international law, while demonstratively ignoring their own similar actions or similar actions of the Allies [3].

The reasons for the occurrence of this phenomenon can be attributed to collisions in the international law (the right of people to self-determination under the priority of the territorial integrity of the state, contradiction between such basic principles of international law as a principle of state sovereignty and the principle of the need to respect human rights), as well as the natural desire of the subjects of international relations to achieve the most favorable outcome [4].

There are many examples of a policy of double standards in the world's history. As one of the most prominent would be the situation around the self-proclaimed Republic of Kosovo, Abkhazia and South Ossetia, and the position on these territorial units of the United States and Russia. Based on the theory of rational choice, each entity in the face of Russia and the United States, in each case choose the most advantageous variant, guided primarily by their own interests.

It is the known fact that in 1999, during the NATO bombing of Belgrade aviation Western countries, primarily the United States, justified their actions by saying that the Serbs are pursuing a policy of genocide against the Kosovo Albanians carry out large-scale ethnic cleansing. However, from the point of view of the Russian leadership about any mass ethnic cleansing of speech was not; US simply used separate breaches of the rights of Kosovo Albanians (or simply falsified the facts) for aggression against Serbia. In 2008, during the events in South Abkhazia situation was diametrically opposite. Now the Russian side spoke about the mass extermination of the Abkhaz and the Ossetians by the Georgian army. Western countries, primarily the United States, argued that the alleged violations of the rights of the Abkhazians and the Ossetians to Russia – no more than a pretext for aggression against Georgia.

The policy of double standards has wide application. Most often, it is observed in areas such as:

- Fighting against international terrorism.
- International arms trade.
- Armed conflicts.
- Territorial disputes.
- The problem of unrecognized states.
- Issues of global energy.

Revealing point is that all of the precedents related to the emergence of unrecognized states, Russia and the Western countries have the opposing positions. As a result, we have seen the recrimination in the policy of double standards [5].

Due to the complexity of this phenomenon, it is impossible to eradicate, but it is possible to minimize that manifestations of this phenomenon, drawing attention to the causes and factors that underlie the policy of double standards.

In conclusion, it is necessary to say that today's reality is that the right to interpret the rules and regulations has a strong and influential subject of international relations. The policy of double standards is becoming an instrument of inconsistent policies of the influential powers and leads to a crisis of confidence in the international organizations. That is why we should to pay more attention to this kind of phenomenon of the international relation and conduct researching based on theoretical aspects of the policy of double standards.

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INFLUENCE DE LA CROIX-ROUGE DANS LE DÉVELOPPEMENT DU DROIT INTERNATIONAL HUMANITAIRE

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En août 1864, le gouvernement suisse convoque une conférence diplomatique internationale à Genève à l'initiative du Comité de la Croix-Rouge. La Conférence a siégé en présence des délégués de 16 États. Cette Conférence diplomatique était de nature tout à fait particulière: il s'agissait de poser des normes générales, valables dans l'avenir. La Convention de Genève fut signée le 22 août 1864. Le seul point litigieux concernait la neutralisation des infirmiers volontaires dépêchés à la suite des armées par les Comités de secours aux blessés. En définitive, la Conférence adopta une solution de compromis: comme les infirmiers volontaires qui seront appelés à suivre les armées en campagne seront soumis à la discipline militaire, ils seront assimilés au personnel sanitaire des armées [1]. La neutralisation signifie que des hôpitaux, des ambulances, des médecins ou autres personnes qui aident les blessés, ne peuvent plus être des cibles militaires légitimes. On a introduit marque d'identification: une croix rouge sur un fond blanc, pendant la guerre, il garantie l'inviolabilité de sa désignation des personnes et des objets.

En outre la Convention a établi deux demandes pour la reconnaissance des sociétés nationales de la Croix-Rouge comme comité international:

• La société nationale devrait être reconnue par son propre gouvernement.
• Le gouvernement national du pays devrait être membre de la Convention de Genève [2].

Après la signature de la Convention de Genève les sociétés nationales ont été fondées en Belgique, au Danemark, en France, en Prusse, en Espagne.

En 1867, la première Conférence internationale de la Société nationale pour les soins médicaux pour les blessés à la guerre a été convoquée.

Il faut souligner qu'avant l'adoption de la Convention de Genève, il y avait de nombreux codes, des cartels et des accords qui offraient une protection à certaines catégories de personnes, y compris les blessés et des malades et qui réglaient les droits et les obligations des combats. Cependant, ils ont fonctionné seulement dans une certaine période de conflit militaire et leur effet se répandait uniquement aux forces armées d'un seul pays.

La Première Convention de Genève de 1864 est un traité multilatéral et constamment ouvert à l'adhésion de tous les États. Le droit contractuel de la guerre et le droit international humanitaire au sens moderne ont commencé par ce document. Cette Convention est la base des Conventions de La Haye et de Genève. Elle a influé sur les relations internationales de cette période.

En 1867, tous les grandes pays ont ratifié la convention, à l'exception des États-Unis, qui ont le fait en 1882. Et après la Convention est devenue universelle. Mais, cette convention a été révisée à plusieurs reprises. La loi était nécessaire pour concrétiser et s'adapter aux différentes guerres, mais les principes de base de la Convention de Genève qui a visé la protection des victimes de la guerre, est resté immuable.

Donc le Comité international de la Croix-Rouge a lancé et a dirigé le développement progressif du droit humanitaire. À l'aide des experts internationaux, il avançait les propositions et les projets de loi qui sont devenu la base pour la conférence diplomatique plus tard.

En 1874, à la Conférence de Bruxelles la question de compléter la Convention de Genève a été soulevée de nouveau. Quatre puissances (Russie, Belgique, Allemagne et Suisse) ont présenté leurs projets. Mais l'affaire a été retardée en raison des événements dans les Balkans en 1876-1879.

Seulement à la Conférence de La Haye en 1899 à la troisième convention on a examiné la diffusion de la Convention de Genève à la guerre navale [3].

Les guerres avaient démontré la nécessité d'assurer la protection des prisonniers par un ensemble de règles précises et détaillées. La Dixième Conférence internationale de la Croix-Rouge adopta à cet effet une résolution demandant *«que les Gouvernements concluent dans le plus bref délai possible [...] une Convention diplomatique sur les prisonniers de guerre, les déportés, les évacués et les réfugiés, précisant leur situation juridique et fixant les règles du régime auquel ils pourront être soumis»* [4]. La Conférence adopta également un ensemble de principes généraux sur lesquels cette convention nouvelle devait être fondée et chargea le Comité international de rédiger un avant-projet.

Ainsi, nous pouvons dire que le Comité international de la Croix-Rouge a eu une énorme influence sur les relations internationales en général et dans des domaines particuliers. Les conferences, qui ont été organisées par la Croix-Rouge, sont devenues l'impulsion pour le développement du droit humanitaire moderne. Après

tout, la Croix-Rouge a essayé de réduire la douleur et la souffrance des civils et des militaires, et de réconcilier l'États par les conventions et les conférences.

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LEGAL NIHILISM AND THE WAYS OF ITS NEUTRALIZATION WITH THE STUDENTS OF LAW DEPARTMENTS AT THE UNIVERSITIES OF HIGHER EDUCATION

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During the history of its development, mankind faced with such variants of human behavior which did not conform to generally accepted and officially established social norms, entailed a violation of someone's rights or legitimate interests, that resulted in a mass of acute social problems. In recent decades, as a result of the transition of Russian society to a market economy, legal nihilism of youth became one of the most serious social problems.

The topic, we have studied, is quite important, as much as a special role in forming of the legal state and civil society belongs to such socio-demographic group as students, which represents a significant part of the Russian youth. Legal nihilism of students is manifested in ignorance, neglect of their and other people's rights and in a distorted representation of the public authorities' work in the country. Students will be the basis of Russian civil society after graduation from the university, the future of our country depends on their active civil position.

The concept of "nihilism" is derived from the Latin word «nihil», which means "nothing." In a modern interpretation nihilism is understood as a form of a world perception and social behavior. The distinctive feature of nihilism is not an object of negation itself, which mainly determines the form of nihilism, but the degree of its manifestation, its intensity, categoricity and uncompromising negation with predominance of the subjective, often individual beginning.

Legal (juridical) nihilism in jurisprudence is a lack of recognition of the right as a social value, which manifests itself in a negative attitude towards the right, law and order, in the lack of faith in the necessity of law, its opportunities and social usefulness.

Legal nihilism as the state of public consciousness has the following features:

1) juridical incompetence (lack of legal knowledge);

2) negative assessment of the right (denial of its social value).

Speaking about legal nihilism typical for today Russian university students, it can be noted that:

1) Firstly, it is of mass character. Legal nihilism in Russia spread not only among citizens, but also in official circles: in the state structures, in the executive and legislative branches of government, in the law enforcement agencies. Consequently, students "follow the example of the older".

2) Secondly, it is clearly demonstrative, aggressive and uncontrollable. Young people in any way strive for changes in our country's volatile environment.

3) Thirdly, it manifests itself in various forms. It can be both criminal and legitimate; appears as at the "top" and in "bottom" of our society, as in professional layers and at the household level.

In our opinion, one of the main causes of youth, in particular student, legal nihilism, as well as criminal behavior of students is the lack of the necessary and appropriate legal education and training of young citizens in Russian universities.

Conducting research on this problem, we set out to identify the most typical characteristics of it, and manifestations of legal nihilism by law students of universities.

So, speaking about legal nihilism of law students at Russian universities, we should point out the following forms of its manifestation:

1. Failure in comply and implementation, and even ignoring the requirements of the law, in circumstances where the majority of citizens live and act in defiance of the legal norms, seeking to live and act according to "their own rules." Failure to comply with legal regulations and disregard of them by the students shows the impotence of the authorities, their passivity and inability to act adequately in prevailing realities of social life.

This situation leads to the fact that for many students, the law becomes arbitrary concept: if they like the item of law – they may obey, if not – they ignore it. Participation in various criminal and semi-criminal groups becomes socially prestigious occupation for some students, often bringing considerable income.

2. Lack of faith in the power and the rule of the law related to some breach or non-observance of human rights, especially such as the right for life, honor, dignity, property, security. Weak legal protection of the individual undermines the faith in the law, also in the state's ability to maintain the order in our society, to protect people from criminal attacks, especially when the state itself violates many of the interests of its citizens.

3. The substitution of legality by pragmatic, political or ideological expediency. Students consider the treatment of the authorities and society to them as indifferent or frankly exploitative. It was found out that students are guided by the law only in cases when it is convenient and profitable, otherwise, they defy the law or criticize it.

4. Contempt for the court and law enforcement agencies. Young people, including students, in case of legal conflict, committed illegal actions against them, do not apply to the law enforcement agencies and do not go to court, and tend to solve the problem by himself with the help of friends or by other people, often criminal structures respected by the youth.

5. Political apathy and lack of participation in the state society affairs. The state doesn't have clear and supported by majority goals of social development, mobilizing values and ideals that leads to the fact that students lose their sense of belonging to their homeland. A significant number of young people, formally consider themselves Russian citizens are not ready to realize their rights and responsibilities.

6. Formation of the protest subculture among students. This subculture is caused mainly by the factors of the social environment, in particular: lack of ideology and commercialization of public relations; changes in the value of ideals with a strong focus on the ideals of Western democracy and, therefore, the legal culture of students is characterized by the priority of private interests in relation to the public; pragmatic perception of state and legal institutions; negation of traditional values.

7. The most extreme and most dangerous form of students' legal nihilism manifestation is a direct deliberate violation of existing laws and other regulations, which makes a huge array of criminal offenses, as well as civil, administrative, disciplinary and other offenses.

8. The forms of student's legal nihilism include, for example, forced legal compliance under penalty, so-called the passive nihilism that is disrespectful attitude to the right, without turning into outlawed behavior.

In order to identify which forms of manifestation of legal nihilism prevail among students and professors of the law departments at universities, we have conducted a survey at our university and studied statistics of similar surveys conducted in the territory of the Russian Federation.

The results of a survey among law students of KFU show that 73% of respondents believe that the law in Russia is under the influence of the authorities, so Russia cannot be called as a jural state. 73% of the students indicated that they have never violated the law, although 18% of them believe that a formal violation of the law is justified, if you cannot act otherwise. In addition, it is important that 87% of respondents often hear negative comments about the state authorities related to the violation of the law. 93% of the surveyed students do not consider themselves as legal nihilists.

However, despite of the positive results of the survey at our university, the spread of legal nihilism is going on in Russia. On this basis, we believe that the most effective way of the formation of a civil sense of justice as a means of fighting against legal nihilism is the legal education of students, which should be laid in the family, develop at school, be improved at the universities of higher education, and continue to form over a period of life. Thus, we consider how the legal education in high school can help to overcome the formation and development of legal nihilism among students.

It is possible to control the behavior of students through the legal education and training undertaken by universities, which form the legal culture of adult independent personality. It is very important to provide students with examples and ideals, legal experience and traditions of the countries where the level of legal security for the individual and, therefore, the level of legal culture is high.

Consequently, one of the priorities of Russia is the formation of public policy aimed at ensuring the quality of protection to the state and society, which must respond to the offenses of young people so as to bring them back into society in which people are valued. On this basis, a major role should be given not to toughen penalties for offenses, but increase educational interventions for young people.

We would like to note that it is necessary to support the establishment of juvenile justice in Russia at the legislative level; adoption at the federal level legal documents regulating issues of legal education and training of young people; the introduction of the legislatively fixed prohibition for the publication and distribution of printed materials that are harmful for the moral and legal education of the younger generation, and the use of real existing legal penalties for violation of this prohibition.

In addition to the above methods to overcome the legal nihilism among students of Russian universities important value belongs to the socio-cultural sphere institutions (libraries, clubs, educational centers, museums, computer centers, enterprises of leisure industry). Thus, contests on different legal issues, human rights issues held with university students of different courses in many regions of our country give them access to the legal education. For example, international competitions held in the frame of international law "Students for peace", a competition named after F. Jessup, competition named after F.F. Martens on International humanitarian law, and others demonstrate the fact that Kazan (Volga Region) Federal University pays much attention to problem of students' legal education. The purpose of these competitions is the active support of ten internationally recognized principles of human rights, literacy, sustainability and conflict resolution; deepen and broaden students' knowledge in the field of international law. Competitions are organized in the form of a trial and simulation of cases reviewing in the International Court of Justice of UN. So in such conferences students not only obtain legal knowledge but learn how to apply it in practice. We also hold festivals, in the program of which seminars and lectures on protecting the rights and interests of the public are included. Students also take active part in business games, contests and quizzes. Using Libraries involves such popular forms of work as conferences, training seminars, "round tables" where various issues of human rights are discussed.

Different role-playing games, "brainstorm", work with documents, and solving special tasks that are close to the problems of students' life are very popular interactive methods of legal culture formation. For example, in the frame of the discipline of solving the law tasks at the Law department the students of KFU learn how to apply legal texts, analyze different ways of solving problems, thus forming the model of legitimate behavior in different situations, which is an integral part of the formation of the legal culture of personality.

In the field of information sphere it is necessary to highlight legal issues in the media; to hold regular free legal lectures and seminars on topical legal issues. At the Law Faculty of KFU the juridical clinic is actively functioning now – this is a structural unit of the Law Faculty, which aims at developing practical skills where the future lawyers can provide free legal advice to the public.

The students of KFU visit the places of detention, in particular general regime colonies with the help of the Ministry of Justice of the Russian Federation, Chief Office for Supervision of execution of punishment. The students organize there lessons and different activities. An effective method of preventing wrongful conduct of students is attending open civil, administrative and criminal trials.

In conclusion, we would like to say that the legal nihilism – the phenomenon which represents great danger for the Russian society, it represents the greatest danger to the younger generation, that is the basis of development of our country. Law students of higher educational establishments occupy a special place in this respect, as they have knowledge in the field of law, they should not rely just on their good behavior, but also help others do the same , as well as fight against offenses using feasible ways.

Thus, conducting our research, we have studied in detail the phenomenon of legal nihilism among students of law departments and established the most appropriate and effective ways to neutralize it. Legal education seems to us the most effective way to deal with legal nihilism of students, ensuring the development of their legal culture, which is expressed in the mastery of the basics of legal knowledge in respect to laws, regulations, conscious observance of the law considering social, and legal liability.

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THE IMPLEMENTATION OF THE UTOPIAN SOCIALISTS' PROJECTS OF THE 19TH CENTURY

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Everybody would like to visit the ideal society. What does such a society mean? It is a society, where everybody is equal, where justice flourishs, where there are not rich and poor men. You can say that it is not possible. And in this case you are absolutely not right. The matter is that in the 19 th century the role of the Utopian socialism's ideas began to rise. Due to the fact that developing capitalist system of that time began to obtain bad consequences. To be exact economic disparity: some people were really rich and led the life of a gentleman and some people worked double shifts and barely made ends meet. The most famous representatives of this ideological trend are the French comte de Saint-Simon, Charles Fourier and Englishman Robert Owen. Their ideas had great influence on the development of society in the second part of the 19th century. Their ideas were to build socialist communities or associations that could provide people with decent and fair life. These projects are certain principles. Among them we can call total equality, equal distribution of material wealth and universal labor conscription and the possibility to develop. In my work I would like to show how these ideas of the thinkers of the 19th century were implemented. We will view at a few communities: commune "Oneida", Familister at Giza and the "New Harmony".

Thus, the most famous example of these organization is a commune which was called "Oneida". It was originated in the US in 1848 and founded by John Humphrey Noyes who used the ideas of social utopians in his project. This community had been existing for 30 years [1]. It was really long period for such an organization. In this commune active role was played by its leader, Neuss. To strengthen their association he promoted his people nonstandard religious dogma. This dogma included a high craving for the sciences. It was believed that people get sick from lack of moral perfection, so in order it is necessary to study various sciences that can contribute to improve the moral perfection. In this aspect, the influence of ideas of Saint-Simon is well traced, who in his work advocated for the worship of science and scientists [1].

The ideas of Fourier had great influence on the development of the community, too. For example, in the commune there was a principle of Fourier about changing sorts of activities throughout the day. In other words, people are not sitting the whole day for the same work, and after a certain time changed the kind of employment. It should be noted that this way of working was really pleasant for people who were living there. Moreover, many of them expressed a sentiments that the work brought them only enjoyment.

Certainly, this commune had other characteristics which were typical of the features of other socialist communities. Among them, we can call the labor conscription, a fair division of labor, total equality and etc.

However, this organization has a number of features that have led to its breakdown. Among them, the most important are two.

The first one is that a big role in the community played its leader, who coordinated all the actions of people. That is why it is not surprising that the community broke up immediately after his death. The second feature is the overly rapid formation of the organization. Ideology was too fast and chaotic introduced in the minds of people that did not give it a chance to become stronger.

The next community, which we consider is a "Familister" at Giza. It was founded by Jean-Baptiste Godin. This commune was organized in 1884. The organizer died 4 years later and after that the community had been existed for record 82 years [2]. J-B. Godin pursued the same aim, like other the most famous utopian socialists. He tried to create a harmonious world where everyone would be able to live in abundance. Godin tried to prove in practice that labor and capital may be combined, without any hurt to financial position of people, or to the production. His immediate goal was to create favorable conditions for workers of factory. So, for example, workers «Familister» sometimes earned even more money than workers in other enterprises and factories. Also, "Familister" gained a lot of profit which helped it to develop its own infrastructure and

education. The community had its library, schools, gardens, orchards, and others. However, the lack of specific reinforcement utopian values in the minds of its inhabitants led to the gradual extinction of these ideas.

The third project was implemented directly by the utopian socialist, Robert Owen. It was a well-known community of the time – "New Harmony". It was founded in 1824 in an area where previously the another sect inhabited [3]. This commune originally consisted of 800 people, which included representatives of different levels of population. Ones of them were very rich and it was interested project for them where they could invest their money. The other ones were very .There were rich and those who were interested in investing their funds in interesting projects, and the intelligentsia, and the most common people, including people wanted to live for free.

Owen believed that the cause of moral decline of people lies in their environment [4]. Thus, in the Owen's opinion, it wasn't important what kind of people would have been recruited into the community, after a certain amount of time they could overcome all their vices, because they were in the favorable environment. He believed that even the laziest fellow could become useful in his commune.

Of course, almost all of these organizations broke up, but we have the ability to track common mistakes in building of these communities and to prevent their occurrence in the future.

In my opinion, one of the most important components of the ideal society is based on a certain ideology and propaganda. The transition to such a society depends on them. As already mentioned earlier, none of these thinkers had not taken enough attention to what should be the transition. Most often it was carried out too quickly without proper ideological education of its settlers. Moreover, these ideas are firmly entrenched in the minds of people required a long period of time, but eventually it will allow to build a more sustainable society that will be less susceptible to destruction of its structure.

In our opinion, the transition from capitalist to socialist society should be made more smoothly. To do this you should not force people to immediately join the ranks of the community, you should first fully inform citizens about the organization of. In addition, it should be actively promoted, what advantages can have such life, and support it with examples from the past. For example, you need to show how the economic potential of those communities was high which were existed previously.

Another essential problem of constructing a socialist commune is the role of its leader. This aspect is very important, because existence of the community directly depends on this fact. It is necessary to avoid errors, which was achieved in the community of "Oneida", where all of the work of the commune were kept only by the authority of its head – Neuss.

Certainly, the implementation of most of these and other projects was not entirely successful. It is really society of the future. These projects can point out some mistakes of the past attempts, which we will be able overcome in the future.

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LE STRESS OXYDATIF CHEZ SALMONELLA TYPHIMURIUM SOUS PYRROLIDONE HALOGÈNE

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Actuellement, les scientifiques explorent les pyrrolidones et les furanones et les composés qui inhibent le quorum de sens et leur utilisation comme composés antibactériens. Les furanones sont des analogues de l'homosérine, ils interféraient avec le développement de la structure du biofilm des micro-organismes en remplaçant le molécule d'homosérine et, ainsi, faisant de ces organismes les plus sensibles pendant le traitement des biocides naturels. «Le quorum de détection» – c' est un facteur important affectant la capacité des salmonelles pour former un biofilm. Au cours des dernières années les scientifiques ont proposé

l'utilisation des furanones en tant que composés qui empкchent la manifestation des facteurs ci-dessus. Ainsi, pour l'introduction de la furanone et des pyrrolidones en médecine comme agents antibactériens, ils doivent être contrôlés pour la toxicité et de génotoxicité. Une mesure de la toxicité des pyrrolidones et de la furanone est l'induction de stress oxydatif.

Le stress oxydatif est l'opération de dommages cellulaires aux radicaux libres – les espèces réactives de l'oxygène (ROS). La plupart des ROS sont produites en continu dans la cellule – environ 5% d'oxygène tissulaire spires consommées en radicaux libres mais leur niveau moyen est petit, de sorte que la cellule ou de les inactiver avec le système anti-oxydant (glutathion réduite et les vitamines C et E, la coenzyme Q, neutralisant le court des ROS radicaux, transformant ainsi en radicaux durables avec la vie longue ou stables quand l'électron non apparié est délocalisé – glutathion oxydée, ascorbate radicaux, radicale tokoferoksil, radicaux de coenzyme Q), ou pour remplacer les molécules endommagées. Ainsi, ROS, produite comme sous-produits du métabolisme cellulaire normale de la chaone respiratoire mitochondriale et d'autres réactions cytoplasmiques ne causent pas de dommages aux cellules. Toutefois, le niveau des ROS dépasse la capacité de protection des cellules, une cellule pose de sérieux problèmes (tels que l'appauvrissement de l'ATP). En conséquence, l'un des ROS moins réactifs, superoxides est converti en la plus agressive (le radical hydroxyle et analogues), ce qui peut provoquer l'oxydation et la dégradation de nombreux composants de la cellule - les protéines et les membranes lipidiques de l'ADN. Les cellules peuvent revenir a son état d'origine avec de petites violations. Cependant, un stress oxydatif est le plus prononcé, il provoque la mort cellulaire La partie la plus dangereuse du stress oxydatif – est la formation des espèces réactives de l'oxygène (ROS) qui comprennent les radicaux libres et des peroxydes . L'un des moins réactifs ROS est le superoxyde soit spontanément, soit en présence de transition des métaux dans un plus agressif (un radical hydroxyle et un al), ce qui pourrait provoquer de nombreux dommages composants cellulaires - lipides , ADN et protéines (en raison de l'oxydation).

Le but de cette étude est de déterminer l'effet de pyrrolidones pendant l'apparition des espèces réactives de l'oxyгne.

Conformément à l'objectif des tâches sont les suivantes:

1 . Définir des intensités du stress oxydatif en utulisant le colorant fluorescent dihlordigidrodiacétat.

Les radicaux libres et les espèces apparentées ont beaucoup attiré l'attention des scientifiques au cours des dernières années. Les événements de la Seconde Guerre mondiale (1939-1945) ont donné la naissance de la biochimie des radicaux libres. Deux bombes atomiques (le 6 аoыт 1945-Hiroshima et le 9 août 1945-Nagasaki) ont abouti a une mort massive de toute la population et la réduction de la durée de la vie des survivants. En 1954 Gershman et Gilbert ont suggéré les effets létaux des rayonnements ionisants qui peuvent être attribués dans la formation des espèces réactives de l'oxyгne (ROS). Etant donné les radicaux libres (atomes avec un électron non apparié), tels que ROS et les espèces réactives de l'azote (RNS) sont connus [1] [Gilbert *et al.,* 1981]. Dans la science populaire et dans la littérature biomédicale, le terme «radical libre» est utilisé au sens large et comprend aussi les formes actives respectives, comme un "état excité," qui conduit aux radicaux libres. En général, les radicaux libres ont leurs existances très longues avec une demi-vie dans milli, micro - ou nanosecondes. Le rapport entre les radicaux libres et les maladies peut être expliqué par le concept de «stress oxydatif» développé par Sies (1986). Dans le corps humain normal et sans maladie la synthиse de pro-oxydants comme ROS et RNS pour garder l'efficacement de différents niveaux dans la protection antioxydante. Toutefois, lorsque le corps reçoit l'impact des facteurs défavorables physiques et chimiques, les facteurs environnementaux ou les agents pathologiques tels que la pollution de l'air, la fumer, les rayons ultraviolets, les radiations, les produits chimiques toxiques, la suralimentation et ceux qui prennent des produits avancés de la glycation pendant le diabète, le corps cherche de maintenir un changement de l'équilibre en faveur des pro-oxydants conduisant a un "stress oxydatif". Ce concept est bien adopté dans l'étiologie (> 100) des maladies humaines pendant le processus du vieillissement.

Les espèces réactives de l'oxygène dans la cellule ont les fonctions suivantes:

1) Le synthèse de l'ATP (énergie universelle) du DFF.

Il se produit dans les mitochondries, celle de la phosphorylation oxydative.

2) La désintoxication des xénobiotiques par le cytochrome P45 avec la participation des enzymes oxydatives.

3) L'apoptose des cellules défectueuses.

4) La mise à mort des micro-organismes et des cellules cancéreuses aux macrophages, lymphocytes cytotoxiques.

5) L'oxygénation (par exemple, la cyclooxygénase et la lipoxygénase) pour la production des prostaglandines et des leucotriènes qui ont de nombreuses fonctions de réglementation.

Le stress oxydatif est défini comme un déséquilibre entre les oxydants (radicaux libres); le stress nitrosatif (NS) se réfère à des procédés dans lesquels les flux de NO deviennent suffisamment йlevйs pour provoquer la nitrosation d'amines, de thiols et des antioxydants qui conduisent a un excиdent relatif ou reelle d'espèces, ce qui conduit à la rupture de la commande de transmission signal du redox contrôlé et qui a des dommages moléculaires [2][Jones, 2006]. Les radicaux libres sont constitués des structures chimiques qui contiennent un ou plusieurs électrons non appariés dans leur couche externe. Cette propriété est associée à un état de réactivité élevée et la tendance pour les réactions chimiques. En 1956 Harman a proposé la théorie des «radicaux libres» dans les processus du vieillissement. Il suggère les radicaux libres qui se produisent au cours de la respiration d'aérobie et qui ont des effets indesirbles dans les composants cellulaires et les tissus conjonctifs, ce qui entraîne des dommages cumulatifs causés par le processus du vieillissement et, finalement, par la mort. Il croyait d'abord que les radicaux libres sont susceptibles après la production au cours des réactions qui impliquent l'oxygène moléculaire et catalysée enzymes oxydatives dans les cellules [3][Harman, 1956]. En 1972 Harman a ajouté la participation des mitochondries dans les processus physiologiques du vieillissement. Environ 90% de tout l'oxygène consommé dans les mitochondries de la cellule, en particulier, dans la membrane interne à la phosphorylation oxydative [4][Harman, 1972]. L'oxygène est impliqué dans l'oxydation de composés organiques et la production du métabolisme énergétique cellulaire. Cependant, seule une très petite quantité d'oxygène consommée (2 a 5%) est récupérée, ce qui laisse une pluralité de produits chimiques hautement réactifs connus comme les radicaux libres d'oxygène avec ROS et RNS. La formation des radicaux libres associés au dommage causé par la structure cellulaire et la pathogenèse de l'état du système nerveux central (SNC tels que la maladie, accident vasculaire cérébral, la maladie de Parkinson, la démence et l'épilepsie [5][Kong, Lin, 2010]. CNS est très sensible à l'O et le NS en raison de sa forte consommation d'oxygène et à cause d'une faible activité dans la défense antioxidante [6] [Halliwell, 1996].

Conclusions:

A la suite de l'étude de l'influence sur l'apparition des pyrrolidones, des espèces réactives de l'oxygène on a constaté que la concentration du composé 6B dans 1,5 ug / ml était l'activateur le plus puissant du stress oxydatif dans les cellules de *Salmonella typhimurium* (et la plus grande activité pour une fois et demie par rapport au témoin). Le substance 2F a une concentration de 150 mcg / ml est l'activateur faible pendant le stress oxydatif dans les cellules de *Salmonella typhimurium* (0,5 fois plus pendant l'activité du stress oxydant par rapport au témoin). Avec le passage du temps (chaque h) ont étudié des pyrrolidones qui réduisent l'intensité du stress oxydatif dans les cellules de la souche d'essai.
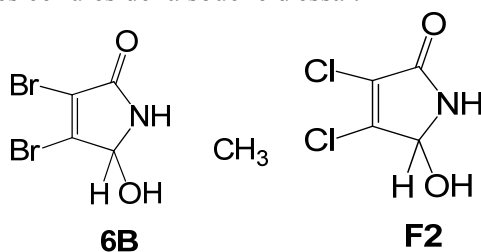
Figure 1.– Les formules développées des composés (6B: 3,4-Dibromo-5-hydroxy-1,5-dihydro-2H-pyrrol-2-one, 2F: 3,4-Dichloro-5-hydroxy-1,5-dihydro-2H-pyrrol-2-one).

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GENERAL AND SPECIFIC FEATURES OF CEPHALOPODS

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Cephalopods are the most extraordinary, the biggest and the most highly organized ones of mollusks. It is hard to believe that they are relatives of snails, slugs and mussels. Class Cephalopoda includes orders Nautilida, Octopoda, Teuthida, Sepiida, Sepiolida and Vampyromorpha. These animals except nautiluses have lost external shell, but it has been saved as internal. Cephalopods' body consists of head and a set of arms and tentacles modified from the primitive molluscan foot. All of them except Nautiluses have 8 arms, however squids and cuttlefishes also have 2 tentacles. Tentacles are thrown out like a lasso and pool a prey to a mouth. There are many suckers on their arms and clubs of tentacles. Also, suckers feel water vibrations. Nautiluses can have more then 90 arms, but they have no suckers. [1]

Body of Cephalopods is covered with mantle. It is a fold of skin covered the interior part. Mantle formes mantle cavity containing most internal organs. Mantle cavity connects with external environment through mantle aperture and funnel, having 2 pairs of funnel-locking cartilages. While moving the aperture opens and water enters into the mantle cavity, then the aperture closes. After that, mantle muscles eabruptly contract and water spills out through the funnel. Mollusk gets reactive push and moves headfirst. Several cephalopods even can fly! Also, they have fins locating on mantle. They wrap around the body during the reactive moving.

Cephalopods are the only sea animals. They breath through gills like the most part of water animals. The alimentary system includes stomach, liver, pancreas and guts. One of the most popular feature of Cephalopods is an ink sac. It is a muscular bag which is originated as an extension of the hind gut. Moreover, Cephalopods have a beak and a radula for grinding food. Cephalopods have 3 hearts. One of them is systemic and 2 others are gills hearts. The heart rate depends on a temperature. Cephalopods are the only mollusks which have a closed circulatory system. Their blood is blue due to the respiratory pigment hemocyanin including copper. [2]

Cephalopods are dioecious. Males have 1 or 2 changed arms that are called hectocotyluses and used to transfer spermatophores to the female.

Cephalopods have the most perfect nervous system of invertebrates. Their brain is composed of many parts and is protected in a cartilaginous cranium. Cephalopods have own memory, some of them are even able to learn and do exercises which is not worse than rats do. Some Cephalopods take care of progeny. They also have perfect eyes that are remarkably similar to human's. Their eyes are the sharpest of other sea animals and they can have a different form and size!

There are many taste and tactile receptors on their suckers. I would say, Cephalopods feel taste of food using arms. Also, several of them can smell. Statocyst is the special balance organ. It helpes mollusk to navigate in water. Also, biologists discovered that Cephalopods can hear!

Usually Cephalopods live in the water column or at the bottom. There are many specific features for living there. Cephalopods can squirt inks from the ink sac. Ink drop takes the form of mollusks. It helps them to run away from a predator. Also, they are able to change their colour and become the same as the environment. Cephalopods have special cells. Chromatophores contain black, red and yellow pigments. Iridophores and leucophores make mollusk invisible. Cephalopods are able to glow. This mechanism protects them from predators. It is amazing, but Cephalopods can change their colour without colour vision! [3]

Life of Cephalopods' is not long. Most of them can live only for about a year. Life cycle ends soon after breeding. Most Cephalopods are small. Several of them are just like a nail, but sometimes people meet bigger animals. For example, the biggest octopus caught in Russia was only about 3,5 meter long without arms and weighed 58 kilos. However, sometimes people find giant mollusks. For example, *Architeuthis* is a giant squid. *Architeuthis*'es often become heroes of myths, legends and adventure or fantastic movies. However, the most part of known *Architeuthis'*es was founded dead or dying on cold seas' coasts where they occasionally swam during the breeding. Very few of people have seen them alive, but the one thing is clear: they can't survive in scramble with predator. Of course, they can't harm humans. [3]

Cephalopods are the valued commercial species. People eat mantle, shells are used to make calcium additives for pets. Their inks are also used by people. Fans of exotic keep fine species in aquariums.

Cephalopods are the most fantastic animals in the sea world!

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COMBATTING MONEY LAUNDERING: MEANS OF LEGAL PREVENTION, DETECTION, PUNITIVE SANCTIONS

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Money laundering is the use of the banking system to channel the proceeds of illegal transactions into the economy in a manner that makes them appear to have been honestly acquired, which is skillfully applied by drug traffickers and other criminals throughout the world. Being substantially hazardous, distorting the market environment to the detriment of its participants, undermining the financial bases of the national economies, causing flight of capital and painful reduction of Gross Domestic Product figures, money laundering activities have always been the matter of great concern of specialists, working in financial sphere, as well as in the legal one. The operational means of money laundering prevention, detection, and combating, deterring are, therefore, either the legal instruments (predominantly, regulatory legislative frameworks) or various financial techniques. Among the latter ones, Traceability of Transactions and Due Diligence are undoubtedly worth giving a good, serious thought as being believed to be highly and permanently effective.

Traceability of Transactions.

One of the key conditions for detecting money laundering and terrorist financing is to ensure the traceability of transactions in order to establish the origin of funds.

All business transactions, regardless of the amount, must therefore be recorded in such a manner as to ensure traceability. For this reason, the following information must be made available:

–   names of customers and their addresses, as well as the names of the authorized signatories and proxies involved in the transaction in the case of a legal entity;
–   legal domicile / residence;
–   identity number and other personally identifiable information;
–   information on the type and nature of the transaction;
–   information on the amounts of the transactions and the currencies concerned;
–   information on what accounts were used for the transactions;
-    point in time of the transactions;
–   name of the recipient of funds, if applicable.

Due Diligence

Due diligence is an investigation of a business or person prior to signing a contract. It can be a legal obligation, however, the term will more commonly apply to voluntary investigations. A common example of due diligence in various industries is the process through which a potential acquirer evaluates a target company or its assets for an acquisition.

In the field of Business transactions and corporate finance due diligence takes different forms depending on its purpose:

–   The examination of a potential target for merger, acquisition, privatization, or similar corporate finance transaction normally by a buyer (This can include self due diligence or "reverse due diligence", i.e. an assessment of a company, usually by a third party on behalf of the company, prior to taking the company to market, or even – a so-called channel-check process – is third-party research on a company's business based on collecting information from the distribution channels of the company).
– A reasonable investigation focusing on material future matters.
– An examination being achieved by asking certain key questions, including, how do we buy, how do we structure an acquisition, and how much do we pay?

− An investigation of current practices of process and policies.

− An examination aiming to make an acquisition decision via the principles of valuation and shareholder value analysis.

The due diligence process (framework) can be divided into nine distinct audit areas: compatibility financial, macro-environment, legal environmental, marketing, production, management, information systems audit, reconciliation audit.

It is essential that the concepts of valuations (shareholder value analysis) be linked into a due diligence process. This is in order to reduce the number of failed mergers and acquisitions.

In this regard, two new audit areas have been incorporated into the Due Diligence framework:

- the Compatibility Audit which deals with the strategic components of the transaction and in particular the need to add shareholder value

− the Reconciliation audit, which links/consolidates other audit areas together via a formal valuation in order to test whether shareholder value will be added.

The theory behind the due diligence procedure holds that performing this type of investigation contributes significantly to informed decision making by enhancing the amount and quality of information available to decision makers and by ensuring that this information is systematically used to deliberate in a reflexive manner on the decision at hand and all its costs, benefits, and risks.

Concerning the legal ways of battling money laundering, mentioned above, it might be well to point out that the USA appears to be the world's trendsetter, addressing the crime of money laundering in its countless legislative acts. The most far-reaching of them:

The Bank Secrecy Act (1970) basically eliminates all anonymous banking in the United States. It gives the Treasury Department the ability to force banks to keep records that make it easier to spot a laundering operation. This includes reporting all single transactions above $10,000 and multiple transactions totaling more than $ 10 000 to or from a single account in one day. A banker who consistently violates this rule can serve up to 10 years in prison.

The 1986 Money Laundering Control Act makes money laundering a crime in itself instead of just an element of another crime, and the1994 Money Laundering Suppression Act orders banks to establish their own money-laundering task forces to weed out suspicious activity in their institutions.

The 2001 U.S. Patriot Act sets up mandatory identity checks for U.S. bank patrons and provides resources toward tracking transactions in the underground/alternative banking systems frequented by terrorist money handlers.

Despite these victories, the truth is that no individual nation has the power to stop money laundering – if one country is hostile to laundering, criminals simply look elsewhere for a place to clean their money. Global collaboration is essential. Only increased global awareness and cooperation can curb the success of the money-laundering industry.

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THE SUPREME COURT OF THE UNITED STATES

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Supreme Court of the United States is the main link in the federal court system and is initially concentrating the judicial power of the state.

The Supreme Court is the final link in a three-stage system of federal courts and has a dominant position in the entire judicial system of the United States. Its rulings and decisions of Appeal decisions of lower courts constitute the judicial precedents.

The US Supreme Court consists of nine judges. Chairman of the Supreme Court becomes one of a number of judges appointed by the President of the United States. The President appoints judges and the President of the Supreme Court, after which they are approved by the Senate. By the jurisdiction of the Supreme Court are cases of disputes between two or more States, lawsuits, in which one of the parties are the ambassadors of other countries, and some other few things. The main function of the Supreme Court of Appeals. He hears appeals from decisions of the lower courts, related both to the federal court system, and the system of state courts, if they raised issues relating to federal laws. Just the Supreme Court considered the request for cancellation of any court in which the United States is recognized as unconstitutional the law of any state or act of the US Congress. The Supreme Court is also engaged in the interpretation of certain rules of law on pre-petition.

In contrast to the appellate courts, the Supreme Court of the United States is not required to consider each case to revise. Any decision to revise or refuse revision takes the Supreme Court. The Supreme Court is different from other courts of appeal primarily to the fact that the correction of errors committed by judges in cases in legal proceedings is not its primary goal. The main task of the Supreme Court of the United States is a clarification of the law, in cases when there was confusion in its interpretation of the lower court. Each year, 5,000 cases of the general volume of cases sent for review to the Supreme Court, of which the Supreme Court considered only 170 of the total.

The role of the Supreme Court remains the most important in the life of the whole country, thanks to the special powers for judicial review. Judicial review - it is the competence of the court in deciding to declare that passed by the legislature regulation or the actions of the executive branch are null and void because they are contrary to the Constitution. Despite the fact that the lower courts have similar rules, and their decisions are always subject to revision the US Supreme Court in connection with appeals. If the law is declared unconstitutional by the Supreme Court, it is possible to reverse this decision followed a special decision on the same subject or by introducing a corresponding amendment to the Constitution. However, most of the cases considered by the Supreme Court relate to the interpretation of legal acts issued by the Congress and the states.

Contrary to the actions of the Congress to increase the number of judges in the state appellate and district (district) courts, the size of the Supreme Court has remained unchanged since 1869. In the Supreme Court are: Chief Justice and eight judges – judges of the Supreme Court. Like any judge of the federal courts, members of the Supreme Court are appointed by the President of the United States Senate for approval. The US Constitution also provides that "judicial power exercised by the Supreme Court of the United States and by the lower courts, which will from time to time be established by Congress. As a judge of the Supreme Court and judges of the lower courts retain their posts as long as their conduct is irreproachable, in due time they receive for their Services, a Compensation, which shall not be diminished, while they are in office" [1]. The Supreme Court, in contrast to the other courts of appeal, constantly sitting en banc.

Each session of the Supreme Court begins on the first Monday in October and lasts as long as the Supreme Court did not declare all their decisions on admissibility of cases. During its operation, the Supreme Court takes the following work schedule: during the week he has been hearing cases, and at the end of the week held a closed meeting on the considered cases. At this meeting, decide on the matters discussed and begins preparing opinions. Opinions come into print only after the announcement of decisions on the most part in the late spring or early summer. The most important decisions of the Supreme Court are published and there is discussion in the media. Supreme Court decisions are final and not subject to appeal or revision by another court.

In my opinion, the study of the three-stage system of federal courts and, in particular, the US Supreme Court may allow us to further explore the importance and development of judicial precedent, as the main source of law English-American legal family, as well as to consider the example of a single institute judicial development power in one of the leading countries of our time.

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LA MASCULINITÉ-FÉMINITÉ, LES QUALITÉS DE VOLONTÉ ET LES QUALITÉS ANTICIPATIONNÉES DES JEUNES FILLES QUI FONT DU FOOTBALL

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Pendant plusieures années les représentants du sexe féminin se manifeste pour l'égalité avec le sexe masculin dans tous les domaines de la société. On en a presque réussi. En raison de l'importance des traits masculins dans la société industrielle (l'indépendance, la persévérance, la domination, l'agressivité, l'autonomie), on observe la tendance de ces traits chez femmes qui revendiquent l'égalité. Les femmes commencent à s'exprimer dans les sphères de l'activité masculine. Un de ces domaines est un sport et en particulier le football. Le football féminin est récent, ce domaine n'est pas étudié. Ainsi, le problème de l'étude des particularités psychologiques et individuelles des jeunes filles qui font du football est actuel.

L'objectif de notre étude est la comparaison au niveau de l'expression de la masculinité et des qualités de la volonté et de la prévision des jeunes filles qui font du football, des jeunes filles qui font de la danse et des jeunes filles qui ne font pas de sport.

Comme un objet d'étude nous avons examiné l'aspect psychologique, les qualités de la volonté et les qualités anticipationnées. Donc, notre sujet est l'aspect psychologique, les qualités de volonté et les qualités anticipationnées des jeunes filles qui font du football, des jeunes filles qui font de la danse et des jeunes filles qui ne pratiquent pas le sport.

D'après notre hypothèse les jeunes filles qui faisaient du football avaient le niveau de la masculinité et les qualités de volonté et les qualités anticipationnées plus élevées que celles des jeunes filles qui faisaient de la danse et des jeunes filles qui ne pratiquaient pas le sport.

Les méthodes de recherche sont suivantes: une analyse théorique du problème, les méthodes de l'analyse des données empiriques (des tests, par exemple), le traitement et l'analyse des liens statistiques et la comparison (une méthode de la comparaison des données à l'aide du test t de Student pour les modèles indépendants, l'analyse de corrélation).

L'importance théorique de l'étude est dans la contribution des résultats d'une étude des problèmes psychologiques, des qualités de volonté et des qualités anticipationnées. L'importance pratique de l'étude se définit par la possibilité de l'utilisation des résultats dans l'activité pratique des spécialistes. Ces études peuvent devenir la base dans l'organisation et l'optimisation de la sélection des sportifs et dans la formation psychologique des sportifs.

La base empirique de l'étude consiste des résultats analytiques des douze jeunes filles qui font du football, des douze jeunes filles qui font de la danse et douze jeunes filles qui ne pratiquent pas le sport à l'aide des méthodes suivantes: la méthode de la «Masculinité-féminité» Sandra Bem, questionnaire «Les qualités de volonté de la personnalité» M.V. Tchumakov et «Le test des compétences anticipationnées» V.D. Mendeleevitch.

Les chercheurs J. Money (1955) et R. Stoller (1968) ont été parmi les premièrs chercheurs qui ont proposé de distinguer la notion du «sexe» et du «genre». Selon leur définition, le sexe est déterminé biologiquement à l'aide des chromosomes, des hormones, etc. Un «genre», selon Stoller, est le terme culturel et psychologique qui appartient à la valeur de la masculinité ou de la féminité d'une personne. Ainsi, le genre n'est pas biologiquement prédéterminée dès la naissance d'une personne, ce sont les relations entre les femmes et les hommes dans un aspect des rapports sociaux [1].

Les différents sports sont considérés comme plus ou moins typiques pour les hommes ou pour les femmes. Le contact physique agressif fait partie de une image des sports masculins, tandis que la grâce et l'élégance présentent les caractéristiques typique d'une femme sportive [2]. Les femmes qui font du sport masculin doivent s'adapter aux demandes et rendre de nombreuses traits masculins nécessaires dans cette

activité. En ce cas, la masculinité serait le résultat de la sélection naturelle. Il seraient possible que les jeunes filles choisissent les sports masculins en raison de l'intérêt aux traits masculins.

L'activité sportive est arbitraire. Elle suppose la surmontée des difficultés intérieures et extérieures. La surmontée des difficultés dépend de la volonté qui se manifeste dans une variété des qualités de la volonté: la patience, l'intrépidité, l'audace et beaucoup d'autres [3].

Sous la compétence anticipationnée on comprend la capacité d'une personne d'anticiper les situations stressantes dans les moments à venir et de prédire comment réagir dans ces situations [4]. Dans les sports d'équipe, l'athlète doit contrôler ses actions, ainsi de voir à l'avance les actions des concurrents et les actions des partenaires pendant le jeu afin d'effectuer la plus avantageuse action. Il doit considérer rapidement toutes les variantes possibles de l'evolution du jeu. Cela nécessite l'anticipation dans le sport et le football.

Lors de notre étude nous avons obtenu les résultats suivants: les jeunes filles qui font du football sont plus attachées à la masculinité, alors que les jeunes filles qui font de la danse sont plus attachées à la féminité. Cependant, cette différence n'a pas toujours d'importance. Dans ce cas on pourrait parler de la tendance.

Nous avons constaté que les jeunes filles qui ne font pas de sport sont plus attentives que les jeunes filles qui font du football. En plus, elles sont capables de prédire le temps que les jeunes filles qui font de la danse. Les différences entre les groupes de jeunes filles qui font du football et des jeunes filles qui font de la danse ne sont pas considérables.

Dans les trois modèles on constate un lien réciproque ou une certaine tendance: les femmes, dont les traits féminins sont plus exprimés, celles-ci ont les qualités individuelles de la volonté moins prononcées.

Pour résumer, nous pourrions conclure que notre hypothèse n'ait pas été confirmée. Le niveau de la féminité des jeunes filles qui font du football est plus faible que celui des deux autres groupes, mais cette différence n'est considérable. Selon d'autres caractéristiques le niveau des jeunes filles qui ne font pas de sport est le plus élevé que celui des deux autres groupes. On suppose qu'aurait d'autres résultats à condition de l'augmentation de la quantité des représentants de ces trois groupes.

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INTERNATIONAL LEGAL REGULATION OF PROTECTION OF THE MARINE ENVIRONMENT FROM THE POLUTION

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Abstract: The article is devoted to questions of regulation of protection of the marine environment. The author considers the universal international standards on a marine law. The purpose of the article is to give the reader information about basic ways of protection of the marine environment against pollution. The interpretation of the ways of protection of the marine environment from pollution is presented in article directly with a support on regulatory base.

Keywords: International law, marine law, marine environment, protection from the pollution.

In the light of more and more intensive use of spaces of the World Ocean the problem of protection of the marine environment is among new threats in the international marine law. Special attention of the world community to this international legal problem is caused first of all by that the World Ocean represents the complete system influencing directly on climate of all planet, a plant and animal life, and also on processes of activity of the person.

The nature and its wealth are the national property of the humanity, a natural basis of sustainable social and economic development of the states and welfare of citizens. Carrying out the international cooperation, the states are obliged to proceed from understanding of integrity and indivisibility of surrounding environment. Marine pollution leads to adverse effects, breaks balance in natural functioning and interaction of all elements of the biosphere.

The international legal concept of the pollution of the marine environment is enshrined in the 1st article of the United Nations Convention on the Law of the Sea, 1982. It means the introduction by man, directly or

indirectly, of substances or energy into the marine environment, including estuaries, which results or is likely to result in such deleterious effects as harm to living resources and marine life, hazards to human health, hindrance to marine activities, including fishing and other legitimate uses of the sea, impairment of quality for use of sea water and reduction of amenities.

The United Nations Convention on the Law of the Sea fixes the basic universal principles of cooperation of the states in order to prevent of pollution, to protect and preserve the marine environment. According to the Convention the states are obliged to protect and keep the marine environment, to take all measures, compatible to the Convention, which are necessary for prevention, reductions and preservations under control the pollution of the marine environment from any source, and also to seek to coordinate the policy in this regard. The state is obliged to notify on cases when the marine environment is exposed immediately dangers of damage as a result of pollution, those states, whose interests can be infringed.

One of the methods of prevention of marine pollution is carrying out the monitoring of risk and consequences of pollution, and also the publication of the received results for granting them in the order of all states. It considerably increases the level of awareness of all interested states on a real condition of the marine environment.

The expansion of jurisdiction of the port State of calling provided in standards of the Convention of 1982 became a serious step in development of a marine law. So, states which, upon request or on their own initiative, have ascertained that a vessel within one of their ports or at one of their off-shore terminals is in violation of applicable international rules and standards relating to seaworthiness of vessels and thereby threatens damage to the marine environment shall, as far as practicable, take administrative measures to prevent the vessel from sailing. Such States may permit the vessel to proceed only to the nearest appropriate repair yard and, upon removal of the causes of the violation, shall permit the vessel to continue immediately.

The convention of the UN provides the right of the states to accept and provide measures for prevention of pollution and threat of pollution as a result of the sea accident or actions connected with such accident. The sea accident is the collision of courts, grounding or any other sea incident leading to serious harmful consequences. This position is concretized by the International Convention relating to intervention on the high seas in case of oil pollution casualties (Brussels, 29 November 1969).

The convention of 1969 affirms the right of the states to take in the high sea all measures necessary for prevention, reduction or elimination serious or really menacing to their coast or the related interests of danger of pollution or threat of pollution of the sea of oil owing to sea accident, but before taking any measures state has to consult to other states, whose interests are also infringed in result of sea accident, in particular with the flag State of the vessel, immediately to notify the proposed measures to any persons physical or corporate known to the coastal State, or made known to it during the consultations, to have interests which can reasonably be expected to be affected by those measures, and also consult with the experts recommended by the Inter-Governmental Maritime Consultative Organization . But in cases of extreme urgency requiring measures to be taken immediately, the coastal State may take measures rendered necessary by the urgency of the situation, without prior notification or consultation.

In 1969 in Brussels conference the International Convention on Civil Liability for Oil Pollution Damage of 1969, with the changes made by the Protocol of 1992 was adopted. The Convention provides responsibility of the owner of the vessel for any damage which was a result of the leaks or plum of oil from its vessel owing to sea incident if the owner doesn't prove that the damage is caused as a result of military or hostile operations, the spontaneous phenomenon, actions of the third parties with intention to cause damage, or negligence and illegal actions of the government which is responsible for the contents as fires or other navigation means. The owner of the vessel also has the right to limit the responsibility concerning any incident, for this purpose he needs to create fund, on the sum equal to a limit of its responsibility which is distributed further between plaintiffs in proportion to the sums of their reasonable claim requirements.

The realization of the mechanism of a full recovery of damage from pollution connects with the International Fund for Compensation for Oil Pollution Damage (FUND) which is formed at the expense of contributions of recipients of the oil transported by the sea.

The International Fund for Compensation for Oil Pollution Damage is the only intergovernmental organization in the world which pays compensation by the victim of pollution. The states admit the Fund as the legal entity capable by the legislation of this state to assume the rights and duties and to be the party in process in courts of this state. The fund is obliged to pay compensation to any person which suffered damage from pollution if such person couldn't receive full and sufficient recovery of damage on the basis of the Convention on a civil liability because the Convention doesn't provide responsibility for this damage, the owner of the vessel is recognized not well-founded financially and can't fulfill completely the obligation, or the damage exceeds limits of responsibility of the owner of the vessel. The fund also undertakes to provide assis-

tance to the states which is necessary for acceptance by this state of measures for prevention or reduction of damage from the pollution which arose owing to incident concerning which the Fund can be involved in payment of compensations.

The fund is exempted from any liability if the damage from pollution was result of deliberate fault of the owner of the vessel.

One more important document in the sphere of international legal regulation of protection of the marine environment is the International Convention for the Prevention of Pollution from Ships (MARPOL) of 1973 changed by the Protocol of 1978 (MARPOL 73/78) to it. The convention consists of actually Convention and six Annexes to it stating Rules concerning pollution of the sea by the concrete polluting substances: the oil, noxious liquid substances in bulk, harmful substances carried by sea in packaged form, sewage from ships, prevention of air pollution from ships.

So, the Convention fixes obligatory survey for oil tankers and for each other vessel which includes full survey of a design, the equipment, systems, devices, adaptations and materials for the certificate that the equipment and systems of supply of oil conform to conventional requirements. After survey procedure the ship take the International certificate on prevention of pollution is granted by oil.

The convention forbids any dumping in the sea of oil or oil-containing to mix from vessels, except for dumping of oil from the oil tanker provided that the tanker is not outside the special area; at distance more than 50 nautical miles from the next coast; instant intensity of dumping of oil doesn't exceed 30 liters on nautical mile; the total dumped from the existing tankers in the sea of oil doesn't exceed 1/15000 totals of this type of cargo which part is the rest; on the tanker there are in operation a system of automatic measurement, registration and management of dumping and settling tanks.

The drain dumped in the sea shouldn't contain chemical or other substances, the quantity or which concentration is dangerous to the marine environment.

The convention declares a number of water areas of the World Ocean "special the area". These are the area the region of the Mediterranean Sea, the region of the Baltic Sea, the region of the Black Sea, the region of the Red Sea, "The area of gulfs", Gulf of Aden and the region of Antarctic in which any dumping in the sea of oil and oil-containing mix from any oil tanker and other vessel is forbidden. The oil residues which can't be dumped in the sea, remain on a board and are dumped in reception constructions in ports.

The universal norms regulating protection of the marine environment contain in the International convention on ensuring readiness on pollution case oil, to fight against it and cooperation, 1990. Important point is the requirement of establishment by each state of national system of urgent and effective fight against the incidents causing pollution by oil. The competent authorities and national operational points which are responsible for ensuring readiness and response to a pollution case have to be created. Moreover the Convention fixes need of creation of the plan of emergency measures for pollution abatement by oil which has to be onboard each vessel, and also at operators of the sea installations and constructions connected with oil production.

There are a large number of international documents about the environmental protection, but unveiling the contents of universal international acts on protection of the marine environment it is necessary to make a conclusion that the marine environment is the primary source of development of the life on the Earth and proceeding from it the person is obliged to take all measures for protection and prevention it of pollution. Only having united the force the states will be able to overcome threat of pollution of the World Ocean.

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DETROIT`S DECLINE

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DECLINE OF DETROIT

Introduction. Finance always plays the leading role in the development of cities and countries. In general USA is a high-developed nation, nevertheless it has some financial problems not only on the international level (nation`s debt, I mean), but also on the municipal level.

Many people have heard that Detroit was a called a "bankrupt city", but bankruptcy is only the consequence. I personally reckon that it would be interesting to describe briefly the Decline of Detroit in general.

1. Causes

Automobile industry. At the beginning of 20th century Detroit was a developing city, because of the advent of the automobile industry, which drew in a million new residents to the city. In 1903 Henry Ford founded the Ford Motor Company, later was built Ford`s factory, which was the most enormous integrated factory in the world. The Detroit`s status as the world`s automotive capital was established by Henry Ford, William Durant, Walter Chrysler, Packard brothers and Dodge brothers [2].

In the postwar period automobile industry faced great problems. First of them was automation of the industry which led to job losses (In 1930-90 000 workers, in 1990s-6000). As the amount of workers decreased, the businesses shut down. Second problem were the 1973 and 1979 oil crisis. In 1973 members of OAPEC claimed embargo and in 1979 oil output diminished. I would like to add the words of Kevin Boyle, a history professor at Northwestern University, who said that "Most cities had deindustrialization. Detroit had it more intensely" [4].

Riots & crime. After the riots of Afro-Americans during the 2nd half of the 20th century a plenty of a small businesses were closed. Moreover, in 1970s and 1980s a huge amount of violent black street gangs which sold drugs took control over the city.

As for the statics, there are approximately 3000 crimes per 100 000 people. The city has some of the highest crime rates in the United States, with a rate of 62.18 per 1,000 residents for property crimes, and 16.73 per 1,000 for violent crimes (compared to national figures of 32 per 1,000 for property crimes and 5 per 1,000 for violent crime in 2008). Detroit's murder rate was 53 per 100,000 in 2012, ten times that of New York City. Moreover, about 65-70% of homicides were drug related. The rate of unsolved murders is approximately 70%. Additionally, in 2008-2012 Detroit was declared as the most dangerous city in the US.

Demography. Obviously, automobile plants brought a plenty of new workers. So by the 1930s the population was about 1,8 million people. But the last 60 years the population of Detroit has been decreasing from 1,8 mln in 1930-50 to 700 000 people in 2003. As it was said before the diminishing of the population is the consequence of the job losses, riots and crime. All these factors led to city`s decay. The city is full of abandoned. Due to it Detroit city sometimes is called a 'ghost city'. Hardly we believe that we can see such things in USA, the one of the world`s most high-developed countries.

2. Bankruptcy as a financial consequence

What does term "bankruptcy" means? Bankruptcy is a legal proceeding that helps some people who cannot pay their bills get a fresh financial start by temporarily, or permanently, preventing creditors from collecting debts from you. Bankruptcy is generally considered the debt management tool of last resort because the results are long-lasting and far-reaching. A bankruptcy stays on your credit report for 10 years, making it difficult to acquire credit, buy a home, get life insurance, or sometimes get a job.

Peculiarities of USA`s municipal bankruptcy. The first municipal bankruptcy legislation was enacted in 1934 during the Great Depression. The purpose of chapter 9 is to protect a financially-distressed municipality from its creditors. In this procedure a plan for adjusting debts should be made up.

Legislature has not provided with the liquidation of the assets of the municipality and distribution of the proceeds to creditor, due to that a municipality as a local authority cannot be a liquidated [1].

2.3. Detroit`s bankruptcy in general.

All factors mentioned above resulted in city`s precarious position. On March 1, 2013, Governor Rick Snyder [3] announced the state was taking over the financial control of the city from the local government. On July 18, 2013, Detroit became the largest U.S. city to file for Chapter 9 bankruptcy protection. It was declared bankrupt by U.S. judge Stephen Rhodes on December 3, with outstanding financial obligations to more than 100,000 creditors totaling approximately $ 18,5 billion. At the end of 2014 year Detroit emerged from bankruptcy.

3. Conclussion

First of all, I would like to mention that Detroit`s decline illustrates how industry and economic level of a city/country directly influences on crime rate. Criminology pays much attention to it as a crime cause.

Secondly, such rapid industrial revolution brought up a crisis of economy. People had not foreseen the results of furious city`s building-up.

As I has written before, Detroit "fell" in debts. Due to that one of the USA`s principles is individualism, municipality has a real wide jurisdiction in contrast to Russia`s municipality. Such institute as municipal bankruptcy can not be applied in our country, because Russian Federation is a "young" democratic country, which does not have enough experience in this sphere. Our municipal bodies are not as independent as it is

written in Russian Constitution, because federal government structures and government structures in regions has a right to determine main principles of local government.

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THEORIES OF CRIMINALITY: HISTORICAL REWIEV

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The theme we are going to dwell on within the framework of the present paper has always been a core and a principal issue, constituting criminology as a fundamental theoretical area. Why do people commit crimes? From misdemeanors to violent felonies, some individuals step in to the criminal justice system and learn their lesson to never commit a crime again. Others unfortunately become repeat offenders with a never ending rap sheet. Environment obviously plays a huge role but it is only one of many factors. The study of crime and why some people can't get away from it while others never have even a speeding ticket has been dissected for decades.

Particularly, the study of criminology targets why individuals commit crimes and why they behave so in certain situations. By understanding why a person commits a crime, one can develop ways to control crime or rehabilitate the criminal. There are many theories in criminology. Some attribute crime to the individual; they believe that an individual weighs the pros and cons and makes a conscious choice whether or not to commit a crime. Others believe it is the community's responsibility to ensure that their citizens do not commit crime by offering them a safe and secure place in which to live. Some argue that some individuals have specific traits that will determine how they will react when put in certain negative conditions. Although varied in thought, everyone can agree that justice needs to be secured in a civilized society.

Choice Theory – promotes the belief that individuals choose to commit a crime, looking at the opportunities before them, weighing the benefit versus the punishment, and deciding whether to proceed or not. This cost-benefit analysis primarily focuses on the idea that we all have the choice to proceed with our actions. Because of the punishment involved, we are deterred from committing the crime.

Classical Theory – Similar to the choice theory, this theory suggests that people think before they proceed with criminal actions; that when one commits a crime, it is because the individual decided that it was advantageous to commit the crime. The individual breaks the law from his own free will, being well fully aware of the punishment.

This theory, along with choice theory, derived its basis from what John Locke penned "The Social Contract." Locke proposed that all citizens are equal, and that there is an unwritten but voluntary contract between the state and its citizens, giving power to those in government and defining a framework of mutual rights and duties.

Conflict Theory – On a different spin, conflict theory holds that crime results from the conflicts in society among the different social classes, and that laws actually arise from necessity as a result of conflict, rather than a general consensus. The fundamental causes of crime are the social and economic forces operating within society. The criminal justice system and criminal law, pursuant to this theory, are thought to be operating on behalf of rich and powerful social elites, with resulting policies aimed at controlling the poor. Thus, street crimes, even minor monetary ones are routinely punished quite severely, while large scale financial and business crimes are treated much more leniently. Conflict theory stresses, that a theft of a television might receive a longer sentence than stealing millions through illegal business practices.

Critical Theory: The said theory upholds the belief that a small few, the elite of the society, decide laws and the definition of crime; those who commit crimes disagree with the laws that were created to keep control of them. Critical criminology sees crime as a product of oppression of workers, (particularly, the poorer sections) and less advantaged groups within society, such as women and ethnic minorities, are seen to be the most likely to suffer oppressive social relations based upon class division, sexism and racism. More simply, critical criminology may be defined as any criminological topic area that takes into account the contextual factors of crime or critiques topics covered in mainstream criminology.

Labeling Theory: Those who follow the labeling theory of criminology ascribe to the fact that an individual will become what he is labeled or what others expect him to become; the danger comes from calling a crime a crime and a criminal a criminal. Labeling theory holds that deviance is not inherent to an act, but instead focuses on the tendency of majorities to negatively label minorities or those seen as deviant from standard cultural norms. The theory was prominent during the 1960s and 1970s, and some modified versions of the theory have developed and are still currently popular. Unwanted descriptors or categorizations – including terms related to deviance, disability or diagnosis of a mental disorder – may be rejected on the basis that they are merely "labels", often with attempts to adopt a more constructive language in its place. A stigma is defined as a powerfully negative label that changes a person's self-concept and social identity.

Life Course Theory – Life course theory was developed as a way to assess and analyze people's lives within structural, social, and cultural contexts. The life course approach examines an individual's life history and examines, for example, how early events influence future decisions and events such as marriage, divorce, engagement in crime, or disease incidence. Life course theory focuses directly on the connection between individual lives and the historical and socioeconomic context in which these lives unfold. As a concept, life course theory stipulates, that criminal proclivities stem from the individual background of the personality.

Positivist Theory – On the other side of the spectrum, the positivist rejects the idea that each individual makes a conscious, rational choice to commit a crime but rather, some individuals are low in intelligence, social acceptance, or some other way, and that causes them to commit crime. This theory acts on the proposition that one who commits a crime cannot morally comprehend the wrongfulness of his actions in the same way individuals of average intelligence or who are socially accepted, etc are able to do so. The mind of these individuals has been affected in a particular way and therefore does not have the capability to make a conscious, rational choice to obey the law.

Routine Activity theory – Followers of the routine activity theory believe that crime is inevitable, and that if the target is attractive enough, crime will happen; effective measures must be in place to deter crime from happening.

Social Control Theory – Theorists believe it is society's responsibility to maintain a certain degree of stability and certainly in an individual's life, to make the rules and responsibilities clear, and to create other activities to thwart criminal activity. Drawing on the tenets of Routine Activity theory, Social Control theory is especially important when analyzing crime in impoverished areas. The effects of poverty on the likelihood of crime is no secret nor is it a new phenomenon. When there is not enough food to eat or children are left alone at home while their parents work a second job, the seeds for crime have been planted and under this theory, it is society's obligation to prevent crime from happening.

Each theory has its own basis to explain why individuals commit crimes but as you can see, some overlap. Whatever the theory may be, the end goal of lessening the occurrence of all crimes is commonly shared. Criminology theory assists us in understanding why people commit crimes and enables us to attempt various courses of action in an effort to achieve that goal.

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L'ACTIVITÉ DU COMITÉ INTERNATIONAL DE LA CROIX ROUGE PENDANT LA PREMIÈRE GUERRE MONDIALE

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La «Grande Guerre» représente un bouleversement sans précédent.

Le 4 août 1914, l'Europe est en feu. En Occident, les armes se taisent le 11 novembre 1918; en revanche, la lutte se prolonge en Europe orientale jusqu'au printemps 1921. Toute la jeunesse de l'Europe est lancée dans la mêlée; des millions et des millions d'hommes sont mobilisés; en outre, la population civile est durement touchée par la guerre économique et par l'occupation; enfin, à la suite des bouleversements de l'Europe orientale, c'est toute la population qui est entraînée dans la tourmente, hommes, femmes et enfants confondus [1].

La Croix-Rouge sort transformée de cette épreuve. Pour accomplir leur mission auprès des militaires blessés et malades, les Sociétés nationales ont créé et entretenu, souvent à de grandes distances, de véritables réseaux d'hôpitaux et de dispensaires; elles ont organisé des colonnes de transport, équipé des trains sanitaires, affrété des navires; elles ont joué un rôle essentiel dans l'assistance aux prisonniers de guerre; elles ont pris une part importante au ravitaillement des populations civiles des régions les plus touchées ainsi qu'à la lutte contre les épidémies [2]. Pour accomplir ces tâches, les Sociétés nationales ont dû se doter d'un encadrement permanent où prédomine le personnel salarié; elles ont dû recruter des millions d'adhérents et s'assurer des ressources financières appropriées.

Il faut distinguer entre deux catégories de destinataires: le personnel militaire (blessés, malades, personnel sanitaire et pri sonniers de guerre) d'une part, et les civils (internés, déportés, otages, po pulations des territoires occupés et réfugiés) de l'autre [3].

Militaires

L'Agence s'est acquittée des tâches suivantes en faveur des militaires pri sonniers (blessés, malades, personnel sanitaire, prisonniers valides):

Etablissement des fichiers

Les exemplaires originaux des listes de prisonniers restaient entre les mains de l'Agence et permettaient l'établissement de fichiers; tous les renseignements d'identification concernant un prisonnier- mais ceux-là seulement − étaient transcrits sur une fiche qui comportait en outre l'indication de la source des renseignements (numéros de liste et de page); pour tous les autres renseignements (localisation, état de santé, démarches effectuées, etc.), il était nécessaire de consulter le document original, ce qui permettait d'éviter les erreurs résultant de fautes de transcription.

Enquêtes

Ils concernaient des prisonniers dont la localisation était connue; ces enquêtes ne soulevaient pas de difficultés particulières; il suffisait en général de s'adresser au commandant du camp, au médecin-chef de l'hôpital ou au prisonnier lui-même pour obtenir l'information demandée.

Courrier, colis et transferts de fonds

Au début du conflit, l'Agence se chargea de la transmission des lettres, des colis et des mandats à destination des prisonniers de guerre.

Civils

Dans la mesure du possible, l'Agence s'est efforcée de fournir aux civils la même assistance qu'aux prisonniers de guerre.

Dans le domaine des secours également, la position du Comité international subit une profonde transformation au cours de la guerre et de l'immédiat après-guerre. Le CICR est amené à sortir du rôle d'intermédiaire − ou, plus précisément, de relais - qui avait été le sien jusqu'alors, et à entreprendre des actions nouvelles, soit en faveur des prisonniers de guerre, soit en faveur des populations civiles [4].

Le Comité international sort transformé de la première guerre mondiale. Sous la pression des circonstances, il a posé les bases d'un dispositif opérationnel sans précédent et qui ne subira que peu de modifications dans les conflits ultérieurs: l'Agence a pu suivre le destin de millions de prisonniers; au prix d'un effort incessant et d'une organisation infiniment complexe, elle a permis de renouer des liens entre les captifs et leur famille; les délégués du CICR ont visité les camps de prisonniers de guerre et d'internés civils dans presque tous les pays belligérants; le CICR a mis sur pied des opérations de secours au profit des prisonniers de guerre et des civils; là où ses ressources propres étaient manifestement inadéquates, il est

parvenu à coordonner les volontés en vue d'une action concertée; il a joué un rôle décisif pour le rapatriement de plusieurs centaines de milliers de captifs [5].

Par ailleurs, le Comité international a été mêlé à des négociations importantes; tout au long de la guerre, il a mené une action diplomatique discrète mais constante en vue d'améliorer la condition des captifs; il n'a pas craint d'élever la voix, soit pour proposer son interprétation des dispositions conventionnelles, soit pour dénoncer des violations des Conventions de Genève ou de La Haye [1].

On le voit, la transformation est radicale; elle porte sur les domaines les plus divers; rétrospectivement, il est même possible d'affirmer qu'aucune période n'est aussi importante pour le développement du CICR.

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THE FORGOTTEN BATTLE

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This year we are celebrating the 70th anniversary of the Great Victory in The Great Patriotic War. Each of us knows all the most important battles and operations. However, have you ever heard such a combination of words as "the battle of Voronezh?" It's not strange, because until nowadays there wasn't such a term and later you'll understand why. And how significant was this battle? Let's speak about it.

In the top secret directive № 41 at April 5th 1942 of German Army Headquarters it is said: "the goal of this operation "Blau" is to destroy Russian troops in Voronezh and the river Don's area. This operation will begin with the surrounding and taking of Voronezh city. The second task is to move to Stalingrad – the biggest Soviet center of military industry and communications must be destroyed. Yet later, July 3rd 1942 because of successful fights on the Oscol river, Hitler said that taking Voronezh city isn't necessary because it may slow German troops moving. He offered his generals to decide themselves whether they should take the city or not. Feld marshal von Bock decided to take Voronezh. Subsequently he was removed from his post for this decision, which led to the catastrophe for Wehrmacht.

At that time, Red Army left Voronezh city, it had only a few battalions of NKVD, students of police school, cavalry, 232nd division, which hadn't finished their studying and hadn't completely collected. By that time to take Voronezh the Germans created a special elite group of troop with the codename "Weichs" which included the best units of Wehrmacht: the 4th tank army of general Goth with elite division "The Great Germany" (this army was the main force on this group), 6th army of general-colonel Paulus, 4th aircraft army and 8th elite air corps, 10th anti-aircraft division and 2nd royal Hungarian army. The commander of operation "Blau" was general-Feld marshal Maximilian von Weichs. Furthermore, on leaflets appealed to German soldiers it was said: "Soldiers! All the Europe bended over you during two years! Your banners went through the European cities. It only remains to take Voronezh! Here is it! Take it, force to bend over you. Voronezh – is the end of war! Voronezh – is the rest! Onward to victory!"

Before the operation "Blau", especially on July 1942 Voronezh was hard bombed by aviation of Luftwaffe. What is more, Veterans remember that during the Voronezh battle there weren't wounded soldiers – they were shot down because there was no place to cure them: all the city was constantly burning. Moreover, practically all the bombs found their targets because at the end of the 1920-s in Lipezk (it's near to Voronezh) German pilots practised at rented airfields of RKKA. Therefore, the pilots of Luftwaffe knew this area backwards and bombed buildings of Voronezh with amazing accuracy.

The German troops were met by persistent resistance and got heavy losses during the crossing Don river. What is interesting, the soviet soldiers of anti-aircraft corpse used improvised tool of anti-tank defense: they put anti-aircraft guns on horizontal position and pierced a new German tanks. Soviet 2nd shock aviation army heroically took up the struggle with Luftwaffe. Correlation of forces was 2 Russian planes against 29 German. The citizens fought with incredible furious. Franz Galder the chief of staff of Vehrmacht's land forces wrote about it in his diary on July 5th 1942: "Our 24th tank army and SS division "The Great Germany" are risked to be exterminated on this offensive to Voronezh".

Nonetheless, forces weren't equal and fascists entered the Voronezh on July 6. To support the city's defense parts of 40 th, 60 th land and 5 th tank soviet armies came. The struggle was very hot and unsuccessful for Russian forces. Unfortunately, all the counter-offensive operations failed. Soviet tanks couldn't fight well against new German tanks. The losses were extremely huge for both armies, but especially for the Soviet one.

In spite of this, after persistent street fights the biggest right part of city was under fascist's control. Next day July 7th general-Feld marshal von Wayhs declared that Voronezh was taken. But this declaration was done before the proper time, because survived soviet soldiers took defense on the left part of city situated on the left bank of the Voronezh river and all the bridges were blown up. It was hard for the Germans to take this part of city. Once the whole German regiment was completely destroyed in fights at the left side of Voronezh.

In addition to hellish bombing, within the city began fascist's terror and partisan war in answer. The German decided to turn the citizens out. A special order was issued: those who didn't left the city during 24 hours would be executed. On the central streets, on trees of squares, on traffic lights, on monuments were hanged Voronezh dwellers who didn't find time to left the city. Approximately 500 patients of Voronezh clinics were shot down. All the patients of mental house and doctors were shot down too.

It's remarkable Voronezh was the only city in occupied territories where the Germans couldn't set the collaboration administration. None of citizens agreed to serve in police. The hatred to invaders was especially caused by one tragic case on June 13 before the invasion. It was Sunday when children were playing in the city park. Suddenly the park was attacked by German aviation. More than 300 children were killed. Therefore, all the citizens wanted to revenge. Most of them became members of partisan group.

But those who showed outstanding courage were communists of Voronezh and fighters of "NKVD". From the first to last days of German invasion they heroically fought against the fascists, sometimes even getting up the whole districts of city. Practically all of them died in hard battles. By September 1942, Red army had tried to consolidate the position on the right bank of the Voronezh river for several times and eventually managed to do it. Two former soldiers of 100th soviet infantry division remembered: "we've gone through all the war – the curve of Kursk, Kiev, Lvov, Poland, Prague... But we've never seen again the way our soldiers fought like it was on Chizhev base, which Russian soldiers called "the valley of death".

To force the Voronezh river Russian troops at nights were building a ford from broken stone, which was covered by water and was invisible from air. Soviet soldiers, artillery and tanks crossed the river and engaged in battle with fascists. A horrible fighting started. Every house, every storey, every basement was taking by persistent fight. Ruins passed from hand to hand. Thousands of Russian soldiers sacrificed their lives for a peace of land on right bank of Voronezh city named the Chizhev base. They weren't cannon-fodder, they were heroes. All of them were buried in communal grave number one of memorial "Chizhev platzdarm". There are more than two hundred communal graves in Voronezh. It was Chizhev base from where liberation of city began.

We must recognize during the Voronezh battle German troops showed great courage and persistence. To inspire German soldiers a division which included a regiment where served as a corporal Adolf Hitler during the First World War. Though, when this elite division met at Chizhovka Soviet 100 th infantry after 2 days of battle on "Hitler's regiment" only 8 fighters survived.

German military correspondent Gustav Shtebe who took part in Voronezh battle wrote in his memoirs: "From the first days of this battle the word "Voronezh" became an emblem of especially severe battles. Crosses of German graves are everywhere in this city where the sacrifice was necessary". Every German soldier understood well the importance of this sector of front. Here was a Soviet shield defending Caucasus and Stalingrad". The whole German division was moved from Stalingrad to Voronezh – it shows exclusive significance of this district of Eastern front.

Gradually, due to the steady bloody fights the fascist's fighting spirit decreased. But not their cruelty. Many concentration camps did their work within Voronezh and its region. Thousands of peaceful civilians, captured soviet soldiers died from hunger and cold. The city became practically uninhabited. But even more cruelty than the Germans shown by Hungarians, descendants of Attila. They raped and killed thousand soviet

women and children, sawed soviet captive soldiers up, broke their heads by iron rods, carved five-pointed stars on people's bodies. Once they grilled a Russian soldier on fire. The January 8th 1943 after horrible tortures the Hungarians shot 7 children down at the age from 10-12 in their mother's presence. 287 children were killed in Ostrogozhsk only. Soviet soldiers and citizens hated Hungarians for their inhuman violence. There was an order in Red army: do not capture the Magyars alive! That is why 2nd Hungarian division was absolutely destroyed: it was a fair retribution for their crime against humanity. This explains well why during putting the rebellion down in Hungary, 1956 more than 3000 insurgents were killed: soviet soldiers still remembered the Magyar's doing.

At night from 24th to 25th of January 1943 on the left bank of Voronezh river powerful shock Soviet troops gathered. And in the morning supporting by barrage fire of reactive mortars named "Katyusha" (by the way, the birth-place of "Katyushas" is the Voronezh's plant of "Komintern". As we see, the first type is "K", and because of the stamp with "K" on machines, soldiers named it "Katyusha"). Voronezh was cleaned very quickly and once for all. For the first time during seven months of steady fights the silence fell.

Summing up, during the battle of Voronezh 26 German divisions, 2nd Hungarian (completely), 8th Italian army and Rumanian units were destroyed. The amount of captures were higher than in battle of Stalingrad. 400 000 soviet soldiers sacrificed their lives for Voronezh city.

Voronezh was damaged to 92%, from 20 000 houses 18 220 were completely destroyed. The city was laying on a minefield. The sappers demined for 4 months 58 000 mines on city's streets. Later more than 300 000 mines were demined.

Besides, the government proposed not to revive the city, but the citizens who returned to the city already on January 26 insisted to do it. The city was restored after few years of great selfless work of Voronezh's citizens.

But why didn't you hear about this battle? Because, as I have said, there wasn't even a term in the history of World War II "the Voronezh battle". Therefore, you haven't heard about it. However, this operation had the same significance as the battle of Stalingrad. But after the war Voronezh became a center of many secret researches on radio electronics, electronics, jet engines, cosmic stations and other spheres of "VPK."

If the government recognized Voronezh's role in Great Patriotic war, thousands of tourists would visit the city, and the confidence of these researches may be broken. The reasons not to give the status of city-hero to Voronezh were found. One of them is that the city was just left by Red army and completely was under the fascist's control, which of course wasn't true (actually it was left by Red army but wasn't completely taken by the fascist's: left part of the city was heroically defending by Russians all the time of the battle). As a result, 1st degreed Order of Patriotic war was only given to the city, all the archives with materials about this operation were restricted.

In 2007 the archives of this battle were opened, and Voronezh became the "City of Army Glory". And the term "the battle of Voronezh" has appeared.

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EVENT-MARKETING AS AN INSTRUMENT OF PROMOTION OF GOODS AND SERVICES

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Modern market is oversaturated with different types of products and services and every company tempts to increase its sales by using various kinds of promotion. Undeniably the most popular instrument for that is advertisement: TV and radio commercials, leaflets etc. However modern consumer has become annoyed by it due to its excessiveness, he feels constant pressure to buy things even when he doesn't want to. Moreover consumers don't trust commercials anymore. That's why advertisement as an instrument of promotion has started to lose its effectiveness and marketing had to find new ways to attract customers and event-marketing was a perfect solution of this problem.

To clarify the subject let's turn to competent sources. According to business dictionary event- marketing is a promotional strategy that involves face-to-face contact between companies and their customers at special events like concerts, fairs, and sporting events. It is the activity of designing or developing an occasion, display, or exhibit (such as a sporting event, music festival, fair, or concert) to promote a product, cause, or organization [1]. A.N. Romantsov in his book about event-marketing defines it as a method of promotion, which is directed to formation and consolidation of company's image and image of products, offered on market, by organizing special events and non-standard actions [2].

A successful event-marketing campaign provides value to attendees beyond information about a product or service. A discount, free sample, charity alignment, or fun event will make customers feel like they are receiving a benefit and not just attending a live-action commercial [3].

There are different instruments of event marketing that are being successfully used by modern companies.

1.   Opening.

The name of event speaks for itself. Its main aim is to draw attention to the appearance of a new company on the market. It's important to attract as many attendees as possible and make company know, that's why an opening has to be very well planned, because first impression is the brightest.

2.   Presentation.

This instrument is widely used for introduction of a new product or service. Its goal is to give information on best characteristics of presented object to target audience, to rouse their interest in it and stimulate purchase.

3.   Exhibition.

This type of marketing event is usually directed to partners, suppliers and corporate clients, but not individual customers. Exhibition is quite similar to presentation, however its significant distinction consists of absence of a timeframe and quantity of demonstrated companies (generally it is a branch exhibition).

4.   Holiday\festival.

Holiday is a large scale-event that requires considerable financial costs and involves lots of entertainment, nevertheless it turns out to be one of the most effective. It makes accent on received emotions. Organizers tempt to give attendees feeling of a party, joy and happiness and this impression will transfer on company's image. Well-known example of a holiday is the Oktoberfest.

5. Promo-action.

Promo-actions can either aim presentation of a new product or service or sales increase of already known goods. There are usually no invited guests at these events, all attendees are random people from the street, that's why they are usually held at public places like malls, subway, parks and other. Tasting, an offer to exchange rival's pack of cigarettes for a pack of own brand, a present for a purchase. Promo-action gives a chance to fulfill the most unusual ideas. Moreover it is the least costly event [4].

There are a lot of advantages of using event marketing in a promotional strategy. Firstly, brands use event marketing entertainment (like shows, contests, or parties) to reach consumers through direct hand-to-hand sampling or interactive displays. The practice works because it engages consumers while they're in a willing, participatory position. In other words events involve emotional effect that's why people become more receptive. Additionally events have intention not only to present a product or service but also a company and its mission.

Secondly, in contrast to traditional advertising, which blasts millions of consumers with the same general television, radio or billboard message, event marketing targets specific individuals or groups at gathering spots, in hopes of making quality individual impressions.

Thirdly, due to reports in mass media and social networks event marketing has a long lasting effect. Moreover event-marketing can be used in spheres where advertisement is forbidden by law, for example tobacco goods and pharmacy.

The key to pulling off an effective event marketing campaign is to identify the target audience correctly and chose place, time, and content of the event according to their tastes and preferences, and create an experience that remains in participants' memories. By finding an opportunity to interact with the right demographic of people – both current customers and prospective buyers – a brand can build favorable impressions and long-lasting relationship [3].

There are 5 stages of planning an event.

1. Research
2. Development
3. Planning
4. Realization
5. Analysis of results
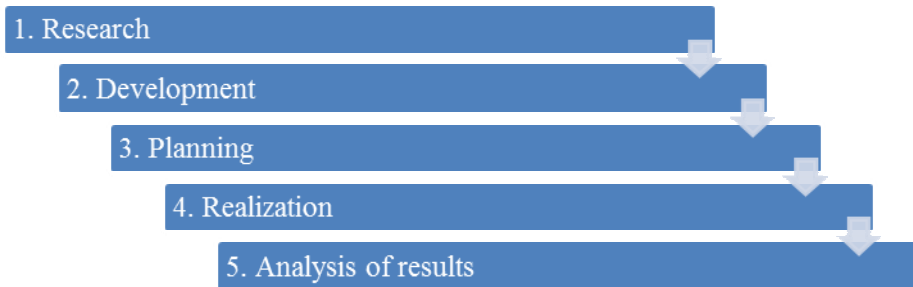
Picture 1. – The stages of planning an event.

Usage of Event-marketing in development strategy of Russian photo academy

To prove what has been said above I'd like to give an example of Russian photo academy's event marketing strategy. It is a photo-school based in Kazan. It was founded in January of 2014 and has been working successfully since. Its first group consisted of 15 people and now there are about 150 graduates and counting. According to schools' manager they have never had material losses and are already working as a profitable organization. All these results have been achieved due to prosperous marketing strategy. The school held a few marketing events that draw a lot of attention of their target audience and they still use event marketing as an effective instrument of promotion. Master classes, grand opening, workshops, photo conferences, webinar are among events held by photo school.

In conclusion event-marketing is a very effective instrument of promotion, however despite all its benefits success depends on a well planned marketing strategy which also includes advertising, PR and internet promotion.

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REVEALING ROLE OF FAMILY RELATIONSHIPS IN COMPREHENDING THE SECRETS OF HUMAN EVOLUTION

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I'd like to start my talk about us with three simple questions:
1) Who we are?
2) Was it only labour that make monkey become human?
3) Is the deep reason quite different?
People have always tried to explain the things they observe either around themselves or inside.

With the development of society human thought was becoming less mystical and naive but, on the contrary, more scientific and well-founded.

As you can see, the evolution itself and particularly human evolution is an auspicious area, so-called tasty food for thought. It lets people give freedom to their fantasy, imagination and being armed with a couple of practical proofs (or even without) they try to weave personal pattern of evolution.

One of such creators was American paleoanthropologist C. Owen Lovejoy who made a number of researches based on our old ancestors' Australopithecus afarensis (1981, 1988) and Ardipithecus ramidus (2009) bone data.

His model of human evolution captivates me with consistency, peculiarity and even cockiness in some way. Moreover, in my opinion, it is so charming that cannot be left behind without being paid enough attention.

I will divide my article into three main parts and the first one is called: "We have not been apes for a long time". For sure, most people will think it sounds quite strange and stop reading this "nonsense". But I would like to give a little remark. By these words I only mean that early hominids weren't chimpanzee-like or gorilla-like either morphologically or socially. Some characteristic features of modern apes appeared long after chimpanzee's and hominids' branches had drifted apart. It was proved by Lowejoy's researches, especially of Ardipithecus ramidus (I will call him affectionately "Ardi" who lived 4,4 million years ago.

He had almost all the necessary things to walk upright: modified pelvis, musculature and appropriate foot. However, he also preserved some anatomical adaptations for maneuvering through the trees…But why did they need such strange way of moving as bipedality?

As we know, it has no energetic profit. Moreover, you are almost defenseless. Some people can say:"Oh, it appeared because hominids needed to carry tools". But, unfortunately, first stone tools, according to archaeologists' data, appeared only 2 or 3 million years ago. And, as I have already mentioned before, Ardi lived 4,4 million years ago. So he had to do something with his free hands for about one million years before SUDDENLY started carrying tools…

Because of this explicit contradiction Lovejoy suggests that social prerequisites, reproductive success became crucial to his evolution.

Now I will turn to the second part of my presentation that is called: "The way to female's heart leads through the stomach". I would like you to pay the attention to this phrase because it is the centre of Lovejoy's model.

He linked three characteristic features of hominids:

1) bipedality,

2) loss of big canines (it is the marker of reduced level in male-to-male conflict),

3) ovulatory crypsis (females don't demonstrate their ovulation) to model the early hominids social structure.

His scientific work has an incredible adaptive suite (spreadsheet, in other words) on which he showed casual connections between some features that appeared in the process of human evolution.

I will not talk about it in minute details but just give brief conclusions based on this model.

As you know, there are two types of reproductive strategies:

1) r-strategy, when the quantity of children is more important than the quality;

2) k-strategy, when the situation is rather different and the main attention is paid to the quality of descendants, the quantity, on the contrary, is reduced.

Because of enormously intensified K-strategy in anthropoids their childhood was prolonged and female while taking care of her child was not able to have one more. They were almost defenseless during this period because they needed nutritious foraging not only for themselves but also for their child; however, they were not able to move long distance looking for food.

So how to figure it out?

They found a solution in so-called sex-for-food strategy. I will try to explain it on a very simple level: male regularly carries food (it is the explanation of bipedality's emergence in males) female regularly gives him her love and they exchange these things with each other. Very convenient, is not it?

Female's choice of the partner was caused by two main points: he had to be able to and be ready to take care of her and child by at least supplying them nutritious food. Because it was not beneficial for her to render someone a service spreading his genes without being sure that she would have the opportunity to realize her own genetic material *successfully*.

Such "family men" were not alfa-males who showed their strength and had high level of aggression. But how females could be sure whether his choice was right or wrong? As I have already mentioned before, there was a special marker of aggression-the size of protecting canines. And, what is surprising, Ardi's canines

were not weapon-like and their size was reduced. Hence, they had low level of male-to-male conflict. This adaptation increased male parental investment and "family men" got higher reproductive success.

Lovejoy suggests that our ancestors choose monogamy as the most profitable strategy.

With pair-bonding it was not beneficial for female to show her readiness to conceive a child to other males, not only hers. Because he might go away, become angry and even kill the child. It is not the best way to draw the attention. So females lost all visible features of ovulation (smell, the size of mammary glands as the marker). By sub reasoning Lovejoy explains the emergence of ovulatory crypsis.

This brings me to the third final point of the article that is partly conclusive:"LOVely enjoyable sides of Lovejoy's model". I would like to enumerate them:

1) It does not contradict to most of existing facts.

2) It explains them in a logical way.

3) It links three characteristic features of hominids (bipedality, loss of big canines, ovulatory crypsis) and does not treat them accidently as many other models.

4) It has far more arguments for than against.

To sum it up, I would like to stress that all theories of human evolution have their own disadvantages because there is not enough material. As A.V. Markov has noticed in his book, all things we can work with are only apes, bones and genes. But I do believe that such fresh ideas as C. Owen Lovejoy's should exist in scientific world, deserve to be respected and discussed because they help human thought to be developed.

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SANCTION'S WAR BETWEEN RUSSIA AND EUROPE

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One year ago on March 6, the Western nations adopted the first targeted sanctions against Russian companies and citizens linked to the conflict in Ukraine. Today we can say those sanctions have been barely effective.

The main goal of the sanctions, which were introduced in stages, was to stop Russian aggression in Ukraine. Instead, Russia paid no attention to the sanctions and subsequently 1) annexed the Crimean peninsula; 2) unleashed an armed conflict in eastern Ukraine; 3) effectively transformed a significant part of the Donetsk and Luhansk regions into a territorial entity independent of Kiev by autumn of 2014 (the time of the first Minsk agreements); 4) sharply expanded the territory under the separatist's control, including the logistically important Donetsk airport and the city of Debaltseve, in February 2015 (Minsk-2).

Thus, not only did each stage of sanctions fail to stop Russian aggression in Ukraine, but it didn't even prevent Russia from escalating the conflict in a "stop-and-go" manner. Moreover today neither Western politicians nor experts have a clear understanding of Russia's end goal in Ukraine.

President Obama has stated on several occasions that although the sanctions have failed to bring about the intended political outcome, their introduction had a significant impact on the Russian economy by significantly weakening its stability. This statement, however, is far from obvious not only in regard to the Russian economy as a whole, but also as it pertains to Vladimir Putin's cronies.

The individual sanctions that were imposed against the friends of the Russian president did not extend to their family members, who were either the legal owners of their assets, or became the legal owners once the sanctions were imposed. In addition, individual sanctions didn't take into account combined ownership, which relieved such companies as Gazprombank and SOGAZ (an insurance corporation) from their punitive effect.

Many Western officials believe the introduction of sectorial sanctions created the conditions for a sharp deterioration in the Russian economy and provoked the financial crisis of December 2014. This assertion also fails to pass the test, for the following reasons:

Sectorial sanctions against the Russian oil and gas industry apply to Arctic deep-sea and shale exploration. These projects are currently in the earliest stages of geological study and none of them is being devel-

oped at the moment, meaning sanctions have no impact on the current volume of Russian hydrocarbon production.

In the immediate aftermath of the sectorial sanctions, Western service companies refused to sign any new agreements with Russian oil and gas companies. If this scenario had continued, we would see a decline in Russian hydrocarbon production as early as by the end of this year. However, this threat disappeared in late-2014 when Western companies began to sign contracts with Russians through their daughter structures, or subsidiaries. The Houston-based Schlumberger went even further by purchasing a 45.65-percent stake in the Eurasia Drilling Company, the largest provider of drilling services in Russia.

Financial sanctions that prevent Russian state-controlled banks and companies from raising new capital in international markets turned out to be more effective, and practically resulted in the complete closing of the capital market to all Russian corporates. In these circumstances, scheduled foreign debt payments inevitably put pressure on the Russian balance of payments and led to the weakening of the ruble at the end of last year, when foreign debt repayments reached their peak. At the same time, the global price of oil began to fall in the middle of last year, dropping to less than half of its mid-summer level by the end of 2014. It is safe to say that the decrease in oil prices turned out to be a much stronger factor in sparking the Russian financial crisis in December: the drop in oil prices that month to $ 48 barrel meant the loss of approximately $ 200 billion in export revenues per year. By comparison, the amount of funds needed to pay off the foreign debt of Russian banks and companies scheduled in 2015 is about half that amount.

Yet while the direct effect of economic sanctions is limited, their ongoing indirect effects may turn out to be much more serious and long-lasting. First, the resulting sharp acceleration of inflation inflicted significant pain on the Russian economy. The embargo on Western food products imposed by the Russian government only exacerbated the growth in prices, which became uncontrollable in December 2014-January 2015 due to the sharp devaluation of the ruble.

Second, the combination of rising inflation, devaluation of the ruble and the drop in revenues from oil exports created the need for a radical rewriting of the Russian federal budget for the current year. This interfered with the normal functioning of many state-funded structures, which to this day remain in the dark about the amount and conditions of their future funding.

Third, the sudden drop in export revenues and the need to pay off foreign debts led to a significant decrease in imports. This will negatively affect the current consumption of Russian citizens and, more importantly, will lead to the freezing of many investment projects. The decline of investment in Russia has already continued for the third year in a row, and is expected to be the main driver of the current economic crisis.

Why did the sanctions have a weak effect? This may have been no accident. Most likely the West didn't want to use harsher measures to pressure Russia, in hopes that it would be able to move the conflict toward the stage of negotiations.

For Europe, large business projects in Russia are an important factor in its own development. Since European business clearly didn't want to lose its position in Russia, it didn't let up its lobbying pressure for a minute. For the United States, whose economic ties with Russia are negligible by comparison, Moscow is mainly important as a partner in resolving the conflicts in Afghanistan, Iran, North Korea, Syria, and cooperating in the battle with ISIS. Meanwhile, any new talk of tightening sanctions against Russia led to additional losses for European business, and was therefore viewed with suspicion in Europe.

Moreover, since hydrocarbons account for more than 2/3 of Russian exports –which the European economy is currently unable to refuse – then imposing any kind of sanctions that limited Russian exports would have been impossible from the outset.

In summing up the past year, we can draw the following conclusions:

The West doesn't have a clear strategy when it comes to adopting and/or expanding sanctions; each time, this question has been approached from scratch. This became obvious when the most punitive, sectorial sanctions were imposed after what was generally a localized episode – the downing of MH-17 – that had no effect on the military situation in the conflict region. On the other hand, despite numerous statements that it would do so, the West did not respond with any sanctions either to the summer offensive of pro-Russian separatists in Mariupol that fundamentally altered the balance of power in the region, or to their winter offensive in Debaltseve that had improved transportation links between Russia, Donetsk and Luhansk.

For various reasons, the West does not seek to increase the economic pressure on Russia and doesn't see sanctions as the main instrument through which to influence Russian policy. Instead, the West prefers traditional methods of diplomacy – an apparent mistake in the confrontation with the current Russian leadership, which has clearly decided to employ nontraditional forms of international relations.

Russia's "stop-and-go" politics in eastern Ukraine (characterized by the constant rotation of military operations and negotiations) is the optimal approach toward Russia's goal of minimizing the threat of additional sanctions.

EIGHT IMAGES OF JOURNALISTS IN MODERN LITERATURE

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Journalism has become such a popular profession that a lot of contemporary authors refer to it these days. Science fiction, drama, comedy, novel – image of a journalist appearsin different genres.

The profession itself is many-sided, that's why each writer pictures it in his own way. I have reviewed several works in which bright image of journalist appears. On the ground of my research, I have divided images of a journalist in modern literature into eight types:

Type 1. Carrie Bradshaw

She is a successful young woman, outwardly – a typical feminist and careerist, but a princess inwardly, secretly willing to meet The Man of Her Dreams. Usually a journalist of that type works (or wishes to work) in a fashion magazine, preferably in Vogue. Her job duties include meeting and talking to interesting people, visiting fascinating places, wearing stylish outfits and, eventually, writing interesting articles. Her main problem at work is her far more successful boss, a woman who is hard to please.

Type 2. Dr. Gonzo

This image primarily appertains to gonzo-journalism that was founded by journalist Hunter Thompson. Dr. Gonzo is a reckless person, who does not separate life from work. He does not work in "aseptic" office and does not write articles on boring meetings. His job is throwing himself into whirlpool of various unpredictable events, becoming part of them, merging with society, no matter how shallow and vicious it is. Dr. Gonzo is a desperate and brave adventure seeker. Journalism for him is a means of getting more adrenaline. That image is typical for gonzo-journalism, also for books about adventures and risky affairs.

Type 3. The voice of London

The title comes from the book "V for Vendetta". The voice of London is a TV anchor Lewis Prothero. The man is the talking head, the voice of the nation enslaved with totalitarian regime. He says that the government needs to hear and listen, he has its full trust. However, he understands more than he is supposed to, and eventually gives his life for that. In other similar books about dystopia an image of such an anchor is combined with an image of the Ruler, who also knows much more than he tells.

Type 4. Sherlock

It is a type of a detective journalist. Mystery and secrets beckon him. He starts (even if no one asks him) investigations of murders and mysterious disappearances immediately. Shining example of adetective journalist is Mikael Blomkvist from "The Girl With The Dragon Tattoo".

Type 5. Hero

This image is particularly related to a hero, not to a journalist. Typically it is shown unliterary works about wars, emergencies, catastrophes. The journalist is ready to go into the heart of danger. But at harsh moments the most important is the human who goes through extremely difficult situations that can even threaten life. His duty as he thinks is to tell the coming generation about the things that happened to him and to his friends. The strongest work of that category is "Notes from the Gallows" by Julius Fuchik.

Type 6.VladilenTatarin

The image is named after the main character of the novel by Victor Pelevin "Generation P". He is a man who knows how the system operates from the within. He not only simply controls mass media but also creates a different reality in his works. He knows what an average consumer wants to see for sure. Image of that journalist often appears in dystopian novels (like "Hunger Games") and in fantastic writings.

Type seven. Buzzing mosquito

That is how the word "paparazzi" is translated from Italian. These journalists are eager to do anything for the exclusive and sensation. All surrounding heroes raise negative attitude towards them. They often play supporting parts in films and take secondary place in books. Particularly, this image fits strangely into the novel "World War Z" about zombie-apocalypses, where courage of the journalists becomes presumptuous foolishness.

Type eight. Partial cynic

This kind of person is a real professional in his job; he is a journalist from head to heel. He has been working in the journalism for so many years that he knows what a reason of his skeptical and cynical look on everything is. However, that is just a cover of inborn favor towards his work, worries about happenings around. This image is typical of Davlatov's pieces but roots date back to Ernest Hemingway's literary works.

These images were distinguished basing on my observations and they are not exhaustive. It highlights the initial thought: journalism is very diverse area.

JOURNALIST'S WORK IN EXTREME CONDITIONS: THE ETHICAL ASPECT

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In recent years the world has witnessed an increase in the number of emergency situations, as well as the damage caused by them. For example, in 2015 the following emergency situations have taken place: the War in Donbass, the collapse of the passenger aircraft Airbus A320, the fire in the shopping center "Admiral". We could go through this list for a long time. The media plays one of the most important roles of the social control in emergency situations creating a culture of a modern person. This requires understanding and the knowledge of compensatory media resources. Under the compensatory resource we mean that the nature of the media has a positive impact on the psycho-emotional and physical condition of people caught in the zone of extreme situations.

It allows to reinforce all the catastrophic consequences or on the contrary to protect society from their negative impact. As a rule, information about emergencies dominates in the media.

Disbalance between the actual level of emergency and the nature of their display in the information space leads to psychological instability of the population.

Of course, not every journalist faces dangerous, risky situations in practice. But life is unpredictable and you never know what might happen the following moment. Each of us can become a victim of extreme living conditions. Journalism is a profession, it is quite tense and dangerous. In pursuit of exclusive material journalists often do not think about their safety, the main thing for them is ratings jerked upward. And someone even considers it his duty to talk about the dark side of the state. One way or another, each of us must always be prepared for the possibility to take risks. The most important thing in this situation, in spite of all the difficulties, to stay a man, always observe basic moral and ethical behavior.

The objective of our research isto describe the aesthetic aspects of the journalist work in extreme situations.

The object of the study is the journalist's work in emergency situations.

The subject of study is the aesthetic aspect of the work of journalists in extreme situations.

To achieve this goal it is necessary to solve the following problems:
• to find out what professional ethics of journalists is,
• to analyze international media law and international law,
• to find out what "Gonzo journalism" is and who "combatants" and "non-combatants" are,
• to consider the examples of violation of professional ethics during extreme situations,
• to select the basic rules of journalistic work in emergency situations,
• to select an aesthetic aspect of the media in emergencies,

Before talking about the aesthetic aspect in extreme journalism, let's see, what the professional ethics of journalists is. It is a system of professional standards, ethical principles, which every master of the pen must adhere to.

Journalism in Extreme Situations is one of the areas of journalism in which the data collection and analysis is conducted directly from the places of emergencies, fighting, man-made, natural and other disasters. Journalist's work at this point is complicated by the danger to life and health.

In fact, neither side of the conflict is interested in getting objective information about the causes and development of the conflict by a journalist. Each side has its own truth and view of the matter. It is difficult for a journalist to convey the essence of what is happening as truthfully as possible carefully analyzing all the available facts and opinions of witnesses.

It is also important to compare the official information and the one that non-governmental organizations, which have their own informants, give.

Naturally, the desire to express the opinion about what they saw and heard as well as to quote people who cast the blame on the other side of the conflict needs to be seriously controlled. The first thing to remember is the principle of "doing no harm". Everyone can have an opinion but professional masters of the pen should think hundred times before they write something.

One of the components of journalism in extreme situations can be called gonzo journalism. This is a trend in journalism which is characterized by total recklessness. Gonzo- style of journalism, based on the maximum of honesty, is a brash report without any rules contrary to the general system of rules. This journalism does not accept censorship, it often contains illiterate texts written with the use of abrupt incoherent phrases. The author speaks not only as a storyteller and the main character of the material but he also has no connection with the genre of the text. It is unstable, fickle, not regulated.

Summing up, we can say that the media plays a huge role in the coverage of these kinds of situations. Feeding material properly, journalists can control people's minds, the culture of the individual. The media are seen as the main subject of public opinion formation.

Do not forget that journalism in extreme situations is a very dangerous profession and it will always require special skills and knowledge from the reporter. Whatever exclusive the material is, the first and foremost that is required from the journalist is to show his or her human qualities.

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INVENTION DEVELOPMENT

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The number of Russians who are interested in science and technology has decreased from 68% to 47%. Due to the questionnaire I came to the conclusion that the interest to science and inventions is falling down in our country. Another area of great interest is the production goods. We can`t compete with European and Asian ones. Why does it happen? Our Russian modern informative society seems to be interested in new inventions and science technologies. It seems to me, the theme of invention in Russia is up to date.

I made a project having been interested in this theme. The target of my project work is studying of the reasons of falling interests to science discoveries to work out the ways of solving this problem. The target is connected with the following tasks: to clear the reasons of decrease of interest to science and inventions, to analyse the current laws and new projects, to find out the issues and difficulties of investigation development, in the end, to suggest the ways of solving the drawbacks.

Chapter 1. The Investigation Development in Russia

The history of our country is famous for outstanding inventors, who made a great contribution to the development of Russian and World science. We know such scientists as A.N. Lodygin, D.I. Mendeleyev, K.S. Dzhevetsky, V.I. Sresnevsky. Thanks to them Russia was one of the leading states in the succession of scientific-developed countries.

It can be possible to underline several steps in the history of Russian inventions: preparatory (during XIX century), beginning step (from the end of the XIX century till the middle of the XX century), extensive one (from the mid 50th to the mid 80th of XX century), when Russia became the World Leader in number of in-

vestigations, the last step is stagnation (lasting from the mid 80th till nowadays).

The period of investigation`s development is characteriesed by the work of world-famous scientists as R.E. Alekseev, E.D. Vorobjev, N.V. Gulia, A.A. Gorokhov, S.A. Lebedev, S.P. Korolyov.

It was interesting to know what happens with the inventions` development in modern Russia? Why has the declarations and patents on inventions decreased? Besides, our country is among the 20 countries in patents on inventions and among the 30 countries in declarations on inventions. What problems does the science face to? What are the possible ways of solving them?

The science is not a previleged business in modern Russia. It was proved that only 11,2% of graduators work in the scientific areas. Unfortunately, only 4,7% of scientific staff is in higher education.

There are some problems to get an invention patent. The current Patent Law of RF prohibited to patent only the results of intelligent activity in the science-technology field to be used in industry. To get an own patent the scientist has to prove that his invention hasn`t been created during working hours. Moreover, the procedure of getting patent is following by paying taxes and the payment to the patent expert service. So, tax is paid of:

a) the declaration of the patent;

b) the holding of expert procedure;

c) to list an invention.

These activities are connected with time limits. That`s why scientists prefer to get new knowledge and discoveries inside their organization. And other problems are connect with cheaper development of foreign projects, difficulties in products advertising, unconfidence in state support.

Chapter2. The issues of invention`s development and the ways of their solving.

During the working on the project, I decided to conduct a questionnare among the students of one Kazan`s school. The following questions have been suggested to the graduators from school #84 in Kazan, Tatarstan.

− Do you think that the work of scietists is forward-looking?

− Would you like to invent something new and useful for your country?

− Do you think that some difficulties might occur in your invention promotion?

− What kind of difficulties can you face to?

− Do you participate in scientific conferences, Olympiads (competitions)?

The results of the questionnaire seemed to be of great interest. So, the majority of the respondents (89%) support the first variant, that the scientist`s activity in our country is competitive and perspective.

As for the second question, about 85% of the respondents would like to invent something useful for their country.

As for the third question, 100% were agree that they could possibly face to the issues with innovation promotion and spreading.

In addition, there were different variants such as: the lack of confidence in the good`s promotion (13%), financial drawbacks (60%), the lack of self-confidence and ambition (10%), unpopular area of science (17%)

Another area of great interest was the fifth question. I came to know, that only 5 students out of 39 are interested in science and participate in some kind of research work (about 12%)

I can make the conclusion that young generation is interested in science and inventions. But on the other hand, young people are not eager to devote themselves to scientific researches because it seems undeveloped and powerless. This problem is worth discussing / But the most important is to solve this problem. The young generation might solve it.

To sum up, the following ways of solving the issue can be suggested:

1) first, the legistative system should be improved; it needs amendments deal with the scientific activity,

2) scientists should be supported by good money, scientific establishments with modern equipmented should be constructed,

3) young generation upbringing, scientific work should be granted,

4) development of free scientific sections, such as "young technician".

Our goverment should face to the issue of research development. The key point is young generation. It should be granted by the trips to the main state scientific centers, invitations to the native and foreign universities, meeting with scientists, increasing scientific clips in Mass Media for children and youth.

In spite of the fact, that Russia is in scientific crisis there are famous scientists and inventions: G. Perelman, A. Pazhitnov, J. Alferov.

And we can see the talented and creative people on the Internet. There are many interesting inventions and unusual applications of ordinary things.

In conclusion, in our country students get fundamental education, develop their skills and abilities, crea-

tive thinking. In the future these students will become qualified scientists highly demanded abroad. Our government has to give the first stage to invention development. Russia is believed to become the center of scientific world life, as it has been recently during its golden era.

MULTIMEDIA PUBLICATIONS

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Multimedia technology at this point in time play an important role in a variety of areas such as education, culture, science, medicine and industry. Provides ease of use of multimedia information perception person since the person has a significantly different from the computer means and information processing means having a shape perception convenient for humans.

Thus the main objective of this study reveal the influence of the media becomes the perception of text information. From which of the following tasks:

- consider the impact of printed text;
- to examine the effect of visual information;
- identify synergies printing and visual impact in the multimedia.

The object of study: multimedia magazines with DVD-discs.

Subject of study: multimedia publications.

In this work, we decided to look through the publication of the impact of multimedia on the perception of information on the example of the magazine with a DVD-disk "Journey through Europe" published by De Agostini.

Consider all the components of multimedia.

The text is the most important means of transmitting information, and he has not lost its significance until today. The advent of computers has raised working with textual information on a previously unattainable heights. Development of a WWW page by using language HTML (HyperText Markup Language).

Image of the first method of capturing information in human history. The easiest for people of antiquity it was because coming up with nothing needed, it was necessary only to be able to copy the reality on the makeshift canvas. Currently, computer graphics is an important information element.

Sound wave - it's an analog signal. Sound world surrounds us constantly. We hear the sound of the wind, the rustling of leaves, gurgling waterfalls, people's voices. The world of digital audio - this is the next element in the information world with which we begin to get acquainted. World of sound gradually was connected with the digital world. As experts say, the sound is the most expressive part of the media.

As for the video, in today's world there are now two types of video together: analog and digital. Analog video – video type, which is used in television. The screen image is created when the movement of the electron beam across the screen coated with phosphor - material that emits light of a certain wavelength, t. E.A certain color. This process is called scan, and passes along the rows (horizontal) and the frame (vertical). For the moving video every second to scan multiple frames. Digital video – image or series of images, in which information is stored in digital form. It uses digital signals and standards that differ from international standards for the broadcast and display images on the screen used in analog video. The benefits of digital video recording, as compared to analog, are as follows: This technology minimizes the number of noise and distortion, preserves image quality while copying, lets you record high-quality sound, image resolution twice as high as the ability to quickly and easily edit video and others.

This publication is a collection of magazines, telling the reader about the different parts of Europe. The magazine by the readers became a kind of copy of the Golden Globe of the same edition. It includes 50 magazines, each of which describes the particular city. On each DVD movie duration 75-100 minutes.

The text of the magazine is a popular scientific and journalistic style. If we talk about the availability of the presentation of information, it may be noted that the vocabulary of the magazine is simple and clear to any layman. All terms are explained in the articles. The text is organized as a whole tour, that is despite the fact that in each new text describes another point of interest, they are built on the same principle and stylistically support the overall picture. The text is a narrative with elements of description, as monuments not only described, but also the reader tells the story of creation, development and advanced feature. The text is written out of time, that is, its relevance will take place not only in a certain period of time, and at any time.

Magazine illustrations are photographs of architectural monuments and local attractions, as well as include landscape views, diagrams and drawings and portraits of great figures. For example, in the first issue

can be seen as a photo of the Cathedral of Notre Dame, the Louvre, the Eiffel Tower, Montmartre and the mountains, Montparnasse and the Eiffel photo and da Vinci. Illustration of color and black and white, they do not have an original approach and is a common popular photos.

The sound track of the journal is presented on DVD. It has a number of features. For example, the film is no common musical theme, each city matched his music. Be sure to use national motives of the country. Also present on the track people's voices, sounds of nature, which introduce the viewer right into the reality of the terrain, and the voiceover narrator. It should be noted that the words of the narrator does not repeat the log text. The word is much broader and more describe the items and tell the story.

As for the visuals, this is a typical documentary with imprinting residents, general and close-ups of attractions and landscapes. Video shot so that looking at it, a feeling that man walking at this point in the city. Transitions are sharp and more like cutting staff. Also characteristic are the lack of interviews.

Thus, we conclude that all the informative part of the magazine are responsible for the different perceptions, but also give a complete picture of the information, thereby embodying a synergistic factor in life.

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LE PROJET DES BERGES DE KAZAN ET L'EXPERIENCE DU DEVELOPPEMENT DURABLE DES VILLES FRANÇAISES

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Notre ville évolue rapidement comme une invention perpétuelle et un miroir qui reflète la capacité d'éprouver le goût de vivre ensemble. La ville est devenue l'endroit d'echange culturelle, spotive et politique.

La reconquête des espaces des régions au long de la rivière de Kazanka a donné la vie aux nouvelles relations entre la ville et l'espace naturelle. Les berges du Rhône à Lyon illustrent bien ces relations. Dans ce travail de recherche on voudrait proposer une nouvelle vue et une nouvelle conception des berges de Kazan. Grâce à ce modèle urbain écologique l'idée de notre conception pourrait devenir réaliste et durable. Les berges de la rivière de Kazanka deviennent l'emblème de la panorama de notre ville qui s'ouvre de la cité historique du Kremlin, des constructions sportives et culturelles.

Depuis deux ans à Lyon, par exemple, les berges sur la rive gauche du Rhône offrent aux habitants et aux flâneurs de cette belle ville française un nouvel espace de loisir et de la communication pour la détente, le sport, la convivialité et la liberté. Les berges du Rhône à Lyon sont conçues et réalisées en raison de l'évolution de la mode de vie moderne pour les déplacements aisés dans la ville, le repos avec les amis et la famille et la contemplation de la vue panoramique des berges. Autrefois cet endroit exceptionnel au centre de la ville servait à parking et il n'était pas adapté pour le repos. Mais après les suggestions des architectes, le dialogue avec les habitants on a vite compris que les berges ont besoin d'une autre planification et la transformation.En ce qui concerne de notre ville, dès l'année 2014 on a commencé les travaux sur l'aménagement de la cité et de cet endroit historique. Néanmons, les projets sélectionnés ne sont pas les meilleurs: la surface est en béton, peu de verdures et de bancs pour le repos. Un double caractère urbain et naturel devrait favoriser le sentiment d'être à la fois dans et hors de la ville, dans un espace ouvert qui symbolise la liberté pour que les habitants puissent se relaxer sur les berges de Kazanka. Le but des berges est multifonctionnel qui proposerait en même temps le parcours flivial souple, fertil et évolutif. C'est l'esprit d'un lieu particulier entre la rivière qui se jette dans un grand fleuve russe et la ville aux multiples visages. La ville de Kazan dispose d'un site géographique assez favorable qui offre un tel sentiment d'espace, d'ouverture, d'air, de tout le tissu urbain et industriel.C'est un formidable espace de vie à réinvestir au cœur de la ville de Kazan.

Ainsi, dans notre projet il y a un parcours de trois kilomètres pour les piètons et les vélos, un sillon de nature dans la ville. De larges berges de l'espace donnent toutes les possibilités qui pourront multiplier des

usages et des fonctions différenciées. Pour les déplacements doux on pourrait aménager un tapis lisse confortable tout le long du parcours pour une autoroute à vélo. Ce serait un espace public avec des rubans verts pour les déplacements souples.

Donc selon la conception de notre projet les berges auriaient une belle vue panoramique grâce aux contacts physiques avec les eaux de la rivière sur les plages, dans les pontons, estacades, etc. La végétation est le point important, elle devrait tenir compte de l'activité sociale. Les berges offrent un riche repertoire de matières et des nuances naturelles: arbres, pierrre, béton, galets, etc. En reconquérant les berges de Kazanka, notre ville pourrait offrir aux promeneurs dix hectars supplémentaires au bord de l'eau, un grand parc naturel qui relie les habitants et les quartiers. Cet espace de liberté pourrait continuer à évoluer au fil des aspirations et des modes de vie contemporains.

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LA MEMOIRE HISTORIQUE DES FRANÇAIS: LES MONUMENTS À JEANNE D`ARC AUX XIX-XX ÈME SIÈCLE EN FRANCE

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Aujourd'hui le problème de la mémoire est devenu très populaire dans les sciences humaines. Les sociologues, les philosophes, les psychologues et bien sûr les historiens s'adressent à ce phénomène dans ses recherches.

On utilise et on interprète souvent differement la notion de la mémoire historique. L.P. Repina estime que d'une part c'est un des principaux canaux d'expérience et d'information sur le passé, mais de l'autre – un facteur qui assure l'identification des groupes sociaux. En outre, la mémoire historique comprend des modèles qui permettent à une personne de se rapporter à un groupe national particulier. Ces modèles peuvent être associés aux monuments de Jeanne d'Arc.

L'image de Jeanne d'Arc dans l'histoire française est tres importante. Pour les Français, la guerre de Cent Ans est une période importante dans le passé qui est liée étroitement à la naissance des sentiments patriotiques. Au fur et à mesure le caractère de la guerre changeait sa nature: le conflit politico-militaire est devenu pour la première fois un affrontement entre deux nations. La bataille d'Orléans a contribué à la rupture dans la guerre-libératrice et la victoire a formé un sentiment national français.

L`intérêt pour Jeanne d'Arc apparaissait et disparaissait pendant six siècles. Les historiens considerent que la période du XVI-XVIII siècle a été une période de l`oubli de Pucelle d'Orléans [1]. Mais à la fin du XIX siècle, la situation politique en France est devenue très grave. Après la defaite les créateurs de la Troisième République ont dû reconstruire le fondement de l'unité des citoyens et de recréer la société française. Une génération a connu trois révolutions, deux monarchies, un court régime républicain et la défaite dans la guerre franco-prussienne. L'image de l'histoire nationale était axée sur la sélection des faits uniques du passé, qui ont expliqué le développement progressif et graduel de la «nation». Il avait à cette époque-là une image spécifique d'une femme – héroïne dont on commence à utiliser pour identifier chacun des Français avec sa nation.

L'objectif de cette article est de révéler la fréquence de l'installation des monuments à Jeanne d'Arc pendant cette période situés sur le territoire de la France et à l'étranger. En plus on utilise les textes, qui contiennent des informations sur les monuments écrites: le catalogue en ligne des monuments et des sculptures mondiaux, le site officiel de l'administration des villes françaises, les magazines, les journaux et les affiches de XIX, XX-ème siècles. Il y a seulement deux annuaires rconsacrés aux monuments dédiés à Jeanne d'Arc de XVI-XX, écrites par le savant- amateur Français Bernard Mugnier [2]. Ici nous réalisons pour la premiere fois une analyse des monuments dans la pratique de commémoration monumentale qui comprend l'identification du monument à la personne, son financement, le processus d'installation et les participants de l'événement [3]. Cette analyse vise au maintien de la mémoire historique. De quoi depend ce processus – du pouvoir ou de de la société?

On a constaté que l'activation de l'installation de monuments a sa cause: c'est un événement religieux associé au nom de Jeanne d'Arc ou événement politique mondiale.

Nous avons examiné plus de 100 monuments dans les villes: les sculptures de jardins, les monuments sur les places centrales ou les monuments aux soldats tombés pendant les guerres mondiales.Le premier sursaut de l'installation des monuments tombe à la fin du XIX siècle. À bref délai on a inauguré 21 monument.

Après la défaite dans la guerre franco-prussienne, au cœur de Paris, à la place de Pyramide on a inaugure la statue de Jeanne d'Arc à cheval, l'œuvre du peintre-sculpteur E. Fremiet.Cette sculpture a été commandée par le gouvernement de la Troisième République pendant le "boum" monumental de cette époque. Cette statue, comme beaucoup d'autres à cette époque, "était destinée à restaurer la confiance d'une nation humiliée depuis 1871" [4]. Le pouvoir recourt à l'aide deces statues quand il faut d'unir et de consolider les Français, en utilisant une image brillante et positive du passé.

Le lieu de l' installation du monument n'etait pas choisi par hasard: en 1429 cette jeune fille héroïque était ici pendant la libération de la ville . Cette statue est devenue un lieu de la réunion du Front national, et ici se déroulent les manifestations annuelles en l'honneur de Jeanne d'Arc. A propos, Basovskaya N.I. dit: «Aujourd'hui en France, les forces de l'extrême droite utilisent le nom de Jeanne d'Arc pour cacher leur propagande nationale» [5]. À notre avis ce fait prouve bien l'utilisation de l'image de l'héroïne au discours idéologique.

On commence à construire les monuments à Jeanne d'Arc dans toutes les villes liées à la Pucelle d'Orléans – Nancy, Chinon, Reims, Paris, Mirecourt, Vaucouleurs, etc.

L'Etat participe activement à perpétuer la mémoire de l'héroïne nationale, l'un des quatre exemplaires du monument du Paul Dubois a été créé à Paris sur la place Saint-Augustin, à l'initiative du Président Félix Faure en 1900.

Il suffit de copier les œuvres originales d'auteurs comme Denis Foyatier, Louis Forunier, Félix Charpentier installés non seulement en France mais aussi aux États-Unis, en Australie, au Canada. Les copies de monuments émergents indiquent que le processus d'installation est transformé en pratiques culturelles.

Au début de la XX siècle et jusqu'à la Première Guerre mondiale, les gens commencent à s'intéresser aux monuments et finacer eux-mêmes la construction. Dans ces années on a établi six monuments à l'initiative non-gouvernementale. Par exemple, la commune de Saint-Maurice Roche achète la Roche de Vaux à proximité de l'Alsace pour installer une statue de Jeanne d'Arc. Les journaux expliquent pourquoi: "Marchal s'est inquièté de la perte de l'Alsace pendant la guerre franco-prussienne," au XIXe siècle cette statue avait pour les gens la signification symbolique – l'expulsion des Prussiens du territoire français.

Il est difficile de parler de points culminants de l'installation des monuments après 1888, parce que à partir de ce moment, les monuments se dressent presque chaque année. Le processus d'installation prend cours et ne s'arrête pas. On ne peut parler du changement de l'image iconographique. Le thème actuel de la guerre se reflète dans les monuments où Jeanne d'Arc nous apparaît comme un soldat aux mémoriaux, dédiés aux soldats tombés au combat. Par exemple, le complexe mémorial à l'Orvault (1921), à Reichshoffen (1923), à Bitche (1925), consacrés aux combattants et où il y a des tablettes commémoratives avec les noms des victimes.

Après 1920, lorsque la canonisation de Jeanne d'Arc a eu lieu, l'image de Sainte, l'image de la Pucelle d'Orléans est née. Ainsi, au milieu du siècle on fait apparaître Jeanne d'Arc – un personnage brillant et positif de l'histoire passée, qui a contribué à la naissaissance et au développement de la nation française.

En outre, XX siècle – c'est le temps de recherche de l'identité et à ce moment l'image de Jeanne a commencé à utiliser activemen par les Français. Pour le pouvoir Jeanne d'Arc c'est l'exemple de l'union du peuple et de son identité, pour le peuple – le sauveur de la patrie, pour le soldat – le vainqueur, pour les croyants – la Sainte. Nous voyons comment les monuments mobilisent la variété du discours, contiennent la mémoire sur le moments clés de l'histoire, et qui sont l'expression de l'autodétermination des Français.

La mémoire historique relie le passé, le présent et l'avenir, Jeanne d'Arc c'est un des symboles de la mémoire historique des Français, qui agit comme un identificateur pour chacun: du soldat du XIXe siècle jusqu'au chef actuel du Front national Marine Le Pen.

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CRIME INVESTIGATION METHODS: THE NEWEST TECHNIQUES IN CRIMINALISTICS

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Clues are always left even after the most elaborate and thought-out crimes. Any nicety, any trifle, e.g. a scrap of paper, a butt in ashtray, a fingerprint, a hair – is a speechless witness, which can «tell» us a lot. The crucial point is to make them tell. This is the duty of criminalists. When any newest scientific technology occurs, it immediately starts being used by representatives of the criminal world. That's why criminalists not only have to work out and implement their methods but to be able to take one step further as well. Over the last 20 years criminalistics was transfigured completely and drastically.

The present paper is devoted to the newest techniques in criminalistics as crime investigation methods. Modern resources and methods of criminalistics are based on red-hot achievements of natural science, mathematics, analytical chemistry and physics, cybernetics, physiology and other sciences.Within the given paper I would like to address the reader about the top-10 newest and the cutting-edge technologies, which appeared in the wake of the most eminent breakthroughs of contemporaniety. These are the technologies, widely applied in forensic science – technologies you've probably even never heard of:

1. Laser Ablation Inductively Coupled Plasma Mass Spectrometry (LA-ICP-MS): When broken glass is involved in a crime, putting together even the tiniest pieces can be key to finding important clues like the direction of bullets, the force of impact or the type of weapon used in a crime. Through its highly sensitive isotopic recognition ability, the LA-ICP-MS machine breaks glass samples of almost any size down to their atomic structure. Then, forensic scientists are able to match even the smallest shard of glass found on clothing to a glass sample from a crime scene.

2. Alternative Light Photography: For a forensic nurse, being able to quickly ascertain how much physical damage a patient has suffered can be the difference between life and death. Although they have many tools at their disposal to help make these calls quickly and accurately, Alternative Light Photography is one of the trend- setting tools to help see damage even before it is visible on the skin. A camera such as the Omnichrome uses blue light and orange filters to clearly show bruising below the skin's surface. In order to use this equipment, you would need a MSN in Forensic Nursing.

3. High-Speed Ballistics Photography: You might not think of it right away as a tool for forensic scientists, but ballistics specialists often use high-speed cameras in order to understand how bullet holes, gunshot wounds and glass shatters are created. Virtually anyone, from a crime scene investigator to a firearms examiner, can operate a high-speed camera without any additional education or training.

4. Video Spectral Comparator 2000: For crime scene investigators and forensic scientists, this is one of the most valuable forensic technologies available anywhere. With the aid of this machine, scientists and investigators can look at a piece of paper and see obscured or hidden writing, determine quality of paper and origin and "lift" unindented writing. It is sometimes possible to complete these analyses even after a piece of paper has been so damaged by water or fire that it looks unintelligible to the naked eye.

5. Digital Surveillance For Xbox (XFT Device): Most people don't consider a gaming system a potential place for hiding illicit data, which is why criminals have come to use them so much. In one of the most ground-breaking forensic technologies for digital forensic specialists, the XFT is being developed to allow authorities visual access to hidden files on the Xbox hard drive. The XFT is also set up to record access sessions to be replayed in real time during court proceedings.

6. 3D Forensic Facial Reconstruction: Although this forensic technology is not considered the most reliable, it definitely appears as the most interesting among the available once to forensic pathologists, forensic anthropologists and forensic scientists. In this technique, 3D facial reconstruction software takes a real-life human remains and extrapolates a possible physical appearance. In order to run this type of program, a Bachelor's Degree in Forensic Science, a Master's Degree in Forensic Anthropology or a Medical Degree with an emphasis on Forensic Examination and Pathology is required.

7. <u>DNA Sequencer</u>: Most people are familiar with the importance of DNA testing in the forensic science lab. Still, most people don't know exactly what DNA sequencers are and how they may be used. Most forensic scientists and crime lab technicians use what's called DNA profiling to identify criminals and victims using trace evidence like hair or skin samples. In cases where those samples are highly damaged, however, they often turn to the more powerful DNA sequencer, which allows them to analyze old bones or teeth to determine the specific ordering of a person's DNA, and generate a "read" or a unique DNA pattern that can help identify that person as a possible suspect or criminal.

8. <u>Forensic Carbon-14 Dating</u>: Carbon dating has long been used to identify the age of unknown remains for anthropological and archaeological findings. Since the amount of radiocarbon (which is calculated in a Carbon-14 dating) has increased and decreased to distinct levels over the past 50 years, it is now possible to use this technique to identify forensic remains using this same tool. The only people in the forensic science field that have ready access to Carbon-14 Dating equipment are forensic scientists, usually with a Master's Degree in Forensic Anthropology or Forensic Archaeology.

9. <u>Magnetic Fingerprinting and Automated Fingerprint Identification (AFIS)</u>: With these forensic technologies, crime scene investigators, forensic scientists and police officers can quickly and easily compare a fingerprint at a crime scene with an extensive virtual database. In addition, the incorporation of magnetic fingerprinting dust and no-touch wanding allows investigators to get a perfect impression of fingerprints at a crime scene without contamination.

10. <u>Link Analysis Software for Forensic Accountants</u>: When a forensic accountant is trying to track illicit funds through a sea of paperwork, link analysis software is an invaluable tool to help highlight strange financial activity. This software combines observations of unusual digital financial transactions, customer profiling and statistics to generate probabilities of illegal behavior.

As can be seen, extensive development of digital and electronic technologies is solely conductive to the further amplification an enhancement of both − theoretical and practical arsenal of criminalistics, providing forensic scientists with the newest supplementary techniques which, in turn have far − reaching prospects creating auspicious conditions for effective resistance to criminality.

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POLITICAL AND SOCIOLOGICAL VIEWS OF KARL HAUSHOFER

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Living space

Political views of K. Haushofer was influenced by social Darwinism and the theorists of American imperialism. After the First World War the ideas that Germany was overpopulated was gaining popularity in the lives of the Weimar Republic. A considerable contribution to this idea was made by K. Haushofer. He believed that Germany needed "living space". Haushofer argued that the revival of Germany was possible, if people learnt to think geopolitically, and the leaders acted geopolitically."The term "living space" appeared in ancient times and it included covered tropical and subtropical zones of the East-West. Herodotus and Thucydides spoke about the dependence of the development on political action at the geographical location of countries. As long as the horizons of European countries were expanding (with the help of geographical discoveries), the concept of "living space was changing and no longer covered the Mediterranean and Asia Minor, and spread to open territory. The defeat of Germany in World War I, K. Haushofer was hoping for the collapse of the Versailles system. He believed that this system had not eliminated the contradictions between Nations, and only strengthened them. He advocated the transformation of Germany into a great world power. K. Haushofer believed that all the energy of a resurgent nation had to be directed to expanding the living space. He thought that to achieve that goal, we needed to educate people and use such tools as Social and Natural Sciences and primarily geopolitics. He believes that the population density was one of the most important factors in the psychological preparation of the population to the Second World War. Like the founding father of geopolitics D. Mackinder and R. Kjellén. K. Haushofer was sure that the location and geograph-

ic characteristics of the state affected its political and historical destiny. According to Haushofer, about 25 percent of elements of the historical movement can be explained on the basis of regional characteristics. When K. Haushofer estimated that only the one-fourth part of the historic movement can be explained by geographical reasons, he pursued this goal, he did not want to put the role of the earth, the space above the role of the nation. K. Haushofer considers that the main force of the state development is expanding the living space. Expanding the living space, he argues, leads to economic self-sufficiency and independence from neighbors. The main way to expand the living space according to K. Haushofer is the capture of smaller states. In general, K. Haushofer develops the ideas of living space for Germany, truncated boundaries expressed by F. Ratzel, which seemed wrong to him. He believes that the world should be divided into pan-regions (areas separated along the meridian principle) with a specific center. First K. Haushofer allocated 3 pan-region: 1) America is the center of the United States; 2) Europe, the middle East and Africa with the center in Germany; 3) Eastern Asia and the Pacific region with the centre in Japan. Then he gave another pan region - the Russian plain and Siberia, Persia and India with the centre in Russia.

According to K. Haushofer, the world is in an unstable state. He believes that in the world there is a struggle between continental and maritime powers. K. Haushofer believed that the continental powers had the advantage over the Maritime powers. In the First World War, Germany lost its colonies. To have them back, it was necessary to review the results of the Versailles Treaty. K. Haushofer considered pan-regions to be more than just economic units. K. Haushofer wrote that traditional expansion fades into the background, and will be followed by the US enslaving all the planet.

K. Haushofer believed that the British Empire and the United States acted as maritime powers. Sea countries seek to establish their superiority among countries and to establish its hegemony. K. Haushofer believed that in the future the United States will expand the territory and the spheres of influence, they will increase the range of the Monroe doctrine conquering the whole world.

In political terms a pan-region formed a political idea-based power (pan-idea), but in economic terms it was an especially secure economic space. The organization of these geopolitical blocks based on the pan-idea. This principle was expressed by K. Haushofer in 1931. So, K. Haushofer identified the following pan-regions in his works:
- Pan America (the center is in the USA).
- Pan Africa-Europe or Euroafrica (the centre is in Germany).
- Pan Asia (with the center in Japan).
- Pan Russia.

This concept of Haushofer was illustrated on the map, published in 1941 in the magazine "Facts in review" published by Germany in the United States. On this map, the whole world was divided into four major economic sectors, each of them included the territory along the meridians and their centers. Economic zones were protected and the principles of free trade were not applied. Other maps, added to the basic ones, depicted trading relationships between these blocks.

K. Haushofer had anticipated geopolitical aspirations of the USA to the West and the East, and he believed that this geopolitical expansion after its completion would pose a serious threat to peace. Eastern Asia, in his opinion, should strengthen their own political and cultural identity in order to defend its geopolitical independence. On the periphery of its influence East Asia creates a security buffer zone. K. Haushofer comes to the conclusion that geopolitical future of the planet depends on the outcome of the struggle between two tendencies: whether Anglo-American expansion along Parallels would overcome the resistance of the East Asian expansion along the meridians. But in any case, the USA would win because it protected the remnants of the former British colonial Empire and would always be able to rely on the South America which depended on it.

According to K. Haushofer, the decline of the British Empire and other Maritime powers represented a good opportunity for the formation of a new European order, in which Germany had to play a leading role. This order was supposed to be the main new idea of the world system based on the so-called pan-ideas. Among the latter he called the pan-American, pan-Asian, paraschou, antichoicers, pan-Islamic and pan-European ideas. By 1941, K. Haushofer revised the scheme and left only three regions, each with its own pan-idea: pan-America, led by the United States, Great East Asia led by Japan and pan-Europe led by Germany. Basically, the main purpose of K. Haushofer and his colleagues from the Institute of geopolitics in Munich was to formulate arguments intended to explain the claim of Germany to the world ruling.

States that lie between Maritime and continental powers are in the conflict zone of the world politics. They are under pressure both from continental and maritime powers and their foreign policy may not be clear.

In his "Military policy" (1932) K. Haushofer gives the definition of "Euroasian and euroamericans". In his concept, he believed that Germany was a Eurasian continental power, and it had to build its geopolitical strategy on the basis of an alliance with continental Russia. The UK, on the contrary, extended to the Euro-American model. Therefore, geopolitical cooperation of Germany and Russia could be longer than with Britain. In the development of the coastline, not continent, K. Haushofer saw the weakness of the Maritime powers, exacerbated with the development of continental communications. Therefore, the access of Germany to the ocean was only possible in cooperation with Russia.

Continental block

K. Haushofer was among those people who sought to strengthen the German state, this meant expansion into new territories, increasing political and military power, and cultural development. But the geographical location of the German state in the heart of Europe made it a natural enemy of such major maritime powers as England and France, and perhaps of the United States in the future. It would be difficult for Germany to count on a strong and lasting alliance with these powers. So the future of Germany had to be associated with the confrontation with the West and especially with the Anglo-Saxon world, which was the leading Maritime power. However, that didn't mean that K. Haushofer nourished any sympathy for the Russian state. He included a large part of European Russia into the sphere of Germany influence. K. Haushofer shared D. Mackinder's opinion who believed that Russia was the heart of the mainland and spoke about the important strategic position of Russia. The special geographical position of Russia was that it linked Europe and the Pacific coast. He believed that a special place was occupied by the TRANS-Siberian railway and the TRANS-Asian routes linking Europe with the Far East and turned them into a single space. If Germany had access to Russian Intercontinental communications, they would be able to compensate for weak Maritime communications. In the end, if Germany was previously dependent on great Britain, which controlled the sea routes, it gained access to Russian communications and became independent from the "sea Queen". This could be a prerequisite for the creation of the Eurasian Intercontinental block, a guide which would take Germany able to beat back the onslaught of the Anglo-Saxon world.

K. Haushofer created concept he considered one of the most important of his achievements and called it the "inner line". The formation of a Eurasian bloc seemed almost the only opportunity for Germany to get access to the oceans. K. Haushofer believed that the development of the Far East was more of historical significance for the Russian Empire than its access to the Baltic sea. He believed that access to the seas was a measure of the "will to expand the space" of the nation. Despite the resistance of Scandinavian countries, Russia came to the Baltic sea and it gained access to the Black Sea despite the fierce resistance of Turkey. Russia came to the Pacific, although that led to constant friction with Japan. And finally in 1881, Russia began moving South to the Indian ocean (Turkestan campaign of General Skobelev).

However, movement to the sea does not always determine the development of the nation. Here K. Haushofer shared D. Mackinder's viewpoint that movement to the oceans was not the end but the way to learn continents. That Maritime powers such as the UK mastered mainly coast but not the continent. D. Mackinder saw the weakness of the Maritime powers, which in his opinion had to deteriorate as technology developed in the sphere of continental communications. A non-aggression Pact signed between Russia and Germany Conclusion in 1939 was the triumph of K. Haushofer activity. The Soviet Union-Germany Pact of 1939 was considered by Haushofer a historic achievement, it was an important step towards the world domination. The lack of geographical influence on Russia was to be compensated by overwhelming cultural influence. K. Haushofer was considered the alliance between Germany and Russia to be the core of the Eurasian Union with the wider transcontinental union including China and Japan. During the 1920s-1930s, K. Haushofer was not ashamed to call on Japan for rapprochement with China and the Soviet Union, speaking at the same time about the strengthening of the Soviet Union-Germany friendship. In general, K. Haushofer was assessed by the Soviet Union as an Asian power. In his opinion Europe, including the Slavic lands of Eastern Europe, had to unite under the headship of Germany. German geopolitics, including K. Haushofer, hoped to bring Russia to the voluntary agreement to acknowledge Germany's control over Eurasia. And K. Haushofer was an opponent of a military solution to this issue. The Rusian-German Alliance was regarded by him, therefore, as a necessary step towards the subsequent conquest of land and water by Germany. However, in practice, scientific geopolitical logic of K. Haushofer led to the necessity of the continental block consisting of Germany and Russia to face with a purely racist approach to the history which was infected by Hitler. Under this approach the most important factor was considered to be racial proximity and not geographical or geopolitical specificity. The Anglo-Saxon Nations − England, the USA − were considered to be more natural allies of Germany as they were closer ethnically. The Slavs and especially non-white Eurasian people were included into the list of racial enemies. Ideological anti-communism was added to this. Thus, the national socialist racism was in direct contradiction with geopolitics.

So, the concept of "opening to the East" by K. Haushofer did not mean "the occupation of the Slavic lands". It was about a joint civilizational force of two continental powers – Russia and Germany – which would have to install a "New Eurasian Order" and to restructure the continental space of the World Island, to withdraw it from the influence of sea powers. The expansion of the German space was planned by Haushofer not due to the colonization of the Russian lands but through the development of giant uninhabited Asian spaces and reorganization of Eastern Europe lands.

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PROBLEMS OF STUDING ENGLISH AND WAY OF THEIR SOLUTION

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English language is – one of the most widely spoken languages in the world. English is spoken in the United Kingdom and the United States. English – is one of the official languages of Canada, Ireland, Malta, Australia, New Zealand. English is also spoken in some countries of Asia and Africa. English language belongs to the Indo-European family, the West German subgroup. 325 million people use English as their native language, and about 300 million-as a second language for business and education [1].

Language is important means of human communication, which is essential to the existence and development of human society. Expansion and qualitative change in the nature of international relation of our country, the internalization of all spheres of social life make foreign languages demanding in a practical and everyday human activity. Currently they are becoming an effective factor in socio-economic, scientific-technical and general cultural progress of society. All this greatly enhances the learning motivation and status of a foreign language as a subject of comprehensive education [2].

Despite the fact that English has long been accepted as the primary foreign language for communication, it is not as easy to learn as it may seem at first glance most. Of course, its popularity makes it easy to study, but there are factors that cause difficulties even for those who speak at the advanced level, without mentioning native speakers themselves. So why is this happening? What problems can we face while studying English language?

Firstly, the first problem while learning English – is English spelling. In our opinion, the English spelling is very illogical. How can we explain, that words as **through**, **trough** and **though** are very different in its sound [3]. Virtually every prescribed rule in attempt to simulate the English spelling can always provide an exception. Even if it is possible to guess the spelling of English words using phonics, you have to remember the spelling of each word. Anyway, you remember (perhaps without conscious attempts) spelling of the words which seem to be simple, otherwise when you would like to write some of them, you would not have said that it was easy and clear. Thus, few people can avoid the problems of English spelling system.

Secondly, one of the most important problems is English pronunciation; especially adults find it difficult because of their adaption to the sound system of their native language. English has a very rich set of sounds.

It has the ability to put together a string of consonants and vowels almost arbitrarily, for example **strengths**, there is only one vowel and six or seven consonants, depending on how you count.

Another obstacle in learning English is that we think in Russian, and then translate words into foreign language, after we match the grammar rules and finally say the sentence. And it is too tedious for human. So try to think and speak in English immediately, it is the way children learn to speak their native language, literally they absorb the language. But they know no grammatical rules. Theory will learnt much later. Maybe it would seem very complicated to someone, but these methods of learning are already exist.

The earlier we start learning English, the better we absorb it. Pupils without foreign language skills, especially with growth usually have language barrier. The Russian students often face with developing fear of speech, as domestic fundamental school has traditionally aimed at punishing for mistakes and not to encourage active skills. This works well in reading, translating and retelling, but is not suitable for communication. Without that students fall into a stupor when meeting with English speaking.

Another problem concerns only those who have decided to study the language at home. Facing some inaccuracy problem while learning, trying to solve it or find recommendations to solve, the student gets confused and lost, in the end, leaves the problem as it is. The natural solution to this "example" – is the teacher's help.

The most important thing in learning a foreign language is precisely the speech practice, rather than the theory of grammar. Communication - is initially the purpose for which the language was studied. If communication is not enough, then the goal becomes illusory itself, and desire to learn disappears. Besides exclusively moral moments of dissatisfaction, lack of communication in the studied language provokes a speaking barrier. Person first comes up with a phrase in his/her native language, translates checks himself/herself and then says. It takes a long time, confuses speaker because of disability to grasp faster, even more deepening the problem.

However, the prospects opened up by a good command of the English language, cause us to overcome these difficulties and learn and study.

So, we have analyzed the main causes of problems when learning English. There are the questions: "How to help people who are learning English? What are the ways to solve these problems?". Consider the most interesting tips, how to learn English.

Tip № 1: How to learn English words.

Make cards, where one side says the word in English (with transcription), on the other hand in the Russian language. Carry them around with you, and at every opportunity to reach and teach. You should start with small amounts and gradually increase the amount of words cards.

Tip № 2: How to remember English words.

Write on the stickers right English words and phrases. For example, the word "door" glue on the door, "wall" on the wall "bookcase on bookcase etc. Decomposes those stickers at home or at work in the most prominent places. Don't forget to often pay attention to them. So you can easily and quickly memorize the words.

Tip № 3: Use gestures when learning English.

For each word create your own gesture in sign language. Say the words, helping gestures. So the words are easier to remember.

Tip № 4: Learn English words using the association.

For better memorizing English words, they need to try to associate with familiar words. For example, the English word "family" with the Russian word "фамилия". Then imagine what the family has the same last name and so you will be easier to remember the word. Here are some examples: meet (meet), associate with the Russian word "митинг", dog breed of dog with the Russian word "Дог", etc. Learning words using the associations more interesting [4].

Tip № 5: use a special training program for learning English. Use various computer programs for learning English. Such programs allow you to learn words, grammar, irregular verbs, colloquial language and many other things. For example, English Grammar In Use, the Exerciser and other programs.

Tip № 6: Watch the news, movies, listen to music in English.

Watch and listen to news in English is useful for everyone. The main task for you to get used to the language, learn to understand what the announcer says in English, and all the sounds of a foreign language. For example, news in English demonstrates the channels BBC, Russia Today.

Also you can translate all text strings that appear on the screen. If the words you understand, you should repeat the word and phrase after the speaker. So you will develop your speech.

Watch your favorite movies in English with Russian or English subtitles. So you will learn to understand spoken English.

Listen to your favorite foreign artists, trying to understand the meaning of each word. Sing along with them! So you expand your vocabulary and have fun!

Tip № 7: learn English words by breaking topics.

Start with topics that are interesting to you. For example: politics, child, family, travel, crime, kitchen and more. Read the new article on a selected topic each day [5].

An example of a list of words on the subject of kitchen:

1) Cup – «чашка»; 2) Dishwasher – «посудомоечная машина»; 3) Fork – «вилка»; 4) Frying pan – «сковорода»; 5) Glass – «стакан, бокал»; 6) Jug – «кувшин»; 7) Spoon – «ложка» and etc.

Even from this small list, it is clear that many of the words are applicable in other topics. So, learning the words on one topic, you will remember many words and other topics.

Tip № 8: Solve crosswords is a great way to expand your vocabulary.

Guessing words in a crossword puzzle, you will increase your vocabulary. First you will need to translate the question, then look for the answer. In the game form English words very well remembered. You will also raise the intellectual level.

Tip № 9: Communicate with native speakers.

If you have no opportunity for speech practice, communicate via popular social networks like the Facebook, the Tweeter, the Whatsapp, the Viber and others. Also you can communicate in English with your friends and relatives. Agree that you will use at least two or three new phrases every day. It is very fun and variety to your communication.

Tip № 10: Bring English into Your life.

Translate all that surrounds you. For example, street names, slogans, and other objects that are around you. Be open to new knowledge!

Learn English – it is great fun. Increase vocabulary of English words, do grammar exercises, practice studied grammar in speech. When meeting with a new word, repeat it as long as they are not spoken correctly, use the transcription. Listen to English every day speech.

All these recommendations will help you in learning English. And English language opens up great prospects for everyone.

First, one of the most enjoyable is the travel. Knowledge of English will help You in any country. Knowledge of the English language gives you a lot of advantages in the journey. These include: free communication without phrasebooks, dictionaries, applications for gadgets; the respect of the locals; independence from tour guide, translator; a bargain purchase, new acquaintances. English will help you to meet new interesting people, their lifestyle and culture. English will improve Your journey.

Another prospect with good knowledge of English is the ability to find high-paying and prestigious job, and then quick and professional growth. Today, go to any recruiting company and reviewing jobs, it becomes clear that knowledge of English is a major requirement in more than 60% of cases, and this number continues to grow. Nowadays, the knowledge of English is a prerequisite for successful performance of official duties. Consider some of these professions:

• Advertising, marketing.

Anything related to advertising, marketing, originated in the United States. In this work, we constantly need the English language. Even amongst employees communicate on a special and very funny "Runglish". Runglish – the symbiosis of the two languages are born as a result of mixing English and Russian languages.

• The IT sphere.

The employees of this sector cannot do without knowledge of the English language, as virtually all new software appears first in English. Wait for the translation into Russian language for a very long time. Also all the reviews and news about new gadgets come out primarily in English.

• Sales Manager.

In our days most of the organizations or otherwise cooperate with foreign partners or suppliers. Therefore, knowledge of the English language becomes a necessary condition of employment.

• Tourism and hotel business.

To do business with tour operators, communicate with partners and customers often have in English. Without language skills to work in this field is much more difficult.

• Health care workers, lawyers, economists, guides, diplomats.

For professional growth it is necessary to study foreign literature and attending international conferences. It is necessary to know English.

• Finally, the English language is necessary in this profession as a translator. This is the highest paying profession in the present time.

Thanks to the knowledge of the English language, you may qualify for educational grants. Educational grant (from the English. grant – "to give, to bestow") is a lump sum benefit that can get a person winning the contest. Grants are issued for education, treatment or other purposes in the field of education, science and

culture, followed by a report on their use. They can get students and graduate students. After receiving the grant, the student may be given the opportunity to study at a foreign institution or an internship at the company abroad. The student can choose the country of study and specialization independently. Obtaining grants does not exempt a person from having to pass the entrance test.

The Fulbright program is one of the most popular grants. The founder of the program is American senator James Fulbright. There are several basic programs. For example the programs are for graduate students, internships University professors, for scientists, for teachers and students graduating from University with a diploma in English language teaching. The main requirements are for students from Russia, observing that you can participate in this grant: Russian citizenship; the diploma of higher education; English proficiency at the level required to teach or perform research project; age of applicants: not younger than 25 years.

Below presents data from a survey of European citizens to the question "When do you use English?"

Table 1

The Reason	The Percentage (%)
1. For holidays abroad	46,9%
2. Watching movies, listening to the radio	22,5%
3. For communication at work	21,1%
4. For reading books, magazines, Newspapers	19,6%
5. To communicate with friends	19,1%
6. To find information on the Internet	15,6%
7. Read at work	13,1%
8. For learning languages	12,4%
9. To communicate with family members	11,6%
10. For writing e-mail/business correspondence at work	10,5%
11. For business trips	7,7%
12. For study abroad	7,2%

According to survey results, we can conclude that the English language is involved in all aspects of our lives.

In everyday life English helps us while reading the instructions to a variety of techniques, book air and train tickets, hotel reservations and tour abroad.

You can read books and watch movies in the original language, make new friends, to go to live abroad, etc.

In conclusion we want to say that in the beginning any new venture seems to be very difficult, but gradually, step by step people reach their goals. Remember, everything is in your hands. Don't give up! We hope that the recommendations that you have heard will be useful for you and will help you in learning English. Good luck in learning English!

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MEDIATION, ARBITRATION AND LITIGATION AS THE WAYS OF RESOLVING INTERNATIONAL COMMERCIAL CONFLICTS

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On the verge of the 20th-21st centuries the world entered the epoch of the globalization processes, where the vector of international trading, commercial transactions, exchange and distribution of goods and services singles out as the enquiry of core importance. Taking no account of certain tension and sharpening interactions between the large-scale contenders of contemporary financial market, which the imposition of the mutual sanctions has been conductive to, the segment of international trading still remains one of the leading items of national economies worldwide. No matter how favorable and auspicious the commercial agreement might seem to be, no matter it promises to be a real money-spinner, no one is guaranteed from misinterpretation, disagree-

ment, misunderstanding; and, therefore, effective means and instruments of dispute resolution are much need-ed. The relevance of the said situation under consideration defines the choice of my interdisciplinary theme.

International litigation, arbitration and mediation are widely recognized ways of resolving disputes arising from international commercial agreements and other international relations. Three of those legal leverages have been dominant forces in dispute resolution in areas such as shipping, commodities and construction for almost a century, and were the most efficient ways of resolving conflicts in areas of international insurance and intellectual property ever since those phenomena came to existence. Popularity growth of international litigation, arbitration and mediation among subjects of private international law is a logical result the for-mation and the expansion of global common legal and economic area. To start understanding the complicat-ed international legal phenomena better we need to give them admittedly basic definitions: Litigation refers to the discovery, pre-trial, law and motion, settlement, and trial phases of a private business dispute when a complaint is filed with any international litigation body. The main difference between international litigation and domestic litigation is that, in the former, certain issues are more likely to be of significance − such as personal jurisdiction, service of process, evidence from abroad, and enforcement of judgments. Documents filed as a part of litigation become part of the public records and are therefore available to the public, which includes individuals, other businesses and the press. This can be an important consideration in some cases. Arbitration refers to a matter that the parties have agreed, often in advance, will be settled by a single pleni-potentiary arbiter or a plenum of multiple arbitrators. Arbitration can be institutional or ad hoc. Institutional arbitration is conducted under the auspices of an arbitral institution, and will result from the parties' agree-ment to apply the rules of a particular institution such as the International Chamber of Commerce or the American Arbitration Association. Arbitration will be ad hoc where the parties have not agreed on any par-ticular set of rules or where they have agreed on arbitration rules that are not linked to any particular institu-tion, such as the UNCITRAL rules. The cost of arbitration is borne by the parties, although costs may be shifted or redistributed among them by the arbiter in some cases. Arbitration can be binding or non-binding. If it is binding, the parties must follow the ruling of the arbitration institute. If the arbitration is non-binding, either party may disregard the ruling and may elect to litigate the matter in a public domestic court. Docu-ments filed in an arbitration session are not made public. While arbitration has the advantage of being more private than public court, it is often neither faster nor less expensive, as many people assume. Mediation re-fers to a matter in which both parties have agreed to attempt to mediate a settlement before resorting to, or returning to a lawsuit. A mediator is not a judge, and may not have special training in deciding cases. A me-diator is paid for by those parties in the dispute. The purpose of the mediator is to attempt to facilitate a set-tlement by listening to both sides, advising the parties of the strength and weaknesses of their positions, and facilitating negotiation of a settlement. If a mediation is unsuccessful, the matter may proceed to trial or in-ternational arbitration. If the mediation is successful, the parties will enter into a contractual settlement. The courts have no special power to enforce that settlement but may act to enforce the settlement of mediation if a party brings a separate suit for breach of the settlement contract. Mediation is a private method of dispute resolution; therefore documents disclosed in mediation are not available to the public. As mentioned previ-ously, international business areas of shipping, commodities, construction, insurance and intellectual proper-ty have been a fertile grown for often occurrence of disputes. They can be efficiently resolved only by apply-ing methods of international litigation, arbitration or mediation. The reason for that is the fact that since the beginning of the 20th century there has been a gradual increase in international trade. It demanded that busi-nesses such as shipping or construction being high profile industries get due and adequate legal protection on international level. In cases of major disputes domestic trials are inacceptable to the parties of the conflict, for fear of home-team advantage or even local bias. Bodies of international litigation, arbitration and media-tion constitute highly professional, neutral institutions. As the importance of the cases in question is incredi-bly high and the costs keep pace with the former, Bodies of the international jurisdiction hire only the most educated and experienced specialists in economics and international private law, so depending on the par-ticular case opting for either arbitration, litigation or mediation is not a difficult choice for subjects of private international law should not be a question.

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EUTHANASIA – THE RIGHT TO DEATH

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All of us are biosocial beings, being individuals, from the beginning of our lifes, the state where we live vests us with the natural rights, such elementary as the right for life, the right for freedom, for a freedom of worship and religion, the right for information, thereby doing us legally capable citizens. All of us are well aware with such basic right as the right for life. Whether many of us know, that there exist a right - the right to death? Many of us live, even without meaning that it exists.

I got acquainted with this right not so long ago, a half a year ago, as I chose it as a subject of my course paper "The right for life", after more or less detailed studying of these subject, I also learned about a topic of my today's article – "The right to death".

The main purpose of this article is to introduce the society a practice of the doctor assisted suicide, or in other words, euthanasia. Introduction with this term will allow to broaden the horizons, to learn something new and also to create our own opinion on one of the most controversial issues of modern society.

In translation from Greek euthanasia means "good death" or "good death" as I already mentioned earlier, this term designates practice of the doctor assisted suicide of a person having an incurable disease, suffering intolerable anguish.

Nowadays the term "euthanasia" is used in various meanings: the first – acceleration of death of those who endures heavy physical sufferings. The second – the termination of life of "odd" people, and the third – granting to the person opportunity to die or so-called "the right to death". For the first time the term "euthanasia" was used by the English philosopher and the politician, Francis Bacon, in his work "About the advantage and enhancement of sciences" in the 16th century. He claims that one of duties of doctors is to relief the sufferings of the patients when those are in a desperate situation having no more chances to be rescued. Thus, he attributed doctors a new function: euthanasia.

There are two types of euthanasia – passive and active. Passive euthanasia is used by health workers, when they intentionally stop the patient's life, for example, disconnection of a person from special devices which support his life during a coma.

The second type is an active euthanasia is when with the help of doctors the person requests to receives medicines which reduce his life, it is something that might be possibly called a suicide. In 1939 this method was used by such a well-known and talented psychologist as Siegmund Freud, he made away with himself in order not to suffer from physical anguish from the illness, with the help of euthanasia, by means of introduction of a certain amount of morphine which as a result relieved his sufferings.

Also it is necessary to distinguish voluntary and involuntary practice of euthanasia. That are cases when a person is in an unconsciousness and according to the decision of his relatives or authorized representatives his life is stopped might be an example of involuntary euthanasia. By the way, in the USA there is a practice of expression of the will in case of a coma which is made out by the legal document.

So, now we know the bases of "The rights to death" and you will probably ask how doctors can apply euthanasia if becoming doctors they administered Hippocratic Oath? The answer is quite simple. "Nor shall any man's entreaty prevail upon me to administer poison to anyone; neither will I counsel any man to do so" – Hippocrates wrote. Therefore, the oath given by doctors contradicts practice of the termination of life.

For the first time the right to death was legalized in 1984 in the Netherlands when the Supreme Court recognized voluntary euthanasia admissible as option of death to get rid of intolerable physical tortures. In Belgium euthanasia was also legalized only eighteen years later and by 2004 about six hundred people voluntary left life. At the beginning of the 90th years in the USA in the State of Oregon and in 2008 in the State of Washington the right to death was resolved, but in March, 2012 euthanasia was forbidden all over country.

Besides that in Germany, Luxembourg, Australia, Canada, Sweden and Switzerland various bills are created to regulate the right for euthanasia allowing to use this sort of action. However in the majority of the countries euthanasia is qualified as murder.

In the Russian Federation the doctor-assisted suicide is forbidden, that is fixed by the article 45 "Euthanasia Prohibition" of the Federal law "About the bases of protection of public health". This article says: "The implementation of euthanasia, that is acceleration by the patient's request his death by any actions (inactions) or means, including the termination of artificial actions for maintenance of life of the patient is forbidden to health workers". Loosening of the doctor-assisted laws shall be interpreted as a crime and penal action.

However the article 33 of the same Federal Law "About Bases of Protection of Public Health" says the following: "The citizen or his lawful representative has the right to refuse medical intervention or to demand its termination, except for the cases provided by article 34 of the Constitution. In case of refusal of medical intervention the possible consequences have to be explained to the citizen or his lawful representative in a form, available to him. Refusal of medical intervention with the indication of possible consequences is made out by entry in medical documentation and is signed by the citizen or his lawful representative, and also the health worker". That actually is passive euthanasia, and, therefore, contradicts the aforementioned article 45.

Thus, we know that euthanasia remains one of the most contradictory issues of modern society and the world. This practice comprises huge advantages and the same huge disadvantages, first of all from the moral point of view – euthanasia is very difficult decision to leave the life, life of a darling, and also it is simple to help someone was to leave it.

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THE CONCEPT OF ACTIVE LEARNING

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Our society today needs young people who are flexible, creative, and proactive – young people who can solve problems, make decisions, think critically, communicate ideas effectively and work efficiently within teams and groups. As a result, young people need to have opportunities to develop personal capabilities and effective thinking skills.

Active involvement of the learners in studying process is the key. Many individuals learn best and become proficient in skills by practicing them. Young people retain approximately 10 percent of what they read, approximately 20 percent of what they hear, generally retain 30 percent of what they see and 70 percent of what they explain personally. When young people are involved actively in saying and doing, they retain approximately 90 percent of the material.

Active learning involves students directly and engages them actively in the learning process itself. Students are involved in all stages of planning, design, execution and evaluation. So, these teaching techniques are intended to make students active participants of learning. Active learning is designed to take students out of their books, sometimes out of their seats and sometimes out of their familiar ways of thinking.

In an active classroom environment the role of a teacher is often that of a facilitator of learning: leading discussions, asking open-ended questions, guiding process and task, supporting pupils, for example, assessing evidence, negotiation, making informed decisions, solving problems, working independently and working with others. Sometimes it is appropriate for the facilitator to take on a particular role/function in an attempt to enhance the learning within the class or to challenge their thinking in a new way. Roles that may be adopted include that of: the instructor, who imparts information to students the consultant, from whom learners can ask questions, the commentator. Making the shift from teacher as expert to facilitator is sometimes seen as diminishing a teacher's power and authority, but actually facilitating learning is empowering for both the learner and the teacher.

Why is active learning? Let's look at the benefits of active learning:
− Students are active creators of knowledge, not passive receivers of information.
− Active learning allows focusing on the learner and learning material.
− Active learning includes a variety of learning styles and leads to high information retention.
− Active learning expects students to work in groups or teams and interact with new learning resources.

There are four basic activities through which all students learn, and specific active learning strategies use one or more of these elements. The first element is talking and listening. When students talk about a topic, they organize and reinforce what they have learned. When they listen, students relate what they hear to what they already know. Like talking and active listening, writing provides a means for students to process new information in their own words. It is particularly effective in large classrooms and also appeals to individuals

who prefer to learn independently. Students do a great deal of their learning through reading, but they often receive little instruction in how to read effectively. Active learning exercises such as summary and note checks can help students process what they have read and help them develop the ability to focus on important information. The last element is reflecting. In the typical lecture class, the lecturer stops talking at the very end of the period and students run for their next class. They have no time to reflect. Allowing students to pause for thought, to use their new knowledge to teach each other, or to answer questions on the day's topics is one of the simplest ways to increase retention.

Active learning can be achieved through a variety of teaching methods such as small group discussion, cooperative learning, role playing, hands-on projects, and teacher driven questioning. Even lecturing can be an active learning experience if the following are integrated:

− Students are provided with a set of questions as well as instructions to look for answers within the lecture.

− During pauses in the lecture students are asked to jot down questions.

− Students are periodically asked throughout the lecture to make connections between the current material and course materials covered previously.

Teachers should select the teaching strategy and learning activity that is most likely to assist students in achieving the target learning objective. Teachers should be careful not to select an active learning activity if the active part of the activity distracts from the learning part of the activity.

Sample active learning techniques include:

− Case studies. Most students enjoy case studies. A case study is a scenario, real or imaginary, which describes an event, situation, experience, etc. which students are required to read, assimilate, analyse, devise and answer questions based on the case study. Case studies used by teachers should be relevant to the course content and relatively easy to understand. Students work on the case study individually or in small groups, brainstorm on their questions and analyse responses. Case studies can be used across all course areas and afford students the opportunity to be realistic, imaginative, creative and practical.

− Brainstorming. Brainstorming is a method used with a group to generate a large number of ideas quickly. It actively engages students in the learning process and encourages full participation as one person's ideas spark off ideas for another. The teacher needs to preselect the topic or issue and facilitate the session, limiting it in time to between 5-10 minutes. Brainstorming has many uses, it can be used to revise a topic, introduce a new topic or solve a problem.

− Think-pair-share. Students reflect on a question or issue for one or two minutes, noting factors, ideas, strategies, etc., that pertain to the topic. At the end of the designated time period, students turn to a peer and work together to formulate a correct response or provide an overview of the information. Pairs then share their answer or overview with a large group or with the entire class.

− Conference style learning. Students read materials that build on previous class activities and prepare key ideas as well as questions for debate. The teacher functions as a facilitator, time keeper, and discussion guide, adding strategic questions to keep the discussion going. Students perform as experts on a given issue.

− Reading quiz. Clearly, this is one way to coerce students to read assigned material. The reading quiz can also be used as an effective measure of student comprehension of the readings. Further, by asking the same sorts of questions on several reading quizzes, you will give students guidance as to what to look for when reading assigned text.

− Out of school/university visits. Out of school/university visits give students first-hand experience of the world of work, enterprise, voluntary organizations, etc. All visits need careful planning and preparation. Students should be encouraged to take as much responsibility as appropriate for all stages of the visit. Visits need to have a clear focus relevant to the content of courses.

− Clarification pauses. This is a simple technique. Throughout a lecture, particularly after stating an important point or defining a key concept, stop, let it sink in, and then (after waiting a bit) ask if anyone needs to have it clarified. You can also circulate around the room during these pauses to look at student notes, answer questions, etc. Students who would never ask a question in front of the whole class will ask questions during a clarification pause as you move about the room.

Active learning methodologies can empower students enabling them to develop their personal capabilities and thinking skills. This approach enables them to gain a deeper understanding of their subject by actively engaging students in their learning.

Taking everything into account, the main benefit of active learning is that students retain more content for a longer time and are able to apply that material in a broader range of contexts. Active learning develops social experiences between students and between teacher and students. It can build community within the

classroom. By using active learning methodologies it is hoped that pupils will not only come to a deeper understanding of the issues involved, but also that their motivation and enthusiasm will be heightened.

The concept of active learning looks the following way:
- A teacher is student oriented.
- Teaching is developmental rather than directive.
- Classroom climate is collegial and supportive.
- Activities are problem-centered and student-driven.
- Students participate in goal setting.
- Assessment is continuous and supportive.

ПРИМЕНЕНИЕ ИНСТРУМЕНТОВ ДОЛГОСРОЧНОГО ПЛАНИРОВАНИЯ В СТРАТЕГИЧЕСКОМ УПРАВЛЕНИИ БАНКОВ

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The development of the banking industry is one of the strategic objectives in each country. Modern conditions of development banks dictate the need for long-term planning, therefore, the aim of the studies of many experts who study the peculiarities of long-term planning is to identify which tools are most successful in applying long-term and strategic planning in banks.

There is the "concept of long-term socio-economic development of the Russian Federation for the period till 2020" which identifies the crucial role of the financial system in the development of the Russian economy and the creation of an international financial center in Russia. The banking system needs to ensure the growth of investment activity is increasing the level of Bank credit to the economy (40% of GDP in 2007 to 70-75% in 2015 and 80-85% in 2020)[7].

Modern development of the banking sector is impossible without the use of modern technologies, improvement of the organizational and management structure, broaden range of banking services – which, in turn, is part of the strategic development of any Bank and is an important component of long-term planning of the Bank.

Planning is an important element of the corporate planning process. Every Manager, regardless of their functions, should be familiar with the technique and mechanism for the preparation, implementation and monitoring of financial plans, at least in so far as it may relate to its activities.

Problems of strategic management and the use of instruments long-term financial planning are relatively unaffected in theoretical and practical terms, mainly in the Russian literature, this may be due to the newness of this trend in the Russian science.

Fundamentals of strategic management discussed in the writings of scholars: I. Ansoff, F. Kotler, M. porter, A. Strickland, j. Trout and others, Norton D. P. and R. S. Kaplan

Path planning in an organization and increase the structure of the processes of development and implementation of strategic plans have evolutionary development. As the founders of strategic management can distinguish A. Chandler, K. Andrews and J. ANCOVA.

A. Chandler considered the Genesis of the system of management of the organization through correlation strategic goals, external environment and organizational structure of management[8].

K. Andrews, has been operating as part of a group of scientists at Harvard, conducted a comprehensive analysis of the development process and implementation of the strategy by the top management of the organization.

I. Ansoff engaged in the processes of systematization and structuring strategic planning process in large corporations. His monograph "Corporate strategy" can be considered as the first fundamental work dealing specifically

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[7] The order of the Government of the Russian Federation of 17.11.2008 N 1662-R (as amended on 08.08.2009) "On the concept of long term socio-economic development of the Russian Federation for the period till 2020"

[8] Chandler A.D. The Visible Hand, Cambridge, Mass. and London, England: The Belknap Press of Harvard University Press.

with strategic management. In 1979, I. Ansoff published the classic work "Strategic management", which discussed in detail the strategy process of the organization, and the continuity and interactivity functions of the strategic management are correlated with the dynamism of the external business environment[9].

Also you can refer to the article by James Hesketh, in which he speaks of such an instrument as the modern technology that you can use when developing and implementing long-term strategy.

Meanwhile, a number of problems of application of tools for long-term financial planning in the strategic aspects are still not sufficiently developed. Among them requires addressing issues such as the development of theoretical foundations in the field of the notion and essence of long-term planning, stages of long-term planning and development of key approaches to implementing long-term planning and methodological foundations in the field of analysis of the practice of long-term planning regarding Russian strategic management practice and the study of foreign practice long-term planning.

Strategic planning is one of the components of the systems in the strategic management of the Bank[10].

Strategic management in a commercial Bank is a complex interrelated in time and space management processes and functions, ensuring the implementation of the mission and strategic goals of the Bank's activities[11].

As in any organization's overall strategy developed in the Bank for the Bank as a whole as a single economic unit usually for a long period. The strategy addresses the key factors of vital activity of the Bank. Strategy development in the Bank starts with the definition of strategic goals and activities of the Bank. The main strategic objective of any Bank is to increase the market value of the Bank.

Long-term planning in relation to the Bank is significantly different from strategic planning and focus on these areas of development, which will improve the competition skills of Bank, so strategic planning is a function of development, and long-term planning is a function of time.

As a tool for long-term planning can be considered a strategic plan that is developed at the level of top management of the Bank and then in the form of individual plans is communicated to every employee of the Bank.

The development of the strategic plan is based on the results of strategic analysis. As key performance indicators on the basis of which you can choose the strategy the Bank can distinguish the rates of return on equity (ROE), return on assets (ROA), earnings per share, capital multiplier, etc[12].

In the banking sector under long-term planning means the formation of long-term goals of the Bank, and decisions are made on the basis of long-term forecasts.

In the long term, fixed targets specific performance of the Bank. Sometimes long-term planning in banks can be represented in the form of the development and presentation of investment projects, which usually involve a long period.

One significant feature of strategic planning as part of long-term planning in the Bank can distinguish the development of an individual plan that is communicated to each structural level of the Bank and is binding for all employees, thus you can present the Bank's strategy as "puzzle", which is "split" between all employees of the Bank and each must contribute directly to the implementation of the strategy[13].

In developing the strategy, problems can arise when direct implementation of this strategy, namely:

1. The strategy is not implemented in practice, the strategic goals and performance indicators are not achieved – this problem may occur as a result of inconsistency at all levels in the implementation of the strategy. As one of the possible consequences of the emergence of this problem may be the unsolved problems associated with the strategic goals and projects that have been realized a very long time and required a lot more resources than was planned, this problem shows the close relationship of strategic and financial planning, representing an overall long-term direction of development of the Bank.

2. Strategy and plans are not clear to the staff and are not supported by them, meet resistance with this issue is the management of any Bank in the preparation of individual plans. As indicated above, the individual plan shall be binding the employee, therefore, is to clearly articulate to employees the goals, set before the Bank in General and the role of each employee in fulfilling these goals, to develop a system of motivation of employees to provide feedback for possible adjustment strategies. The cause of this problem may be previously selected partially correct strategy, which is not consistent with the level of development of the Bank

[9] Ansoff I. Strategic management / under the editorship of L.I. Yevenko. - M.: Economics. 1989. - 415 p.

[10] http://www.grandars.ru/

[11] Litvinov A.A., Strategic management in a commercial Bank. - Volgograd. 2013

[12] Katkalo V.S. Evolution of strategic management theory. - St. Petersburg: graduate school of management, 2008. - 548 p.

[13] Two L.E.,Lunev A.M.,Two A.L. Financial diagnosis of the enterprise and support management decisions.-Infra-M. 2008.

did not follow the market trends and the situation in the economy – a possible cause of this problem can be considered as not following the stages of strategy development, which includes strategic analysis.

3. The need to review the strategy from the periods of instability in the economy. The Bank, as one of the important areas in any state should quickly respond to any changes occurring in the economic sphere, both within the state and beyond. This problem, in turn, will introduce another problem, namely the problem, when the processes of strategic management are not in place and not effective, suggesting the inaccuracy of strategy formulation and do not determine it in time.

The elimination of such problems will serve as a tool of financial planning in the strategic management of the enterprise. Such tools could include a financial plan, which is in turn part of the financial strategy and as part of the strategic management of the Bank.

The financial plan includes the calculation of the financial results of the Bank's activities for the planning period, as well as the necessary financial, material and human resources.

In the process of financial planning are planned values of indicators of the Bank balance and report on profits and losses. After the end of the plan period actual results are compared with the plan, identifies the causes of deviations and reserves improvement activities[14].

Possible variant of implementation of the financial strategy is the budget, which usually is made for a shorter period than the financial plan. In the process of creating budgets financial strategy of the Bank becomes more detailed and can be implemented through a number of specific strategies that will allow you to monitor for changes in the financial strategy as a whole and adjust its direction in the right direction.

One of the possible tools can serve as goal decomposition and decomposition analysis, which will identify the influence of individual factors on the implementation of the strategy in the long te.

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1) Ansoff I. Strategic management / under the editorship of L.I. Yevenko. M.: Economics. 1989. 415 p.
2) Chandler A.D. The Visible Hand, Cambridge, Mass. and London, England: The Belknap Press of Harvard University Press.
3) James Heskett. How relevant is Long-Range strategic Planning? http://hbswk.hbs.edu/item/7341.html.
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GLOBAL JUSTICE AND WATER SCARCITY AS THE MAIN PROBLEM OF TRANSITION COUNTRIES TO BECOME DEVELOPED COUNTRIES

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There is now life without water on the Earth for human being. The water is necessary for health and survival, cooking and economic activity. However, today the whole world is on the threshold of an emergency, when more than 1 billion people lack access to necessary for life quantities of clean water and more than 2 billion people lack access to adequate sanitation[15], which is the main reason of different diseases. The international disputes argued that recognition of the right to water as a human right[16] can be an important step towards solving the problem of providing the population of this most basic component of life.

In discussion-making process related to water as a human right, it is often emphasized that the availability of water is one of the necessary pre-conditions for the implementation of all other human rights. It is mentioned that without equitable access to appropriate minimum requirements of the clean water other recognized rights, such as the right to adequate quality of life from the point of view of health and well-being,

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[14] James Heskett. How relevant is Long-Range strategic Planning? http://hbswk.hbs.edu/item/7341.html

[15] http://www.worldwatercouncil.org/library/archives/water-supply-sanitation/

[16] http://www.un.org/waterforlifedecade/human_right_to_water.shtml

as well as civil and political rights will stay unreachable. It is widely known that the text of the original Declaration of human rights, which plays an important role of the Foundation on which were based the subsequent texts of the declarations, was not meant to include all the known standards of living but it was to show the key elements of adequate living standards. The lack of mention of the right to water as explicit norms is largely explained by the very essence of water, like air, it was perceived by the authors of the Declaration as such an obvious basis of being that explicit inclusion of the right it was not considered appropriate.

Lots of policy makers, and other individuals who are encouraged to recognize the right to water as a human right, who consider this measure as an important step that will provide practical steps in the interests of those who suffer from a lack of clean water. They believe that the emergence of such recognition of water rights legal obligations would encourage governments of developing countries and donor countries to make a real transformation in national policies and strategies for providing assistance and the allocation of resources and encourage civil society groups more solid Foundation for putting pressure on governments.

In addition, some critics of expanding the privatization of water services around the world believe that the recognition of the right to water will make more convincing arguments in favor of strengthening the role of the public sector as opposed to seeking only to profit corporations in meeting such important need.

The population growth, economic development, urbanization and industrialization pose a serious threat of water pollution in many countries. One of the consequences of this is increased competition for using water resources which can be used for water supply, irrigation, hydropower, etc.

Another problem is the increasing pollution of water resources and watersheds, which causes significant damage to the environment and threatens the lives of hundreds of thousands of people[17].

Among the issues and problems linked with the use of water resources that exist in many countries (especially in so-called "third world countries"), we can identify the following:

    − the lack of a systematic approach to the management of water resources;

    − the challenge of improving coordination and systematization of data collection on the number and purpose of water use;

    − the lack of institutional capacity;

    − degradation of watersheds and the destruction of dams;

    − lack of financial support programmes/projects in the water industry and water treatment;

    − uncontrolled and illegal use of groundwater;

    − lack of understanding of water as vital goods and, consequently, the lack of careful attitude to water[18].

Over the past century the world population has tripled, while the global demand for water has increased in six times. Nowadays more than a billion people lack clean drinking water and almost two and a half billion people live without access to sanitation. According to experts, from 14 to 30 thousand people, mostly children and elderly people die every day from treatable and preventable diseases due to water pollution[19].

If the trend continues, by 2025 two-thirds of the world's population will live in conditions of lack of drinking water[20].

According to experts, the Earth's population by 2050 will increase by 3 billion people (up to more than 9 billion people), and most of this growth will be concentrated in Asia and Africa. This will inevitably lead to a severe lack of water pressure in excess of a number of basins, the abuse of the States water resources. Thus, humanity is facing a serious problem of access to water for residents of all States and potential conflicts on this ground (which may, for example, take place in Egypt, Sudan and Ethiopia).

Despite the fact that there are already attempts to organize international cooperation in order to facilitate access of people from different countries to drinking water (as an example we can mention the "Millennium development Goals", UN), humanity does not have a clear and effective international legal instruments to address this problem, there is no a normative act that would be consider water as a human right. Even in the

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[17] National water resources, board strategic planning and management of integrated water resources // Management in the Philippines By The National Water Resources Board of the Philippines. P. 138 // http://www.adb.org/Water/NWSAB/2004/Philippines_Country_Paper.

[18] National water resources, board strategic planning and management of integrated water resources // Management in the Philippines By The National Water Resources Board of the Philippines. P. 138 // http://www.adb.org/Water/NWSAB/2004/Philippines_Country_Paper.

[19] http://www.globalissues.org/article/715/today-21000-children-died-around-the-world

[20] (Scanlon, John, Cassar, Angela, and Nemes, Noémi. Water as a human rigtt? Cambridge (U.K.),International Union for the Conservation of Nature and Natural Resources (IUCN), Environmental Law Programme,2004, p. 1.)

UN Declaration on human rights the water not directly mentioned, which is probably due to the fact that for 50 years there was not such a concern about the shortage of drinking water in contrast to the current global crisis. Today, the situation is extremely serious: according to experts in 10-20 years, countries such as Egypt and Ethiopia can generally be left without water and will be forced to import it. Today more than 1 billion people lack access to clean drinking water, and about 2,5 billion people do not have access to the necessary sanitation[21].

This alarming statistic makes people start thinking more serious on the problem of clean drinking water. The "2003 year" was declared by the United Nations as the "International year of fresh water", mostly to achieve the aim of "Millennium development Goals" which is as follows "by 2015, to reduce the proportion of people who do not have access to safe drinking water" and "stop unlimited exploitation of water resources". Naming water as a basic right of human, filling it right to the specific content and implementing it, you can create a good way of encouraging the international community to intensify efforts of the States members of the United Nations in meeting basic human needs and achieving the "Millennium development Goals". It can serve as a good incentive to secure such rights in specific national and international legal acts and commitments, and will also help to draw attention to the need to resolve conflicts in the use of General and border water resources.

In 1948, the General Assembly adopted the Universal Declaration of human rights. Although it is not binding, many of its provisions are now considered as important components of international law and confirmed in many international legal instruments. Article 25 declares: "Everyone has the right to a standard of living, including food, clothing, housing and medical care and necessary social services, which are necessary to maintain health and well-being of himself and of his family".

One may wonder why the water is not included in this text. But we can assume that the water is implicitly mentioned in some of the listed needs, because it is particularly important to maintain an adequate standard of living. It is impossible to meet the standards of the Declaration, not by access to water in sufficient quantity and quality to maintain human health and welfare.

There is a professor from Harvard University Mathias Risse who worked on the problem of water scarcity. Risse also focused in his work on clean water and sanitarity problems. He looks at the water on the other approach. "The vast majority of water is used for agriculture (upwards of 70%), followed by industry (say 15-20%) and then personal consumption (10-15%), of which drinking water is only a fraction", says Risse in his work "Human rights on water and common ownership on the Earth".[22] The most water justice discussions in the world are focused on the water used for agriculture, because the water used for irrigation can not be used for drinking. And here rises another problem: In rural areas in Africa the water used mostly for agriculture, so there is lack of safety and drinking water in that areas.

Africa always was considered as a continent which has serious problems not only with drinking, but also an ordinary rain water. Arid climate and scarcity of water resources has led to large-scale problems in the ecosystem, including mass death and total migration of wild animals. The human factor has only exacerbated this problem, as not all African water suitable for drinking without prior preparation.

The dynamic growth of the population of this continent entails the rapid spread of diseases associated with the consumption of contaminated water, such as dysentery, E. coli, salmonellosis, dysbiosis, hepatitis, etc. Today, scientists finally confirmed the disappointing forecast – if the world community and the local authority will not accept emergency measures organization, treatment and supply of drinking water, by 2025 more than half a million people will become victims of deficiency of this vital product. It is as deadly illnesses and dehydration, which in this climate is experiencing an increased need for replacement water supplies[23].

Lack of water can cause total losses up to 25% of the harvest, which will inevitably lead to famine in the vast territories[24]. Therefore, in African countries with high rainfall, we need to create a modern irrigation system, able to solve the problem of irrigation in dry years, not only within a particular state, but also from their nearest neighbors. Otherwise, some countries will have to increase wheat exports more than tripled in the near future.

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[21] Water as a strategic international resource: The new water wars. Draft chapter, Anil Naidoo & Adam Davidson-Harden (Nov. 9, 2005) // http://www.blueplanetproject.net/documents/water_wars
[22] Mathias Risse "Common Ownership of the Earth Revisited", Harvard University, 2013
[23] http://medical-dictionary.thefreedictionary.com/dehydration
[24] http://www.theatlantic.com/magazine/archive/1997/06/do-we-consume-too-much/376877/

According to scientists, who mostly focus on the African problems, even today, in Africa only one inhabitant out of five can enjoy clean drinking water[25]. It is clear that in this situation generated favorable conditions for the spread of various epidemics and congenital abnormalities. If you do not start to take action right now, then very soon the African population degrades in all senses.

To solve the problem of lack water Risse focuses on "global compact on water", which should include monitoring body[26].Also, the monitoring body can define states into under and over uses of water and according to that defining of states in that way will also solve the problem of immigration. The "under-users" can expect for further requests on migration at that time "over-users" have to reduce requests for immigration.

World review of water availability versus population reveals disparities between different continents and, in particular, the difficult situation of Asia, which has more than half the world's population (60%), whereas it has only 36 % of world water resources.[27]

Obviously, the scarcity of fresh water is more prone densely populated country located in the southern hemisphere than in the Northern. The problem arises from the fact that the distribution of water and the population is not balanced. Moreover, this problem is non-uniformly expressed within individual countries due to uneven flow of the rivers within the boundaries of their pools, as the latter are, as a rule, the zone of the formation, transportation and analysis of runoff, often and deltaic areas.

To say about over-users of water and the richest of water resources states, the largest fresh water resources has Asia, and the lowest – Australia and Oceania, while specific security they change their places. Of course, it's all in the population, which in Asia have already reached 3,7 billion people, and in Australia barely exceeds 30 million, the most secured freshwater region of the world will be South America[28]. It is no coincidence, after all, here is the Amazon river is the deepest river in the world.

The monitoring body would also create a level playing field in which wealthier countries would not have power over poorer ones. "What should not matter for the resolution is how much water overall A or B possess, or their absolute wealth." Risse writes: "What matters is how the overall value of resources and spaces is affected for whose assessment availability of water is but one (albeit increasingly important) factor."[29]

Another author who rises the question of lack water, the former and the last president of USSR, the founder of Green Cross International – Mikhail Gorbachev. Green Cross International is a global independent non-profit and non-governmental environmental organization working to address the inter-connected global challenges of security, poverty eradication and environmental degradation through a combination of advocacy and local projects[30].

In his essay "The global water on crisis" he writes that everybody needs in water and he compares the water with such powers as the religion and ideology which can start people move from one place to live to another. "We need it for drinking, for cooking, for washing, for food, for industry, for energy, for transport, for rituals, for fun, for life. And it is not only we humans who need it; all life is dependent on water to survive"[31], says Gorbachev in his essay[32].

According to his essay, there is a global crisis on water which has two main problems: the population growth and technological explosions and the main issue from that more people lack of drinking water more than two decades ago.

The way to solve the problem of lack drinking water Gorbachev differ from Risse sees. He sees the implementation of solutions mostly on local level, sometimes in little groups who has lack to water instead of Risse focused mostly on global level.

The population growth is not only the problem of lack water but at that time it is a solution of it and that source is mainly based to human solidarity, which must be at all the levels.

The water is also necessary for economical, social development and national security. Gorbachev gives an example of "The Jordan Valley" shared by people of Israel and Palestine, Jordan, Syria. However, there is still no solution to regulate relationships between countries when question goes to water.

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[25] http://www.charitywater.org/whywater/

[26] Mathias Risse "Common Ownership of the Earth Revisited", Harvard University, 2013

[27] Sustainability and Water,August 12, 2010 http://www.overpopulation.org/water.html

[28] World Economic and Social Survey 2013 Sustainable Development Challenges, https://sustainabledevelopment.un.org/content/documents/2843WESS2013.pdf

[29] Mathias Risse "Common Ownership of the Earth Revisited", Harvard University, 2013

[30] http://www.globalgreen.org/press/258

[31] http://www.runningdry.org/essay.html

[32] http://www.voiceyourself.com/Mikhail_Gorbachev_Water_Essay.html

In a nearly future there also can start the water wars between the states which has the lack of water resources and on that purpose Gorbachev says that there should be available mediation and support for states that face the scarcity of water.

"We must remember that the valueand the price of water are two very different things; it is substance which must be used efficiently, but must be available for the sustenance of all - including natural ecosystems", says Gorbachev his final words in essay.

The Green Cross International's large work in the sphere of scarcity on water and the initiatives by other NGO's make the United Nations adopt resolution, that establishes a right to water as a basic human right.

At the UN General Assembly on 28 July, the Council adopted a resolution, which establishes "the human Right to water and sanitation". The General Assembly declares the right to safe and clean drinking water and sanitation as a human right, which is of great importance for a full life and full enjoyment of all human rights"[33].

It expressed deep concern over the fact that worldwide, 884 million people lack access to clean water. More than 2,6 billion people (approximately 39% of the world's population) live in houses without toilets and other sanitary conditions. "Every year from diseases linked with the use of impure water, or the lack of adequate sanitation dies about two million people, most of them children under 5 years," says the resolution.

The document calls for States and international organizations to provide financial resources and transfer to developing countries technology to strengthen efforts to ensure every human being safe, clean and accessible (including price) drinking water, services and sanitation.

The Resolution confirms the mandate of the independent expert, who must submit to the General Assembly the problems associated with the implementation of this Resolution.

Focus on unresolved issues of law in the implementation emphasizes that all stakeholders - government, NGOs, international organizations, in particular – must move from words to actions, and that all persons greater responsibility in making rights a reality for billions of people still lack access to water and sanitation and in that case we must concentrate our efforts and resources.

Finally, we could say that we have our new right – right to clean water and sanitary, but it doesn't mean that from the adoption of the resolution the water will be available elsewhere.

Of course, measures, and problems everywhere different. But there are some General considerations applicable to all districts, regardless of whether poor or rich in water resources. It is obvious that in the hydrological cycle of the planet not to interfere improperly. This is an obvious 'Achilles heel' of humanity. Care should be taken not to interfere too strongly in the conditions that determine the overall availability of water. Therefore, the water problem occurs not only in areas of water scarcity, but also everywhere. In all parts of the world where human intervention in the hydrological cycle must be kept within reasonable limits. From this point of view it would be correct to say that water is "everybody's business", but the water problem is the problem of all international community and there should be done a series governmental and international seeking to promote the understanding of the problem in the world.

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14) http://www.globalgreen.org/press/258.
15) http://www.runningdry.org/essay.html.
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BUSINESS SUSTAINABILITY AS THE MAIN FACTOR OF COMPETITIVENESS

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The popularity of the idea of sustainable development in the business environment supported growth of responsible investment, an increase in the number of published reports on social responsibility and sustainable development, as well as the growing popularity of standards and guidelines for sustainable development.

If sustainable development is to achieve its potential, it must be integrated into the planning and measurement systems of business enterprises. And for that to happen, the concept must be articulated in terms that are familiar to business leaders [1].

The following definition in terms of business sustainability is suggested: «For the business enterprise, sustainable development means adopting business strategies and activities that meet the needs of the enterprise and its stakeholders today while protecting, sustaining and enhancing the human and natural resources that will be needed in the future» [2].

This definition captures the spirit of the concept as originally proposed by the World Commission on Environment and Development, and recognizes that economic development must meet the needs of a business enterprise and its stakeholders. The latter include shareholders, lenders, customers, employees, suppliers and communities who are affected by the organization's activities.

Moreover, business sustainability is often defined as managing the triple bottom line - a process by which companies manage their financial, social and environmental risks, obligations and opportunities. These three impacts are sometimes referred to as profits, people and planet [3].

Business sustainability requires firms to adhere to the principles of sustainable development. According to the World Council for Economic Development (WCED), sustainable development is development that «meets the needs of the present without compromising the ability of future generations to meet their own needs». So, for industrial development to be sustainable, it must address important issues at the macro level, such as: economic efficiency (innovation, prosperity, productivity), social equity (poverty, community, health and wellness, human rights) and environmental accountability (climate change, land use, biodiversity).

Why sustainable development for companies is viewed as a competitive advantage in XXI century?

To answer on this question lets view closer on McKinsey Global Survey results about managing companies sustainability [4].

This survey explored how companies define sustainability, how they manage it, why they engage in activities related to sustainability, and how they assess as well as communicate this engagement.

According to McKinsey's survey, companies are defined as being most engaged with sustainability if their executives say that sustainability is a top-three priority in their CEOs' agendas, that it is formally embedded in business practices, and that their companies are «extremely» or «very effective» at managing it. These companies are much likelier than others to reap value in the form of reputation building, cost savings, and growth opportunities. Energy companies, not surprisingly, also take a more active approach.

Another one McKinsey's survey says that many companies are actively integrating sustainability principles into their businesses and they are doing so by pursuing goals that go far beyond earlier concern for reputation of management—for example, saving energy, developing green products, and retaining and motivating employees, all of which help companies capture value through growth and return on capital.

Companies are also integrating sustainability across many processes. According to respondents (Exhibit 1): 57 percent say their companies have integrated sustainability into strategic planning. The most integrated area is mission and values, followed by external communications, while the least integrated areas are supply-chain management and budgeting [5].

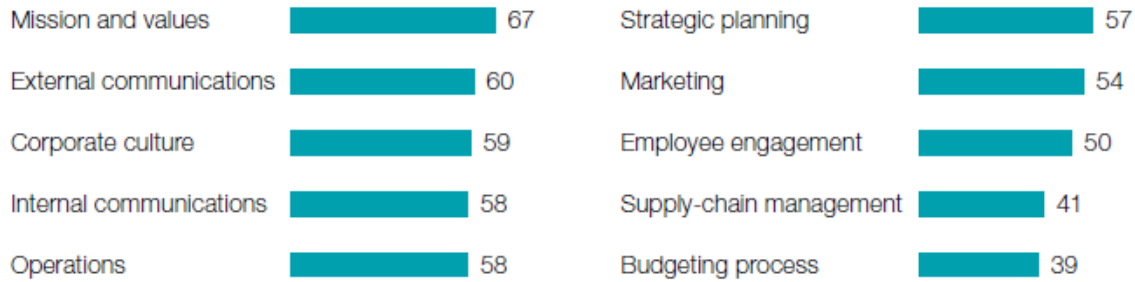| Mission and values	67	Strategic planning	57
External communications	60	Marketing	54
Corporate culture	59	Employee engagement	50
Internal communications	58	Supply-chain management	41
Operations	58	Budgeting process	39

Exhibit 1. Business processes into which sustainability has been completely or mostly integrated (% of respondents, n=2,956).

In general, respondents from companies in the leaders' group say their companies do more on every aspect of sustainability; this is especially true in the areas of growth and risk management that, along with return on capital, are three ways in which sustainability can create value based on McKinsey research. For example, 94 percent say their companies have integrated sustainability into strategic planning, versus 53 percent of all other respondents. Compared with the integration of sustainability into other processes, however, the leaders' supply chains and budgets are less integrated; respondents at other companies report this pattern as well. In addition, respondents in the leaders' group are more likely than other respondents to report that their companies are pursuing each of the 13 actions related to sustainability listed in the survey, and they rate themselves more effective at taking action, relative to competitors, more often than the rest of respondents do.

In conclusion of Mc Kensey's survey part, it is important to clarify that implementing sustainability in company's strategy is a way to build competitive future.

Let's consider the triple bottom line, that were mentioned above, as a main principle of business sustainability. Triple bottom line (TBL) accounting expands the traditional reporting framework to take into account social and environmental performance in addition to financial performance. In 1981, Freer Spreckley first articulated the triple bottom line in a publication called «Social Audit - A Management Tool for Co-operative Working» [6]. In this work, he argued that enterprises should measure and report on social, environmental and financial performance:

1. The economic aspect covers not only the financial performance of the company – it also aims to analyze the contribution of the company to the development of the national economy and to the description of its economic development strategy. In this area, among the main indicators can be found data of the profit and loss account, the size of investment in intellectual capital, internal and external social programs, the results of customer satisfaction assessment, information on product quality.

2. Social services includes the company's contribution to the safety and health personnel, social programs, assistance to the population, which was attended by the company, proof of its compliance with human rights. Key indicators in this section describe the existing rules in the enterprise personnel management, corporate code of the company, the company's relationship with the public.

3. The environmental aspect is aimed at protecting the environment and is applied to technology companies in order to maintain the ecological balance. In this field are important indicators of energy, water and other resources, emission data of different categories of pollutants.

Developing an effective management framework for sustainable development requires addressing both decision-making and governance. The concept of sustainable development must be integrated both into business planning and into management information and control systems. Senior management must provide reports that measure performance against these strategies.

Governance is increasingly important because of the growing accountability of the corporation and its senior management. Information and reporting systems must support this need. Decision-making at all levels must become more responsive to the issues arising from sustainable development.

Seven steps are required for managing an enterprise according to sustainable development principles for increasing competitiveness [7]. These are set out below:

1. Perform a stakeholder analysis.

The stakeholder analysis begins by identifying the various groups affected by the business's activities. These include shareholders, creditors, regulators, employees, customers, suppliers, and the community in

which the enterprise operates. It must also include people who are affected, or who consider themselves affected, by the enterprise's effect on the biosphere and on social capital.

After the stakeholders have been identified, management should prepare a description of the needs and expectations that these groups have. This should set out both current and future needs, in order to capture sustainable development concept. The key is to analyze how the organization's activities affect each set of stakeholders, either positively or negatively.

2. Set sustainable development policies and objectives.

The next objective is to articulate the basic values that the enterprise expects its employees to follow with respect to sustainable development, and to set targets for operating performance. Management should incorporate stakeholder expectations into a broad policy statement that sets out the organization's mission with respect to sustainable development. This policy statement would guide the planning process and put forward values towards which management, employees and other groups such as suppliers are expected to strive.

3. Design and execute an implementation plan.

Managing this type of organizational change requires leadership from senior management. The board of directors, the chief executive officer and other senior executives must be actively involved in the process. They need to lead by example, and to set the tone for the rest of the organization.

As a starting point, after the board and senior management have established their sustainable development objectives, these should be communicated to the various stakeholder groups. Some organizations have ongoing consultation arrangements with stakeholders which facilitates this process. There is little point in embarking on a programme to meet stakeholders' needs without first consulting stakeholders to ascertain what those needs are.

It is also important to determine any modifications that should be made to the organization's systems and processes in order to ensure that day-to-day activities are performed in a manner that is consistent with these objectives.

4. Develop a supportive corporate culture.

Employees can have a strong influence on corporate culture and on a company's environmental performance. The concept of sustainable development requires organizations to develop a culture that emphasizes employee participation, continuous learning and improvement.

5. Develop measures and standards of performance.

The implementation of sustainable development objectives, and the preparation of meaningful reports on performance, require appropriate means of measuring performance.

6. Prepare reports.

The next step in the process is to develop meaningful reports for internal management and stakeholders, outlining the enterprise's sustainable development objectives and comparing performance against them. Directors and senior executives use internal reports to measure performance, make decisions and monitor the implementation of their policies and strategies. Shareholders, creditors, employees and customers, as well as the public at large, use external corporate reports to evaluate the performance of a corporation, and to hold the directors and senior executives accountable for achieving financial, social and environmental objectives.

7. Enhance internal monitoring processes.

Monitoring can take many forms, such as: reviewing reports submitted by middle managers; touring operating sites and observing employees performing their duties; holding regular meetings with subordinates to review reports and to seek input on how the procedures and reporting systems might be improved; implementing an environmental auditing programme.

In addition of independent research by author of thesis, companies of Tatarstan Republic which implemented principles of sustainable development will be considered as an object of study. A survey performed by the author of a thesis, will be aimed at two audiences - senior management companies and investment environment (potential investors).

As a basis of independent survey, were taken a survey of E&Y which determined six trends of business sustainability [8]. Following six trends were asked in questions for determining level of involvement companies in sustainable development (companies are located in Tatarstan Republic):

1. Interest of top management is crucial to raise awareness of the risks in the area of sustainable development and preparedness.

2. State and international institutions do not play a key role in addressing issues of sustainable development.

3. A serious problem in the field of sustainable development was the growing risk of natural resource scarcity.

4. Accepted companies risk reduction measures do not correspond to the scale of problems in the field of sustainable development.

5. The practice of issuing integrated reporting will require a lot of time.

6. An increasing number of inquiries from investors and shareholders on the activities of companies in the field of sustainable development.

As a result of the research, the author will present the main approaches of implementing the principles of sustainable development companies, and will provide recommendations for the implementation of these principles, the Republic of Tatarstan companies to increase their competitiveness.

As a conclusion, the policy of sustainable development, is estimated by the companies and potential investors who are ready to enter the investment in these companies as the main criterion for the successful development of the company in the future. Nowadays, it becomes obvious fact of transition companies to introduce into their operations and policies of an enterprise of the principles of sustainable development, especially during the current crisis. Judicious use and management of economic, environmental and social resources will allow companies to maintain their level of competitiveness.

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TO THE 70TH ANNIVERSARY OF THE VICTORY IN THE GREAT PATRIOTIC WAR: WARTIME ECONOMY OF THE USA AS A MEMBER OF THE ANTI-HITLER COALITION

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For nearly half a century historians and economists, almost without exception, have misinterpreted the performance of the U.S. economy in the 1940s. The reigning view has two aspects: one pertaining to the conceptualization and measurement of the economy's performance; the other pertaining to the explanation of that performance in macroeconomic theory. The accepted profile of the economy's performance during the 1940s – peak prosperity from 1943 to 1945, followed by much worse performance from 1946 to 1949 – is indefensible as a description of economic well-being. Further, the most widely accepted explanation of the events of the war years cannot withstand critical scrutiny. The prevailing misinterpretations of economic performance during the 1940s have arisen because historians and economists have failed to appreciate that the wartime economy, a command economy, cannot be readily compared with either the prewar or the postwar economy. During the Second World War, the U.S. government took strong measures to increase its control over the economy.

Pearl Harbor provided the spark needed to begin conversion to a wartime economy. With this attack, Washington felt that a greater bureaucracy was needed to help with mobilization. The government raised taxes, which paid for half of the war's costs and borrowed money in the form of war bonds to cover the rest of the bill.

Two-thirds of the American economy had been integrated into the war effort by the end of 1943. Because of this massive cooperation between government and private entities, it could be argued that the economic measures enacted prior to and during the Second World War helped lead the Allies to victory.

In his State of the Union address on January 6, 1942, one month after the bombing of Pearl Harbor, President Franklin Roosevelt announced the country's arms production goals. The United States, he said, was planning to produce 45 thousand tanks, 60 thousand planes, 20 thousand anti-aircraft guns, and several thousand ships. He added, "Let no man say it cannot be done."

WAR PRODUCTION BOARD ESTABLISHED IN 1942.

Roosevelt established the War Production Board (WPB) as a government agency on January 16, 1942 by executive order. Its purpose was to regulate the production of materials and fuel during World War II in the United States. The WPB converted and expanded peacetime industries to meet war needs, allocated scarce materials vital to war production, established priorities in the distribution of materials and services, and prohibited nonessential production. It rationed such things as gasoline, heating oil, metals, rubber, paper, and plastics.

No one had ever seen such huge arms production numbers. Public skepticism was widespread. But Roosevelt and his colleagues realized that the world's largest concentration of industrial power at that time was in the U.S. automobile industry. Even during the Depression, the United States was producing three million or more cars a year. After his State of the Union address, Roosevelt met with auto industry leaders, telling them that the country would rely heavily on them to reach these arms production goals. Initially they wanted to continue making cars and simply add on the production of armaments. What they did not yet know was that the sale of new cars would soon be banned. From early February 1942 through the end of 1944, for nearly three years, essentially no cars were produced in the United States.

In addition to the ban on the production and sale of cars for private use, residential and highway construction was halted, and driving for pleasure was banned. Strategic goods – including tires, gasoline, fuel oil, and sugar – were rationed, beginning in 1942. Reducing private consumption of these goods freed up material resources that were vital to the war effort.

1942: A BENCHMARK YEAR

The year 1942 witnessed the greatest expansion of industrial output in the nation's history – all for military use. Wartime aircraft needs were enormous. They not only included fighters, bombers, and reconnaissance planes, but also the troop and cargo transports needed to fight a war on distant fronts. From the beginning of 1942 through 1944, the United States far exceeded the initial goal of 60 thousand planes, turning out a staggering 229,600 aircraft, a fleet so vast it is difficult to visualize, even today. Equally impressive, by the end of the war more than five thousand ships were added to the one thousand or so that made up the American Merchant Fleet in 1939.

A sparkplug factory was among the first to switch to the production of machine guns. Soon a manufacturer of stoves was producing lifeboats. A merry-go-round factory was making gun mounts; a toy company was turning out compasses; a corset manufacturer was producing grenade belts; and a pinball machine plant began to make armor-piercing shells.

In retrospect, the speed of this conversion from a peacetime to a wartime economy was stunning. The harnessing of U.S. industrial power tipped the scales decisively toward the Allied Forces, reversing the tide of war. Germany and Japan, already fully extended, could not counter this effort. British Prime Minister Winston Churchill often quoted his foreign secretary, Sir Edward Grey: "The United States is like a giant boiler. Once the fire is lighted under it, there is no limit to the power it can generate. "

The War Production Board was dissolved shortly after the defeat of Japan in 1945, and was replaced by the Civilian Production Administration in late 1945. Commercial institutions like banks who had bought billions of dollars of bonds and other treasury paper during the war years, were estimated to be holding more than $ 24 billion at the war's end.

To sum up, World War II got the economy out of the Great Depression, but not in the manner described by the orthodox story. The war *itself* did not get the economy out of the Depression. The economy produced neither a "carnival of consumption" nor an investment boom, however successfully it overwhelmed the nation's enemies with bombs, shells, and bullets. But certain events of the war years – the buildup of financial wealth and especially the transformation of expectations—justify an interpretation that views the war as an event that recreated the possibility of genuine economic recovery. As the war ended, real prosperity returned.

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SPEECH CULTURE IN BUSINESS COMMUNICATION

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Business communication is the most common type of communication between people in society. Culture of business communication promotes the establishment and development of relations of cooperation and partnership between colleagues, managers and subordinates, partners and competitors, largely determining their effectiveness: whether these relations are successfully implemented in the interests of the partners or become insipid, inefficient, and even entirely cease, if the partners do not find understanding [1].

Business communication is performed in different forms. But it always includes public speech, monologues and dialogues of participants of business communication. Public speech is a means of achieving the goals and should meet requirements which makes it convincing, eloquent, evidentiary, logical, thought-out and just beautiful. Nowadays literacy, consistency and emotional colors of speech are required conditions of any business communication. Speech at the meeting, conclusion of a contract, mediation and promotional activity – all of it demand eloquence which means the ability to express thoughts clearly and convincingly. Business rhetoric focuses on the rules of correct use of words, techniques or speaking and even listening during public speech, polemics or a dispute [2].

As it is mentioned above, business communication can function in several different forms [2]:

• Business meeting – it is opened discussion of problems or challenges in a group of colleagues or experts.

• Business negotiations – it is the main means in the decision-making process of communication of two stakeholders who have specific goals and tasks (the conclusion of contracts, transactions and deals, for example).

• Business correspondence. It includes different documents related to the specific mode of transferring the text.

• Public speech – it is transfer of information by one person to a different audience using oratory.

• A dispute includes collision of opinions and disagreements where each side defends its point of view.

Business communication allows people to organize cooperative activities, know each other and also to form and to develop interpersonal relationships. Observation of fundamental principles and norms of business communication ensures the success of business person.

Speech of a successful businessman should meet the following requirements [3]:

1. Correctness. It means that your speech should comply with literary and linguistic norms.

2. Clearness of speech. Listening audience should understand you.

3. Purity of speech. You should remove nonliterary, vulgar, slang and foreign words for a successful speech.

4. Liveliness of speech. «Language must be a living being». This quote Leo Tolstoy does not lose relevance. Emotionality, imagery, expression and absence of patterns attract listeners` attention.

5. Sufficient vocabulary. Great number of words in your vocabulary makes your speech bright and has an impression on the audience.

6. Correct stylistics. Business communication style includes absence of unnecessary words, the correct order of words in a sentence and absence of standard expressions.

The preparation of highly qualified specialists in European countries includes specific training and culture of everyday speech. These skills are key components of professional culture because a person will have to make decisions during his work activities, must be able to prepare documents correctly and to be able to negotiate with partners to set goals and motivate employees. Speech culture in business communication in many cases can be the key to the successful conclusion of transactions because it depends on the performance of employees, and therefore influence the profitability of the enterprise [4].

It is easy and pleasant to communicate with a person of high culture of speech. If he is a business man, he is sufficiently good at making deals and negotiations, he manages to convince people and influence interlocutors. He can create or edit a document himself, write a gratitude letter of congratulation speech or presentation. And those are all important components of a professional image of businessman. Smart and expressive speech is one of the most important components of business etiquette and a pledge of success in the career or business [4].

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USE OF VISUAL AIDS AT THE ENGLISH LANGUAGE LESSONS AS THE BASIS OF PUPILS' COGNITIVE ACTIVITY DEVELOPMEN

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Increase of teaching process effectiveness is among the most urgent problems of modern pedagogical theory and practice. **Relevance of the topic** is determined by the necessity of searching and developing optimal instructional techniques and teaching aids to develop cognitive activity of pupils. One of the teachers' concerns is how to develop a children's strong interest in learning, knowledge and how to encourage their demand for independent search. Solution of these problems is based on the need-motivational sphere of the child. Therefore, the teacher should form learning motivation of pupils on the basis of cognitive interest. The child should like his/her work, and it must be available to him/her. Great scientists V.A. Averin, E.V. Korotaeva, M.P. Osipova, E.F. Kharlamova and G.E. Shukina studied the didactic basis of pupils' cognitive activity intensification.

It is believed that the principle of visual aids employment is the most reliable way to achieve this goal. What does this principle mean? The principle expresses the need to build students' ideas and concepts on the basis of sensory perceptions of objects and phenomena of real life or their images. This principle of didactics was first introduced by A. Comensky. He wrote: "... there is nothing in the knowledge that has not previously been in the sense... that is why a teacher should not start with a verbal interpretation of things, and with the objective of observing them. We all should try to train with the help of personal observation and sensual/visual perception".

Visual perception in learning process is considered to be important. According to the materialistic theory of knowledge, based on the theory of reflection of objective reality in consciousness, sensations, perceptions and ideas, thinking activities and cognitive activities are inseparable.

Visual learning is a serious tool of education and upbringing children.

The first one promotes the assimilation of knowledge, cognitive development, and the second one is responsible for the development of attention, thinking, imagination, feelings and aesthetic tastes, skills, observation, and others. Most of today's children, brought up by TV and computer, accustomed to the bright pictures and entertaining games, are simply not interested in the teacher, if in his /her arsenal there is nothing but chalk, a blackboard and a textbook.

Foreign language teachers often create and use digital educational resources, and the learning process can be turned into a fascinating, exciting activities for students and not less pleasant activities for teachers.

The use of computer presentations in the educational process allows to improve learning process and conduct classes on a new level, using projection slide films from the computer screen to the big wall screen or a personal computer (laptop) of each student. Presentations can be used at the initial and advanced stages of training.

The aim of our exploration is to study the possibility of using visual aids to enhance the cognitive activity of pupils in the English language learning.

The aim of our study determines the **research questions** of our investigation:
- To expand the specificity of pupils' cognitive activity at the English language lessons.
- To consider the ways and conditions for the development of the pupils' cognitive activity at the English language lessons.
- To describe the possibility of using visual aids at the English language lessons.
- To analyze the types of visual aids applied at the English language lessons.

- To identify the level of English language learners` activism in the 6th grade.
- To determine the impact of the visual aids application on pupils` assimilation of new material at the English language lessons.
- To create guidelines for students on the use of visual aids.

The object of the research – the process of intensification of pupils` cognitive activity by using of visual aids.

The subject of the research – visual aids as a means of the intensification of pupils` cognitive activity at the English language lessons.

The hypotheses of the research – proper use of visual clarity at the English language lessons helps to enhance pupils` cognitive activity, if a teacher:
- uses the variety of its forms (subject, pictures, schematic);
- uses visibility at all stages of studying.

The use of various visual aids plays an important role in teaching a foreign language: drawings, paintings, charts, tables, pictures that make diversity in the educational process, making it more interesting. It is known that a well-designed scheme makes it easier and faster to see the essence of the subject studied. It becomes possible for us simultaneously to obtain a synthetic view of it, to cover all the elements in their entirety.

To solve all the questions of the research and to test the hypotheses the following **methods** were chosen: analysis of psycho-pedagogical and methodological literature on the researched topic, synthesis and use of teaching experience, observation, experiment.

The practical significance of the research is in the ability of use its results in practice of teaching English at all stages of studying in schools and universities.

The main **implementation** is that the principle of visibility, significant in the study of English language, since modern technologies are used as a means of presentation, provide pupils and teachers with unlimited possibilities.

We have considered the process of formation of pupils` lexical and grammatical skills, the essence of which can be defined as:
– the ability to use words of long-term memory instantly, depending on the specific situations of communication;
– the ability to put them into the speech chain.

The results of our experiment.

It was found out that on the first stage of our experiment the children have low level of lexical skill development. We performed diagnostic techniques based on the study by R.S. Nemov: technique 22. "Identification of passive vocabulary" and technique 23 "Identification of active vocabulary", written with consideration of children`s psychological characteristics of this age. The first method is aimed at the recognition of the lexical units (LUs). A series of 10 words on the theme «My flat» and a series of 10 pictures were proposed. Students have to relate the word with the picture. In accordance with the number of lexical units and software requirements for their assimilation, the following evaluation criteria were developed:

9-10 words – the highest level of development,

5-8 words – the average level of development,

0-4 words – a low level of development.

The second method is directed to the use in speech a studied lexical material on the topic «My flat». Children are invited to look at the picture of the apartment. On this topic, students studied 10 LU that they have to use in their speech, describing the picture. According to the software requirements evaluation criteria were developed:

8-10 – high level of formation of lexical skills,

4-7 – the average level of formation of lexical skills,

0-3 – low level of formation of lexical skills.

During checking the results of the first methodology for the recognition of lexical units we have revealed that 4 people have had a high level of development of LS, 6 persons – the average level of development of LS and there were no people with a low level of development of LS.

According to the results of the second methodology aimed at the use of LU`s, it turned out that one person has a high level of development of LS, 4 pupils - the average level of development of LS, 5 pupils – low level of development of LS.

On the second stage of our experiment we tried to enhance pupils` cognitive activity by using Microsoft Power Point presentations. For instance, lesson-project: During the preparatory phase the Internet is used to collect information, Next step - the implementation of the Power Point presentation. Using presentations, computer training programs, charts are proved to be effective. We should emphasize that it is very interest-

ing to observe the development of students in their presentations. Each child has an opportunity to demonstrate his/her skills, interests and capacities. Pupils prepare slides, on which they place their photos, images, keywords, phrases that help them to make a presentation on the topic. Such presentations can be interesting for classmates and this type of task may provoke a lot of questions, which is a good stimulus for conversation. There are presentations on the following topics: "My Family", "My hobbies", "My Flat", "My School", "My birthday", "My Day". Presentations of students are not only stories about the facts of their lives and surroundings, but also it is an attempt to comment on them and give their opinion, and if there is not any opinion, classmates will ask questions and try to correct some grammar or lexical mistakes. This interest in the opinion of friends is approved by the age characteristics.

And on the third stage of our experiment we checked the pupils` level of lexical skill development again and noticed that it was much higher.

So we have studied the influence of visual aids on the formation of cognitive activity of pupils of 6th grade at English lessons by using modern technologies The goal of our study is achieved and the terms of the hypothesis are confirmed.

In conclusion we'd like to say that the use of visual aids is extremely effective in the development of pupils' cognitive activity. Modern technologies which are used gives teachers and pupils unlimited perspectives. Moreover, the use of visual aids is mobilizing the student's psyche activity, instilling interest in the information received, extends the range of the perceived information, reduces fatigue, and generally facilitates the whole learning process and this leads to improvement of student's knowledge.

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CROSS – CULTURAL MANAGEMENT

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This article is called 'Cross-Cultural Management' that is an immediate issue nowadays. Cross-Cultural Management examines the management of culturally diverse organizations. So we can stress that the management of international businesses is a central focus. People from different cultural backgrounds communicate, interact or work in similar and different ways among themselves. Let us discuss this problem in more details. The growing importance of world business has created a demand for managers sophisticated in global management skills and working with people from other countries.

Jerome Dumetz, International Graduate Programs Coordinator, noted: 'Everyone has heard something about cross-cultural management, but many dismiss it as no more than a passing fad, as just another set of useless tips on doing business abroad. It is true that these management fads are a boom industry and many of the handbooks are at best merely entertaining, and at worst downright useless'. It may also be the result of a natural discrepancy between two different corporate cultural identities. This is where cross-cultural management comes in. Cross Cultural Management can be defined as the achievement of productive diversity, intercultural effectiveness and cultural synergy in the performance of management across cultures, through processes including successful cultural adaptation and cross-cultural social engagement and skills including the leadership of cross-cultural teams and the resolution of culturally related value dilemmas. Or in other words, Cross-Cultural Management describes organizational behavior within countries and cultures; compares organizational behavior across countries and cultures; and seeks to understand how to improve the interaction of co–workers, managers, executives, clients, suppliers, and alliance partners from around the world. Sharing business features across cultures is one of the best ways to make our world become a huge developing system. The importance of Cross-Cultural Management is that it has to solve problems when individual company encounters national cultures. Partner companies that bring know-how, capital, management and suchlike usually provide the future company management and influence the newly created organizational culture. When trying to overcome possible misunderstandings and to create favourable condition for

all participating partners, it is possible to use several ways of converging of partner companies. Participants must be aware of their own cultural strengths and weaknesses when working with people from different cultures. Before the deal they should learn fundamental principles and acquire basic information on ways to build bridges between people from diverse cultures working together in some form of business of project.

Cross-Cultural Management seeks to:

- understand how national cultures affects management practices;
- identify the similarities and differences across cultures in various management practices and organizational contexts;
- increase effectiveness in global management.

International working teams are quite common these days. Companies more and more get into touch with members of various national cultures. This includes their employees, business partners and customers. The work of managers is more and more influenced by development of – global – economics and that is why the need to manage problems of controlling and communication in the multicultural environment of multinational companies is of prominent interest now.

Picture 1.- Cross-Cultural Management

Employees from different countries learn to understand differences between cultures. I must admit that it is a wise managerial strategy. This strategy includes five key areas: management style, job security and compensation, career development, performance evaluation and motivational strategies.

"Future managers must deal with the many additional layers of complexity that the changing environment of business brings to their jobs. They must learn to operate within the complex interplay between the various trends in the cultures of the world and the process of globalization" (Kedia, 2006).

As cross-cultural management develops, there are a lot of points of view. Some people talk about advantages of this fast development while other do not agree with them. They think that there is wider difference between notions to nation's culture, their nation's activities in such a way that individual from different nations hard to understand and also its takes lots of time adopt and also there is a chance to that person may not adjust to culture of different country which causes "CULTURS SHOCK". It is easy to talk about culture, but real problem comes when it's faced. Among the benefits of cross-cultural management there are such advantages as receiving cultural knowledge, assembling different countries, worldwide involvement, inter culture awareness and many others.

We think there are more advantages of developing cross-cultural management that disadvantages because cross-cultural management helps our world to integrate and become a whole system. So, managers need to understand context of management structure of organization culture followed by individuals with different cultural and social identities, which managers might need to adapt. Cross-Cultural Management has uncovered many of the keys to making cross-cultural operations work much more successfully, and has continued to show organizations what enormous benefits they can hope to achieve, once they gain understanding and respect for the cultural factors at work. As a visible result, the members of a team find out how to modify and improve their management approach, and see huge growth in motivation and cooperation among their colleagues.

GR TECHNOLOGIES IN MODERN RUSSIAN POLITICS

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The theme of study is devoted to the development of the actively forming communication between the actors of the public sphere - civil society, business and government, which is called «Government Relations» (GR). GR is often regarded as public, interactive, professional communication between the entities outside the public sector with public authorities.

Nowadays public sphere is becoming an arena of conflict and negotiation. Main actors of government, social and economic areas try to defend their interests. Consequently, GR-communications are considered as the process of harmonization of these relations, leading to the achievement between all the competing groups.

Spectrum of GR technologies today has enormously expanded. It includes analysis and forecasting of the communication capabilities of great number of parties, the information space around them, communication audit, creation and promotion an attractive image of agents communication, conflict management, researching in a field of effective negotiation practices, development of united regulations and ethical communication. In modern Russian Federation the practice of using such methods was originated relatively recently.

Social and economic transformation in the world allowed us to move away from the concept of propaganda and pressure groups, which always pursue only private interests of corporations. The openness of information dictates a new paradigm of partnership between government and civil society. In today's post-industrial societies political solutions based on the interaction of government institutions and civil society institutions, which are synthesized the private interests of society and transform them for the public. This mechanism of interaction gives an opportunity of sifting radical extremes and offers solutions based on balanced consensus positions. In such conception GR-technologies complement and extend the existing system of democratic citizen's representation in government.

In modern Russian communication system between business and government we can see a professional sector directed to establish a dialogue. At the moment there are a number of communication agencies providing such services, and along with them exist functioning sectoral and public associations, foundations and other organizations of the public sphere of civil society. In our country it is called GR (communication with public authorities), in other countries, mainly Anglo-Saxon, this activity is called «Public affairs». The need to institutionalization of GR-communication is dictated, firstly, by changes in attitude to the government and in relation to the commercial sector organizations and its dependence from the state. Secondly, in the public sphere now is observed appearing of non-profit organizations, which can solve important social problems. New players in the public space involve the formation, development and institutionalization of the profession GR-specialists.

Today most political decisions affect on the business organizations area. To achieve main aims companies need to understand ongoing initiatives in politics, political processes and build strong relationships with decision-makers. In such way, public affairs are considered as the main element of the communicative structure of the organization. In its turn GR-relationship with the government – it is communication methods (communication techniques), used by individual professionals or organizations to influence on actions of the government at the local, state, national or global level to achieve their own purposes.

For implementation of GR-strategy we need to solve the following problems:
1. To support all "active" channels of communication with the public authorities.
2. To Keep the division within the companies and collect necessary information for feedback.
3. To keep marketing communications in channels of Informational and Analytical area.
4. Monitoring of government`s activities and media positions about them.
5. Organization of various events for wide public.
6. Mobilization of expert`s power to prepare fundamental information and assessments.

PR services now work in all companies which are respect their reputation and reputation of their clients. By analogy we can see development of GR technologies. They were formed in a large business and now they are spreading in descending trend.

GR-communications are essential for following functions of public policy:

1. The function of articulation. In this case the articulation of public interest derives from the function of the public sphere. This function is similar for lobbying, for this reason it expresses the interests of pressure groups.

2. The organization of cooperation. Balance of interests is absolutely necessary for more effectively co-operation, which leads to choosing of comfortable channel for communication (forums, congresses, conferences, commissions, etc.).

3. The function of transformation private interests into public. Society, as well as the power, needs to have representative points of its views. Transformation of interests requires some specific mechanisms. Civil society itself melts that interest and consequently GR – communication provides an additional channel of communication.

4. The function of forming an actual agenda. State enables for civil society to formulate a request for good governance. Therefore the community of experts assumes a central role.

It should be mentioned, that GR – is an indispensable and necessary communications, which allows us to communicate effectively within the triangle of government-business-civil society.

System of executive power plays a key role in the process of governance. For that reason GR-communication has wide range of opportunities for interaction:

- Lobbying.
- Intermediary Services in building ties with federal departments and agencies.
- Ability to affect to the lawmaking process.
- Potential impact on the development of strategic documents and realization of state policy in a wide range of issues.

In civil society Legislative power is closest to the people. GR specialists are interested in interaction with the legislature in the following areas:

- Interaction with the profile committees.
- Parliamentary support in crisis situations.
- Mediation, the ability to set acquaintance with the leaders and key characters in the parties and access to the relevant ministries and departments.

In modern times opportunity to be heard is direct way to genuine democracies. In this connection we can see appearance of completely necessary element – professional sector, which helps to establish a dialogue between civil society, business and government, which unites PR-technologies, advocacy, lobbying, and others.

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BANKRUPTCY OF AN INDIVIDUAL

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The theme of our investigation is the bankruptcy of an individual. The problem requires a detailed studying such issues as the history of the bankruptcy institution of an individual, experience of foreign countries and innovations in Russian legislation on bankruptcy of individuals.

The individual bankruptcy institution is regarded as a traditional instrument in the settlement of relations with creditors. For a long time legislation regulating the relations connected with bankruptcy of an individual applied only to individual entrepreneurs. The question of bankruptcy of an individual has become acute because legal regulations relating to the institution of bankruptcy of an individual will come into force on the 1st of July 2015.

The object of our study is the bankruptcy procedure.

The subject of our exploration is the features of the individual bankruptcy procedure.

The aim of our study determines the research questions of our investigation:

1. to examine the experience of foreign countries;

2. to investigate the history of the bankruptcy of an individual in the Russian Federation;

3. to investigate the main innovations in Russian legislation on a debtor;

4. to investigate the opinions of scholars, practitioners, and other experts in these issues.

The problem of studying the bankruptcy of an individual demands special care in using methods and a methodological concept. The most common method is a method of analogy, which helps to distinguish a few common features in the laws of different countries and periods. Such an approach involves studying the experience of other countries and history of legislation development. A different approach was used for interpretation of the law on bankruptcy. The method of research provides a reasonably objective criterion for understanding the essence of the law.

The question of great practical importance is to review the provisions of the law on bankruptcy of an individual to identify opportunities and difficulties in its application.

1. Experience of foreign countries.

The goals of insolvency in different states had a significant impact on the features of the bankruptcy law development.

There are two main goals of bankruptcy in foreign countries:

- collision settlement of the debtors' creditors in Germany;

- elimination of the insolvent debtor from the sphere of credit relations in Italy, England, France.

For example, the Constitution of the United States has no special rules on bankruptcy. Currently, the main source of legislation on insolvency is Bankruptcy Code. In a problematic financial situation of an individual American law offers alternative ways to get rid of their debts. The debtor may either, by selecting a competitive process, to donate their property to creditors, with some exceptions, and thus save their future earnings or by debt management plan, save his property, donate a portion of their future income.

2. History of the development of legislation on bankruptcy of an individual in the Russian Federation.

History of incorporating the provisions of bankruptcy of an individual in the Russian legislation includes three stages:

- the inclusion of the provisions of the bankruptcy law for entrepreneurs' bankruptcy;

- development of the project of independent law regulating the bankruptcy of individuals;

- adding to the bankruptcy law provisions of bankruptcy of an individual.

The first mention of the draft law on bankruptcy of the debtor was in 2009. The bill provided for the creation of a separate law, the main objective of which is to create a favorable economic environment for the implementation of credit facilities. However, since the Bankruptcy Law contains provisions on the bankruptcy of an individual entrepreneur who is a citizen, the idea of creating a separate law was rejected.

The next step was the creation of the Bill on Amendments to the Federal Law "On Insolvency (Bankruptcy)" in the regulation of rehabilitation procedures applicable to of the citizen of the debtor.

In the process of discussion and adoption of the law a number of changes was introduced: the amount of sum was increased from 50 thousand to 500 thousand rubles before the procedure of bankruptcy.

Institute of financial control should become mandatory with clear criteria for payment for his services.

This law is designed to significantly ease the bureaucratic procedure both for the debtors who can not pay on time to the bank, and for the financiers.

3. The main provisions of the bankruptcy of an individual.

Signs of the bankruptcy of an individual are:

- Failure to fulfill obligations for three months.
- The amount of debt more than five hundred thousand.

Stages of bankruptcy of an individual proceeding:

- Debt Restructuring.
- Sale of the property.
- Settlement agreement.

Debt restructuring is a complex of activities aimed at a temporary change in the conditions of repayment and allow to make monthly payments based on the current solvency.

The property in the possession of the bankrupt may be implemented in order to commensurate satisfaction of creditors. However, not all the property can be sold, for example, an apartment which is the only living place, can not be sold. All transactions related to the transfer of property which is in the possession of the debtor's relative are canceled.

In the bankruptcy case of a citizen a special person is involved – a financial manager who is approved by the Arbitral Court and meets the requirements of the Bankruptcy Act.

The maximum term of the bankruptcy proceedings of an individual may be for almost 4 years (up to 3 years and nine months, with a possible extension of this period, if necessary, further implementation of the debtor's property), which involves considerable expense of the citizen-debtor to perform the procedures under bankruptcy proceedings.

4. Consequences.

− it is forbidden to hide the fact of restructuring for five years, if a citizen takes the credit;

− if a citizen takes the credit, he should point to the fact of its bankruptcy within five years;

− a bankrupt citizen can not be the legal entity within three years from the date of acceptance of its bankruptcy;

− the court may issue a ruling on the temporary restriction on travel abroad for a bankrupt citizen;

− all property can be sold in order to pay of creditors' claims, except for the property less than ten thousand rubles and the property to which can not be imposed a penalty;

− if hidden property is found the proceedings for bankruptcy can be resumed.

After recognition as a bankrupt the debtor can not make deals without the involvement of a financial manager.

5. Problems.

− difficult financial situation in the country may affect the implementation of the bankruptcy law of individuals;

− unfair debtors can use the institution of bankruptcy of the citizen as a way of debt relief;

− there is a danger that the judicial system is not ready for the large amount of applications for the recognition of a person as a bankrupt.

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INNOVATIONS IN THE DEVELOPING OF THE COMPANY'S STRATEGY

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Innovation is a new idea, more effective process or an equipment, which can be viewed as the application of better solutions that meet new requirements, prospective or existing market needs. This is accomplished through more effective products, services, technologies, processes or ideas that are readily available to markets, governments and society.

The conditions in which enterprises function and require improvement of their management practices are changing due to rapid growth of complexity and fluctuation of business environment, increase of the competition and consumer demands, fast development of informational and communicational technologies. These conditions increase the importance of the innovations in the developing of the company's strategy. They become the source of management practice development and generate progressive knowledge, own experience and contribute to the adaptation of enterprises to external environment. All these things are being realized by providing strategic information, supporting implementation of organizational changes and professional development of management authorities.

Following the first researchers of the problem, Igor Ansoff and K. Andrews, competitive advantages of a good strategic management were connecting with intrinsic characteristic of the company [9]. They were focusing on its resources, strengths and weaknesses of the company. After a while, researchers changed their attention to business environment, industry structure and competitive position of the firm. However, since the early1990s., characterized by a sharp acceleration of changes in the environment as a result of globalization and the role of information, the emphasis in the search for sources of competitive advantages of the company again shifted to the internal performance of the company. As a result, the role of innovation became one of the main sources of competitive advantage [9].

It is a common knowledge that modern market is a complex system that includes relations between companies, buyers, suppliers, competitors and distributors that influence the business of individuals and groups, as well as partners that benefit from each other. Also, the relationship between people in one organization plays a big role in the developing and operating of the company. It is important to emphasize the possible influence made by so-called influential people, which belong to the category neither of consumers nor users. They might be engineering companies, analytics, independent designers, consulting companies, experts, architects and even doctors [3]. Their advice should be always taken into account when making the final decision concerning the purchase of the innovation.

What is more, it is important to expand production and increase the product range. Often, development and implementation of new product associated with the creation of the production need additional investments in its construction. Naturally, the company invests funds in new production expecting to raise its profit.

However, in order to justify the adequacy of the selected or intended strategic direction of the enterprise features and changes of an external environment, it is necessary to investigate the technical and economic level of the company in terms of its adaptability to innovations [1]. Consequently, the analysis and evaluation of production and management innovations adaptability are the basic elements in the development. At this stage, it is necessary to prepare the information database of the readiness of enterprises to innovate, possible obstacles of successful implementation of organizational and economic activities connecting with innovative adaptability of production and management departments.

Obviously, the degree of enterprises adaptability to innovations depends not only on its technical and economic level, but also depends on the state of the environment, the interaction of the control object with the external environment, the behavior of decision-makers, and others [4]. Performance review of an outside environment is a whole series of research, allowing ultimately identify options for the future environment in which the entity would be the time of implementation of a decision. Experience shows that such studies on their own

enterprises are not carried out, and the development of prognostic assessment of the environment obtained from third parties are not always suitable for the adoption of innovative solutions. Therefore, companies face the problem of combining the analysis of technical and economic parameters of the enterprise, its willingness to innovate and the impact of environmental change on the adaptability of enterprises to innovate.

Challenges and possibilities set by the modern market, can be too high to be accomplished by one enterprise on its own. Due to that, the key to success is to change passive market partners into active ones [8]. Different market participants are functionally connected to each other by information flow through influence and economic consequences for creating directly or indirectly demand for goods and services.

If the company wants to expand, one way to solve this problem is the strategic flexibility [9]. It gives the company an opportunity to prepare on two sides: internal and external ones. Depending on the specific conditions of micro- and macro-environment there are two types of innovative strategies: adaptational, passive, and a creative (active).The essence of the adaptation strategy is to conduct partial, noncritical variations, which help to improve the already developed products, processes and services within the already existing trends in firm activities. Firms enter the market not like innovators, but like followers of these trends. However, in an environment of stable commodity-money relations adaptation strategy is ineffective. Here innovations tend to be made the starting point for improving the competitiveness of products, expanding and strengthening market position; in other words, an active tool of business, which is called the creative strategy.

Analysis of the evolution of strategic management theory suggests that at different times of searching for sources of competitive advantage have come under the influence of industrial organization and resource approach. When the strategic position of the company destroys by modern technology, globalization and the financial crisis and the most successful models of behavior copy competitors, it becomes necessary to develop unique combinations of resources [9].

Innovation strategy, as an integral part of the corporate strategy, is a goal-oriented activity to identify the most important areas, to choose priorities for long-term development of the company. The basis of the innovation strategy is the theory of the life cycle of the product, the market position of the organization and it has pursued science and technology policy. Selecting direction of innovation strategy, taking into account the market position are controlled by market share and the dynamics of its development, access to funding sources and raw materials, the position of a leader or a follower in the industry competition. The choice of strategy is carried out in every direction, selected while setting goals.

According to these conditions, we can mark four factors, that build a good innovation strategy.

First, an innovation strategy needs to be truly enthusiastic and should describe desirable future results for the company. These are strict requirements as they rule out a direct focus on incremental extra costs to the business and requires the organization to the higher level. Besides, the innovation strategy needs to be ambitious in terms of providing the basis to break away from the competition, beat the competition, and create new spaces.

Secondly, the process of developing the strategy needs to be open. Being open means being ready to new changes in the market. Being open is just a great way to raise the bar in terms of ambition and to more quickly get to more mature plans.

Thirdly, an innovation strategy must also be specific to the time in which it is developed, as it is grounded in the reality of a company's environment, and it reflects the available capabilities, technologies and gaps that may need to be filled. It is important to describe preciously which specific innovation initiatives should be pursued, and where to invest and compete. The innovation strategy also needs to explore possible market developments while defining the most attractive market opportunities.

Finally, an innovation strategy needs to be adaptive and to evolve over time, which means incorporate learning, allowing adjustments to the desired course and even an organization to cut its losses if required.

You can spend all you want on innovation, but you can't guarantee success. In fact, the most innovative companies are not necessarily the biggest spenders, according to Booz&Company's recent global innovation study [10].

According to that research, seven of the top 10 innovators were not among the top 10 spenders on innovation. These companies are Apple, Google, 3M, GE, Toyota, Microsoft, P&G, IBM, Samsung and Intel [10].

The most successful companies, we found, are those that focus not only on outside changes, but also on company's inside conditions. Companies should be enthusiastic, open, ambitious and adaptive to the particular time to successfully involve innovations in the developing of the company's strategy.

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METHODS OF RATIONAL RESPONSE TO THE CRITICISM, REDUCING ITS PAIN THRESHOLD

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Dealing with criticism positively is an important life skill. At some point in your life you will be criticised, perhaps in a professional way. Sometimes it will be difficult to accept – but that all depends on your reaction. You can either use criticism in a positive way to improve, or in a negative way that can lower your self-esteem and cause stress, anger or even aggression.

There are two types of criticism: constructive and destructive – learning to recognise the difference between the two can help you deal with any criticism you may receive.

Although both forms are challenging your ideas, character or ability, when someone is giving destructive criticism it can hurt your pride and have negative effects on your self-esteem and confidence. Destructive criticism is often just thoughtlessness by another person, but it can also be deliberately malicious and hurtful. Destructive criticism can, in some cases, lead to anger and/or aggression.

Constructive criticism, on the other hand, is designed to point out your mistakes, but also show you where and how improvements can be made. Constructive criticism should be viewed as useful feedback that can help you improve yourself rather than put you down.

When criticism is constructive it is usually easier to accept, even if it still hurts a little. In either scenario always try to remember that you can use criticism to your advantage.

When you challenged by another person, it is common to react in a negative manner. Consider how negative reactions make you look – and more importantly how they make you feel. The way in which you choose to handle criticism has a knock-on effect in various aspects of your life, therefore it is better to identify ways in which you can benefit from criticism and use it to your advantage to be a stronger and more able person.

Learn 7 effective ways how to deal with criticism:

Nobody likes being criticised but, unfortunately it is a fact of life. To be able to respond to criticism with nobility and detachment is an important life skill, which few people have. If we respond to criticism without careful consideration, it can easily lead to unnecessary suffering.

1. What Can I Learn from Criticism?

Most criticism is probably based, at least in part, on some truths. Criticism may appear negative. But, through criticism we have the opportunity to learn and improve from their suggestions.

2. Respond to the suggestions not the tone of the criticism.

The problem is that people may make valuable critical suggestions. However, there tone and style of criticism means that we respond not to the suggestions but remember there confrontational manner. In this re-

spect we need to separate the criticism from the style of criticism. Even if people speak in a tone of anger, we should try to detach their emotion from the useful suggestions which lie underneath.

3. Value criticism.

The problems is that quite often, we only value praise. When people speak kind words we feel happy. When people criticise we feel miserable. However, if we only received insincere praise and false flattery, how would we ever make progress? If we wish to improve and develop we should invite constructive criticism and appreciate their suggestions.

4. Don't take it personally.

This is often the biggest problem which occurs with regard to criticism. If I criticise my Mother's cooking, she feels personally offended. But, it is a mistake to identify ourselves with an apple pie. Somebody may find good reasons why our cooking is bad; but, this does not mean they are criticising ourselves. When people criticise us directly, we should feel they are not criticising our real self; but, just an unillumined aspect of ourselves. When we criticise others, we are perhaps criticising their pride or jealousy; but, the jealousy is a mere passing emotion, it is not the real person.

5. Ignore False Criticism.

Sometimes we are criticised with no justification. This is a painful experience. But, potentially we can deal with it more easily than criticism which is justified. One option is to remain aloof and ignore it completely. We should feel that false criticism is as insignificant as an ant trying to harm an elephant. If we remain silent and detached the criticism is given no energy. If we feel the necessity of fighting it – in a way, we give it more importance than it deserves. By remaining silent we maintain a dignity that others will come to respect.

6. Don't Respond Immediately.

It is best to wait a little before responding. If we respond with feelings of anger or injured pride we will soon regret it. If we wait patiently it can enable us to reflect in a calmer way.

7. Smile.

Smiling, even a false smile, can helps us to relax more. It creates a more positive vibration and smoothes the situation. It will definitely help psychologically. Smiling will motivate the other person to moderate their approach.

We all make mistakes all the time, it is human nature. As we go through life we have plenty of opportunity to learn and improve ourselves. Therefore, no matter what kind of criticism is aimed at you, analyse it to find something you can learn from it. In material matters at work, school or social clubs for example, try to take criticism on board to help you improve. When somebody is attacking your character it is hard to accept, but that does not mean you should ignore it.

Also bear in mind that the criticism aimed at you may not make sense at the time. Generally speaking, there is usually some truth in criticism, even when it appears to be given out of spite and bitterness. It is often the case that a slight on your character is a fair reflection of how another person sees you at that point in time. Take a step back and try to see things from the other person's point of view, perhaps ask a friend for their honest opinion – use criticism wisely and as a learning experience. See if it is possible to learn a little about how others perceive you, you may be able to use criticism to improve your interpersonal skills.

We all learn by making mistakes, and learning how to deal with criticism positively is one way that we can improve our interpersonal relationships with others.

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RIVALITÉ ENTRE LES ETATS-UNIS ET LA CHINE POUR LA DOMINATION EN ASIE DU SUD-EST

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Maintenant, l'Asie du Sud-Est et la région Asie-Pacifique dans son ensemble ont une grande importance politique et économique dans le monde. Dans ce cas, le risque du conflit dans la région, alimenté par des problèmes traditionnels inter-étatiques (la lutte pour l'influence, les différends territoriaux) reste élevé. La stabilité de la région – est la stabilité des relations internationales, et donc l'étude de la politique de

concurrence entre les États-Unis et la Chine dans cette partie du monde, est nécessaire pour le bon alignement de la politique étrangère des États, y compris la Russie, dans cette région.

À la fin du 20e – au début du 21e siècles les États-Unis n'étaient pas très actif en Asie du Sud-Est. L'accent de Washington s'est déplacé vers l'Irak et l'Afghanistan. En outre, les pays musulmans d'Asie du Sud-Est ont critiqué ces opérations militaires menées par Washington et ont choisi de couper le contact avec lui à un minimum. Cela a permis à Pékin d'acquérir la confiance d'un certain nombre de pays de la région [1].
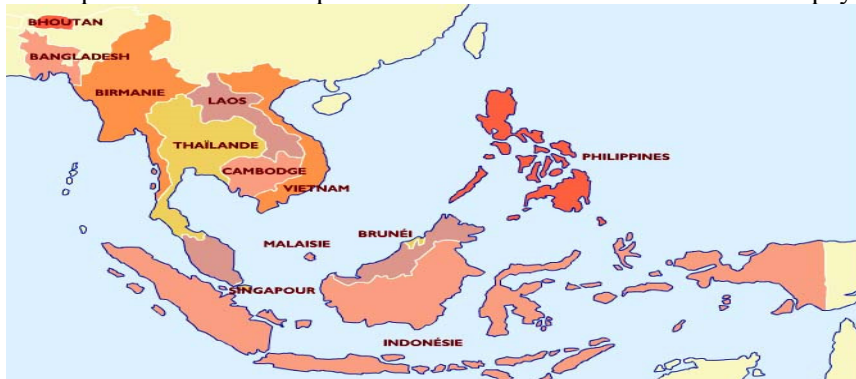
Figure 1. – La carte de l'Asie du Sud-Est.

Plus tard, Barack Obama a décidé de prendre un cours pour revenir en Asie [2]. En Novembre 2011, il y avait beaucoup des réunions des chefs d'États de la région Asie-Pacifique, au cours de lesquelles les Etats-Unis ont fait des déclarations, dont les plus importantes étaient les dispositions sur l'extension de la présence américaine dans la region, et surtout en Asie du Sud-Est. En outre, Washington a exprimé son intention de contester l'influence de Pékin dans la région. «Le XXIe siècle américain sera asiatico-pacifique», – a déclaré le secrétaire d'État Hillary Clinton [3].

L'un des principaux objectifs des États-Unis dans le cadre d'une stratégie de «retour en Asie» reste le renforcement des alliances politico-militaires, en particulier avec ses alliés officiels dans la région – la Thaïlande et les Philippines. Washington ne dispose pas de ses propres bases militaires en Thaïlande, mais depuis 2004, il bénéficie d'un accès facile aux bases thaïlandais U-Tapao et Sattahip. En outre, Obama a intensifié les contacts avec d'autres pays de la région: l'Indonésie, la Malaisie et même le Vietnam [2]. La Chine cherche à construire des relations avec les États qui ont une position géostratégique importante: le Myanmar, le Timor oriental et l'Indonésie. Par exemple, le Timor oriental en échange d'un gros investissements chinois soutient la politique chinoise à l'égard de Taïwan et du Tibet. Par ailleurs, le Timor est proche du détroit de Wetar, qui est une voie idéale pour les sous-marins chinois du Pacifique à l'océan Indien [5].

Les pays de la région participent activement aux manœuvres navales régulieres organisées par les Etats-Unis que la Chine critique. Toutefois, Pékin démontre aussi souvent sa puissance navale, effectuant des manœuvres militaires, qui effrayent ses voisins [4].

Les différends territoriaux sur les îles Spratly et Paracel entre la Chine et les pays de l'Asie du Sud-Est font le jeu des Etats-Unis. Cela leur permet de rallier les pays de la région sur la base d'un sentiment anti-chinois et de renforcer sa position de leader régional. Depuis longtemps, les Etats-Unis avaient une position d'un observateur dans ce différend, mais à partir de la mi-2010, Washington a augmenté son activité dans la mer de Chine méridionale. Le ministre de la défense des États-Unis Robert Gates a décrit cette mer comme une sphère de préoccupation américaine. Il a noté que des actions chinoise effraient des corporations américaines opérant dans la région et empêchent la navigation gratuite [6].

En raison de cette situation américains ont décidé d'augmenter la présence militaire dans la région, en particulier, à Darwin, l'Australie. Cette base militaire est destinée à contrer l'influence chinoise en Asie du Sud-Est. En outre, Obama a durci son attitude envers la Chine.

Si l'on analyse les relations entre la Chine et les Etats-Unis avec l'organisation de l'ASEAN, nous pouvons conclure que la Chine a fait de grands progrès dans ce domaine, car elle coopère activement avec cette organisation dans l'ASEAN+1 (la Chine) et de l'ASEAN+3 (la Chine, la République de Corée, le Japon). Washington, à son tour, ne paie pas beaucoup l'attention de l'organisation, préférant développer des relations bilatérales avec ses membres [2].

Les Etats-Unis et la Chine utilisent le commerce et l'investissement comme un outil pour renforcer leurs images dans la région. Actuellement, la Chine est le leader en termes de commerce avec les pays de l'Asie du Sud-Est, mais en termes d'investissement les États-Unis maintiennent une position dominante. Les principaux partenaires commerciaux de la Chine et des Etats-Unis sont la Malaisie, le Singapour, la

Thaïlande, l'Indonésie, le Vietnam et les Philippines. Ces pays sont aussi les principaux bénéficiaires des investissements chinois et américain [2].

Ainsi, il est difficile de conclure qui est le leader incontesté. Les États-Unis et la Chine ont des positions fortes dans la région. Les pays de l'Asie du Sud-Est ne bénéficient que de cette compétition. Comment la situation va se développer, nous apprenons avec le temps. Il y a deux options: soit de continuer la lutte pour le leadership, soit de passer au partenariat. Toutefois, en raison des récents événements mondiaux, y compris le renforcement du partenariat russo-chinois, la deuxième option semble peu probable.

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LES PERSPESTIVES DES RELATIONS FRANCO-RUSSES

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Au cours de la dernière décennie la République française est l'un des principaux partenaires étrangers de la Russie en Europe. Mais, il est noter une différence énorme dans les orientations de la politique de Sarkozy et de Hollande, qui a eu une influencé sur le changement des tendances de la coopération continue. Et ce changement a amené au refroidissement dans les relations entre le Kremlin et le Palais de l'Elysée[http://www.ng.ru/world/2012-11-15/1_olland.html]. La coopération ne naît pas sans concurrence – c'est comme ça qu'on peut caratériser l'état des choses actuel. La concurrence apparaît non seulement dans les différends géopolitiques. Les conflits d'intérêts sont dans le domaine de l'industrie militaire de la Russie et du complexe militaro-industriel français. Les relations franco-russes ont une grande importance pour le développement des relations internationales.

On va présenter d'abord un analyse court de la politique international de la France en general et des relations franco-russes. Puis, on va parler des causes du refroidissement des relations bilatérales entre la France et la Russie. Dans la conclusion on va proposer les resolutions possibles.

Pendant les trois dernières années la politique étrangère française traverse une crise systémique. Bien que la France soit un pays situé en 2ème place après le corps diplomatique américaine. Elle est un acteur important de l'intégration européenne, elle est le pays membre de l'OTAN, et au cours des derniers mois, nous avons vu la France comme intermédiaire au *«format Normandie»* pour la résolution de la crise en Ukraine . Pourtant il y a des tendances negatives. Quelles en sont les causes? Avec l'élection de F. Hollande comme président français non seulement les priorités de la diplomatie française ont changé, mais il y a eu une redistribution des forces dans l'espace européen. À l'époque de Nicolas Sarkozy la Russie avait une position assez stable dans les affaires étrangères: un dialogue constructif sur les questions de défense et de sécurité se développait avec les États Unis et l'Europe. La France était le médiateur européen dans le conflit osséto-géorgien en 2008; il y avait un terrain d'entente sur les questions clées de l'armement et dans le domaine de l'innovation. En effet, la France était médiateur dans les relations «Russie-UE» et «Russie-OTAN» [1].

Au'jourd'hui, au contraire nous pouvons observer le processus de «refroidissement» dans le dialogue russo-français. La France s'éloigne des principes et des parités d'autrefois, elle montre de plus en plus de

méfiance évidente et de négligence par rapport aux relations avec la Russie. Les prémisses de la détérioration ont émergé en 2013, lorsque la France a organisé deux interventions militaires au Mali et en République centrafricaine. La réponse à ces actions était une déclaration du ministre russe des Affaires étrangères Sergueï Lavrov " La France se bat au Mali contre ceux à qui elle donnait de l'arme en Libye contre Kadhafi en violation de l'embargo imposé par le Conseil de sécurité de l'ONU" [2] cette déclaration de Lavrov a provoqué une réaction de résonance de la France ... la Syrie, la Libye, l'Irak, et maintenant l'Ukraine sont les étapes de l'effondrement de la diplomatie russo-française.

La crise ukrainienne a servi comme une puissante impulsion à l'effondrement de l'ordre mondial. En ce qui concerne le problème urgent de la livraison de 3 porte-*hélicoptères* de classe *Mistral*, il est à noter qu'après le long processus de négociations et de pression de sanctions, la livraison de Mistral à la partie russe et la question du paiement de la peine ne sont pas à l'ordre du jour.

Finalement, la réorientation de l'axe de la politique étrangère de la France par rapport à la Russie appartient à la République française. Dans analyse l'état de choses on remarque que les conditions préalables qui pourraient provoquer l'aggravation des relations franco-russes entre le Kremlin et l'Elysée n'existaient pas la parti de la Fédération de la Russie. Il faut prendre en considération que le normalisation des relations entre la Russie et la France dépend non seulement des efforts de ces 2 pays, mais également des efforts de toute la communaté internationale.

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ИСПОЛЬЗОВАНИЕ МУЗЫКАЛЬНОГО МАТЕРИАЛА НА УРОКАХ АНГЛИЙСКОГО ЯЗЫКА В НАЧАЛЬНОЙ ШКОЛЕ

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В настоящее время перед учителем и школой стоит задача формирования у учащихся устойчивой положительной мотивации к учебной деятельности, к изучению иностранного языка, в частности, мотивации, побуждающей учеников к упорной, систематической учебной работе. Без такой мотивации наблюдается неэффективная деятельность ученика в учебно-воспитательном процессе. Сегодня наиболее продуктивным и перспективным на уроке иностранного языка является использование различного музыкального материала. Это объясняется тем, что изучение иностранного языка направлено на формирование личности, способной и желающей участвовать в межкультурной коммуникации. Но формирование такой личности невозможно без знаний социокультурных особенностях страны изучаемого языка. Изучение языка и культуры содержит значительные возможности для вызова и дальнейшего поддержания мотивации обучаемых, обеспечивает эффективное достижение общеобразовательных, практических и развивающих целей.

Прежде чем перейти к изложению музыкального материала, необходимо определить, что такое музыка.

Музыка – это способ отражения окружающей реальности и переживаемых чувств посредством звуков, их комбинаций и соединений. Слово «музыка» имеет древнегреческое происхождение, буквально оно переводится "искусство муз", т.е. девяти богинь древнегреческой мифологии. Музыкальное искусство возникло в глубокой древности. Известно, что еще на заре человеческой истории люди каменного века начали изготовлять первые музыкальные инструменты, которые сохранились до наших дней – это колотушки, трубы из морских раковин, костей или рогов животных. Тогда же люди сложили свои первые песни, которые во время различных обрядовых действий сопровождались телодвижениями.

Известный советский композитор, педагог Дмитрий Борисович Кабалевский написал детям книгу «Про трех китов и про многое другое». Там он рассказывает, что музыка держится на «трех китах», это три жанра: песня, танец и марш.

Следует отметить, что музыка, оказывая сильное эмоциональное воздействие на детей, способствует интеллектуальному развитию ребенка. Она воздействует не только на интеллект и абстрактное мышление, но также помогает развить память и воображение. Она активизирует у детей все виды восприятий – зрительное, слуховое и воображение. Вместе с восприятием развивается и память – слуховая, моторная, зрительная, а также образная и ассоциативная. Музыка оказывает влияние и на процесс физического совершенствования ребенка.

На уроках иностранного языка музыка чаще всего используется:

1) для фонетической зарядки в начале урока;
2) для динамической паузы;
3) для презентации лексического и грамматического материала;
4) в качестве темы для обсуждения;
5) для формирования основных коммуникативно-личностных навыков;
6) в качестве фона.

Наиболее распространенным музыкальным материалом, применяемым на уроках английского языка, является песня, т.к.:

1. Она представляют собой средство более прочного усвоения и расширения лексики из-за содержания в ней новых слов и выражений.

2. Она помогает лучше усваивать и активизировать грамматические конструкции.

3. Песня способствует развитию музыкального слуха, совершенствованию навыков иноязычного произношения. Известно, что музыкальный слух, слуховое внимание и слуховой контроль находится в тесной взаимосвязи с развитием артикуляционного аппарата.

4. Она способствует эстетическому воспитанию учащихся, сплочению коллектива и более полному раскрытию творческих способностей каждого.

5. Песня служит средством для диалогических и монологических высказываний, помогает развитию речемыслительной деятельности и развитию как подготовленной, так и неподготовленной речи у учащихся.

Технология работы с песенным материалом представляет собой последовательность заданий и упражнений:

• дотекстовой этап – вступительное слово о песне, снятие лексических и грамматических трудностей, которые могут возникнуть при прослушивании песни;

• текстовой этап – установка на прослушивание песни, первое предъявление песни, контроль понимания, предъявление собственно текста песни, вторичное прослушивание, построчный перевод текста, выполнение языковых и условно-речевых упражнений по формированию лексических и грамматических навыков на основе песенного материала;

• послетекстовой этап – выполнение заданий и упражнений на уровне содержания песни и её смысла, выполнение речевых упражнений по формированию лексических и грамматических навыков, где песенный материал выступал бы в качестве стимула для высказывания.

Сусанна Зарайская, полиглот, автор книги «Легкий способ быстро выучить иностранный язык с помощью музыки. 90 действенных советов» предлагает, опираясь на прослушивание песен и выполнение упражнений на аудирование, сделать обучение языку увлекательным и интересным. Она советует постараться разобрать слова песни, выписывать услышанные слова и сравнивать их с официальным текстом. Постоянная тренировка и любовь к языку может принести хорошие результаты. Среди советов можно найти и тот, в котором предлагается найти в песнях грамматические ошибки (это уже в старших классах).

Помимо песен учителя английского языка нередко практикуют использование музыкальных произведений русских, советских, зарубежных классиков и современной музыки для создания определенной атмосферы и поддержания настроения, для отдыха и релаксации, для снятия психологического напряжения, также в качестве сопровождения и фона, ведь приобщение ребенка к высокому искусству положительно сказывается на его общем состоянии и способствует обогащению его внутреннего мира.

В этой связи хотелось бы отметить, что в учебном процессе важен учет возрастных и индивидуально-психологических особенностей. Известно, что младший школьный возраст является наиболее благоприятным, сензитивным для усвоения иностранного языка. Природная любознательность ребенка и его потребность в познании нового, имитационные способности, отсутствие "застывшей" системы ценностей и установок, а также языкового барьера приводят к эффективному решению задач, которые стоят перед учебным предметом "иностранный язык". Чтобы добиться хороших результатов, нужно создавать искусственную языковую среду.

Восприятие у младших школьников по времени небольшое – от 10 до 15 минут, поэтому эффективнее после пятиминутного организационного момента сразу вводить новый материал, так как далее процесс идет на спад. Восприятие у них недифференцировано, и задача учителя состоит в том, чтобы учить их отличать главное от второстепенного. Внимание у младших школьников непроизвольное, произвольное только начинает зарождаться, и это тоже необходимо учитывать при организации про-

цесса обучения. Едва замечая спад внимания, нужно организовывать физкультминутки с музыкальным сопровождением.

В своей научной работе я анализировала опыт калифорнийских исследователей Сюзанны Л. и Медины Ф.Д, которые доказали (1993 г.), что музыкальные материалы способствуют усвоению иностранного языка. Они также пришли к выводу о том, что музыкальный материал имеет высокую образовательную ценность.

Таким образом, изучение музыкального материала, используемого на уроках иностранного языка в младших классах, также исследования, проведенные в области музыки, помогают учитывать те особенности, которые необходимы для достижения целей урока и повышения его эффективности.

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THE RIGHT TO BE FORGOTTEN

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Before the Internet people could make some mistakes without the fear of being haunted by them in the future. Embarrassing information was usually contained in one's community and typically forgotten over time. At the extreme, everyone could always move to a new house or find a new job to start fresh. In today's Internet age, however, it is no longer easy to escape one's past when personal information can go viral in a matter of minutes, search results retain old information. This is particularly troubling for children who can not understand the long-term repercussions of a simple action like posting a picture in social network.

If we take the United States and Europe, they hold very different views on traditional privacy and data privacy rights. A main difference is that Europe considers privacy to be a fundamental right that necessitates a higher degree of government involvement in its protection, while the United States has traditionally considered privacy to instead be a fundamental value and, as such, prioritizes freedom of expression over privacy.

In an effort to tackle the growing issue regarding modern data privacy rights with new technology, Europe has recently proposed an update to its data protection laws in order to establish a single, unified approach across the continent. One element of the proposal called the "right to be forgotten" gives individuals the right to have their data expressly deleted when it no longer needs to be retained for a legitimate purpose. The right is based on the idea that people and organizations should be permitted to control information about them and to determine for themselves when, how, and to what extent the information is communicated to others. While the right originates from Europe's personality rights, its roots come from French law's "le droit à l'oubli", which translates to the "right of oblivion". In the United States, the Privacy Act of 1974 would be the most analogous to the right to be forgotten. The Act controls how federal agencies must treat personally identifiable information about individuals. In particular, the government is prohibited from disclosing information about individuals without their consent while individuals are given a right to access records about themselves and make changes if there are errors. The Privacy Act only applies to federal government agencies, however, and does not apply to individuals or private companies like Google.

In response to European citizens wanting the power to delete information about them on demand and favoring a unified law across Europe, the European Commission proposed a regulation in January 2012 that includes this new right to be forgotten. Viviane Redding, European Commissioner for Justice, Fundamental Rights, and Citizenship, first introduced the right to be forgotten in a speech at the beginning of 2012. She explained that the right will give users better control over their data by giving them "the right – and not only the 'possibility' – to withdraw their consent to the processing of the personal data they have given out themselves."

Essentially, "if an individual no longer wants his personal data to be processed or stored by a data controller, and if there is no legitimate reason for keeping it, the data should be removed from their system." Alt-

hough the right is described as fundamental, it is not absolute, which means exceptions would apply for legitimate reasons like freedom of expression. Shortly after this speech, the right to be forgotten was outlined in Article 17 of the proposed General Data Protection Regulation. As currently drafted, the right gives people the ability to obtain "erasure of personal data relating to them and the abstention from further dissemination of such data, especially in relation to personal data which are made available by the person while he or she was a child" in four circumstances: when the data are no longer necessary in relation to the purposes for which they were collected or otherwise processed; when the person has previously given consent to the use of the information but later withdraws it; when the person objects to the processing of personal data because the user does not have a legitimate interest or the person's fundamental rights and freedoms override the user's interests; and when the processing of the data does not comply with the Regulation for other reasons.

In addition to the right to remove information, the regulation also provides for the "right to rectification" of inaccurate data. In response to a request, the controller must erase the personal data immediately or be liable for € 1 000 000 or up to two percent of their global income. This would be a considerable amount for a company like Google or Facebook.

In Russia this problem is not closed. We use international law, but every country must have national variant of the right to be forgotten.

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THE PROBLEM OF ENTRY AND EXIT FROM THE RUSSIAN FEDERATION OF STATE OFFICIAL IN THE MODERN PERIOD IN RUSSIA

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The article is devoted to visa and financial bans for some citizens of the Russian Federation as a result of sanctions. This topic is up to date, because it affects all aspects of peoples` lives, not only political, but also financial, international, sport, cultural and many other aspects that will impact all people of our country, regardless of their age and social status.

On the 17 of March, the USA and the EC have introduced basic, personally directed sanctions against Russian officials due to the results of the referendum in the Crimea [2].

Western diplomats allocate three levels of possible sanctions against Russia: personal – for certain individuals, in relation to legal persons and for whole sectors of the Russian economy. After the events in the south-eastern Ukraine, the USA and the EU expanded sanctions against Russia. The same attitude to our country are experiencing the following countries: Canada, Australia, New Zealand, Japan, Switzerland, Norway.

To the sanctions list of the USA and the European Community are included the Russian and Ukrainian employees of state: Assistant to the President Vladislav Surkov, Federation Council Speaker Valentina Matviyenko, Deputy Prime Minister Dmitry Rogozin, Advisor to the President of the Russian Federation Sergei Glazyev, the State Duma deputy of the Russian Federation Mizulina E. and L. Slutsky, Crimean Prime Minister S. Aksenov, Federation Council member A. Klishas, Speaker of the Supreme Council of Crimea Vladimir Konstantinov, former President of Ukraine Viktor Yanukovych, leader of the "Ukrainian choice" Medvedchuk. Big Russian businessmen: Mr. Timchenko, Yuri Kovalchuk, Rotenberg A. and B. Ban on entering to the EC for such persons, and their accounts and other assets have been blocked. Russian banks have also been affected by the sanctions, and therefore access to the financial markets of such well-known banks such as VTB, Vnesheconombank, Gazprombank, Sberbank, Rosselkhosbank were closed to them [3].

Decision on sanctions is taken by the Council of the European Union in frames of the common foreign and security policy and is defined as a rule by the common position. On the basis of a common position, the Council takes further measures "focused on the full or partial suspension or termination of economic relations with one or some countries. On the 6th of March, the USA president signed an executive decree allowing to impose sanctions against persons who, to Washington's opinion, are responsable for the violation of the sovereignty and territorial integrity of the Ukraine. This sanctions list is fixed in Regulation (EC) № 833/2014 of the Council dated July, 31 2014 concerning restrictive measures in relation to the behavior of Russia, destabilizing the situation in the Ukraine.

Let`s consider the points of view of the most senior officials of Russia. What do they think about the bans? Russian president`s assistant Vladislav Surkov finds the USA sanction as "a great honor" towards him. He considers this decision of the Washington administration as the rising of his authority. Deputy of the State Duma Elena Mizulina said that visa sanctions cause antipathy. "Especially in my practice, I had long periods of joint legislative work with USA experts" – she said. We can agree to this opinion, as these sanctions against Russian citizens make me confused, namely, they violate the rights of Russian citizens, violate the principle of integrity, freedom of movement, limit state activity.

Especially interesting, in our view, the question of unfounded privation of Russian businessmen and companies the possibility to judicial and arbitration protection their rights and interests under contracts with partners from Europe. The EU sanctions overstep international canons [4].

Art. 11 of the Regulations of the Council of the EC sais that the requests of our Russian businessmen for compensation of losses that began due to the negative impact of sanctions on contracts with European companies are not subject to indemnification. On this basis, we can say that European legislators protected own business from potential lawsuits by Russian organizations and businessman. This in intsturn contradicts to the conventions: Convention on Contracts for the International Sale of Goods dated 11 of April, 1980, which enshrines the right to recover damages caused by the breach of contract and the Convention for the Protection of Human Rights and Fundamental Freedoms of 1950, where the right for a fair trial is established.

We can agree with the opinion of the Russian lawyer Alexander Muranova that these provisions are unfair and discriminatory because they violate one of the basic principle of international and national law – "contracts must be executed." The denial of these fundamental rights and principles expressed in the refuse of the Russian people's right to judicial protection of their economic rights and views. Violations of the sanctions indicates a policy of double standards realized by the EC.

In our view the most problematic is that the real risk is not realised by either side. Outstanding, brave statements, for which no one is going to be in charge dominate. The media today acts as a factor supporting crisis. Media affects our consciousness brings to us misleading information, by generating a false picture of what is happening in the world, transforming to us the language and the system of images.

Such turning points are permitted only in two ways. First, if there is a strong, overbearing side, which may lead to the resolution of the crisis. Second, the two leaders must be scared at once. The two sides of the conflict can only mutually stop this process. They should recognize the scale of risk as a result of these sanctions decreases mutual cooperation, which leads to changes in the entire economic and political systems. Each country will feel the consequences.

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LA FRANCE DANS LE SYSTEME DE LA SECURITE EUROPEENNE EN 1989-1999 ФРАНЦИЯ В СИСТЕМЕ ЕВРОПЕЙСКОЙ БЕЗОПАСНОСТИ В 1989-1999

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La fin des années 1980 et le début des années 1990 présentent un des points importants dans l'histoire du XXe siècle. La fin du système bipolaire a marqué une nouvelle ère dans les relations internationales. De nouveaux États de l'ancienne Union soviétique étaient trop faibles et vulnérables dans les conditions des bouleversements dans le monde entier. Les Etats-Unis, l'Europe et d'autres Etats en face de nouveaux menaces ont dû de créer une nouvelle architecture de la sécurité.

À la fin du XX siècle le paysage politique a éprouvé des changements considérables, ainsi la notion de l'Europe comme l'une des régions leaders dans le monde s'est transformée. La vieille Europe est devenue le

passé de l'histoire, elle a été remplacée par une nouvelle Europe avec le statut de l'union économique, culturelle et politique.

Depuis 1988, la politique étrangère de François Mitterrand sur la sécurité européenne et mondiale étaient fondée sur les idées gaullistes. Cette politique s'appelait «gaullo-mitterandienne». Elle a une grande importance pour la compréhension de la sécurité européenne et de la place de la France dans ce système de la sécurité. D'après Mitterrand, la France devrait présenter pas seulement une puissance régionale de l'échelle moyenne, elle devrait poursuivre une politique étrangère indépendante basée sur sa puissance nucléaire. Les intérêts nationaux de la France devraient avoir un caractère international. Cette politique est caractérisée par la V-e République avec la défense des droits et des libertés démocratiques quand la France doit les maintenir à l'arène mondiale.

La politique étrangère menée par François Mitterrand et ensuite par Jacques Chirac avait toujours le même objectif – renforcer la sécurité mondiale pour trouver un équilibre entre les Etats-Unis et l'URSS.

L'échec de l'idée de créer un système de la sécurité unique européenne pourrait entraîner des dommages et des défaillances dans les pays européens, notamment, en France. Ces pays devraient soit accélérer la base militaire au défi de l'économie, soit dépendre complètement des États-Unis. Aucune de ces options ne satisfaisait pas l'administration française des années 1990. En plus, au moment de la dissolution de l'Union soviétique, ni la France ni la Grande-Bretagne, ni l'Allemagne ne pouvaient pas assurer leur sécurité en face de la formation de nouvelles menaces mondiales.

Avec la disparition de l'Union soviétique en qualité de la superpuissance qui stabilisait non seulement l'Europe mais aussi la sécurité mondiale, l'Europe s'est confrontée aux menaces du terrorisme mondial et de l'extrémisme.

A la fin du XX et au début du XXI siècles le terrorisme a réussi non seulement à s'adapter aux nouvelles conditions de la mondialisation mais aussi à renforcer ses activités destructives. Ce sont des taux importants de l'immigration de la population musulmane en France qui ont une grande influence sur ces processus. Ainsi, en 1993 en France, on les comptait près de 2,5 millions musulmans. Alors qu'en 1997 ce nombre ait augmenté jusqu'à 4,2 millions. Selon de nombreuses études statistiques, «c'est la France présente le premier pays musulman d'où l'Islam pourrait entamer son invasion triomphale en Europe». Voilà pourquoi la politique de François Mitterrand, élu en 1988, se caractérisait par ses restrictions. La France est préoccupée sérieusement de sa sécurité d'immigration. Ainsi, en 1993 on a adopté la «loi Pasqua» qui réglementait l'entrée des migrants en France. Le 8 août 1989 on a adopté la loi № 89548 sur les conditions d'entrée et de séjour des étrangers en France. Cette loi assurait une protection de l'expulsion des personnes ou des familles.

Au début des années 1990 à cause de la menace du terrorisme international la direction de la France était obligée d'exercer une attention sérieuse à la sécurité anti-terroriste. A partir de la seconde moitié du XXe siècle en France il y a eu de nombreux instituts sur l'application de la loi pour lutter contre le terrorisme et l'extrémisme, y compris la Division Nationale Anti-Terroriste (DNAT), Direction Centrale des Renseignements Généraux (DCRG) et la Direction centrale de la Police judiciaire (DCPJ), Union de coordination de la lutte anti-terroriste (UCLAT), Direction générale de la sécurité extérieure (DGSE), Direction de la Surveillance du Territoire (DST), la gendarmerie [France dans la recherche de nouvelles façons. Y.I. Rubinsky. – M:. Editeur «All The World», 2007 – P. 112].

En 1991 le gouvernement français a lancé un programme anti-terroriste «Vigipirate». Dans ce programme un plan «Vigilante» qui est inclu dans la liste républicaine des mesures possibles prévues par le gouvernement français en cas d'urgence.

Dans les années 1990 la question «d'énergie» s'est aggravée. On pourrait aborder le sujet de la sécurité énergitique différemment. Tout d'abord c'est un aspect géologique qui conserne de la présence des ressources de l'énergie française pour le développement économique cohérent et durable. Deuxièmement, la sécurité de l'énergie à ce moment devient un facteur de puissance politique. La politique de la France dans le domaine de la sécurité énergétique européenne vise à réduire les risques des importations d'énergie, principalement des pays comme la Russie et l'Algérie [L'étranger dans la champagne. Michel Rogalski, Economiste, CNRS. Directeur de la revue Recherches internationales]. La France et ses partenaires doivent savoir protéger des ressources lors des perturbations pendant la livraison à travers des régions de l'espace eurasien dont la situation est tendue. Dans les années 1990 cette instabilité touchait la région des Balkans avec de différents conflits ethno-politiques et situation économique, sociale et politique problématique en Russie, en particulier, après l'ex-URSS.

En 1991, la France et ses principaux partenaires européens ont proposé une Charte européenne de l'énergie. Le but de ce document était de renforcer la sécurité européenne de l'énergie, l'accès aux marchés de l'énergie au Moyen-Orient et les pays asiatiques en pleine croissance [La Charte énergétique européenne http://www.encharter.org]. Mais cette attitude a provoqué les protestations des États-Unis, qui sont

également revendiquée par ces marchés prometteurs. Les principaux adversaires de la politique américaine d'après cette question sont la France, ses alliés la Belgique et l'Italie. Ces états ont considéré l'idée de l'inclusion des pays comme le Maroc et l'Algérie dans la Charte. Les pourparlers ont abouti cette question d'après laquelle les parties de la Charte sont l'Australie, le Canada, la Turquie, les Etats-Unis et le Japon.

Le problème des armes nucléaires ne peut guère être attribuée aux nouveaux défis à l'échelle mondiale. Mais dans la dernière décennie du XX siècle, la question de la sûreté nucléaire en Europe et dans le monde dans son ensemble a été à nouveau mise au jour. La France comme un état avec l'arsenal nucléaire s'intéresse à la sécurité nucléaire dans le continent européen. Par conséquent, la France et les Etats-Unis se sont aussi intéressés à la coopération avec la Russie en matière de la sécurité nucléaire et du désarmement mutuel.

L'idée d'un système général de la sécurité européenne remonte au milieu du XX-e siècle lorsque les grandes puissances européennes ont décidé d'établir la Communauté Européenne de la Défense comme une structure de la sécurité supranationale qui aurait une armée. L'idée a été proposée en 1950 par la France, son premier ministre - R. Pleven.[Rapports d'analyse. L'Institut d'État des relations internationales de Moscou. Numéro 4 (34) Juin 2012. Kazantsev A.A. Voronin E.R., Pashkovskaya I.G., Gusev L.Y. «La politique des Etats-Unis et les pays clés – membres de l'UE dans la lutte contre le terrorisme et des violations massives de l'ordre public»]. En 1952 à Paris on a signé un accord sur sa création qui prescrit la subordination effective de la structure militaire de l'OTAN. La France occupe une des premières places dans la Communauté européenne de la défense, mais l'organisation a subi un échec en raison de différences des Etats, membre de l'organisation. En particulier, la France avec le caractère supranational du bloc vit une restriction de sa souveraineté.

L'idée d'un système de la sécurité européenne a échoué et dès les années 1980 a commencé en parler de nouveau. Les tentatives pour créer une nouvelle structure ont été entreprises à la fin des années 1980 pendant l'adoption de l'Acte unique européen. On a déclaré: «Les Parties Contractantes estiment qu'une coopération d'après les questions de la sécurité européenne sert pour contribuer au développement de l'identité européenne en matière de la politique extérieure. Ils ont tous les dispositifs. Elles sont disposées à coordonner davantage leurs positions dans les aspects politiques et économiques de la sécurité».[L'Acte unique européen, signé à Luxembourg le 17 février 1986]. Cet acte est pour la première fois depuis longtemps a soulevé la question de la sécurité, mais elle a principalement concerné les aspects militaires et pratiquement pas d'efficacité dans la nouvelle échelle de l'UE en face de la menace. Le Concept détaillé de la sécurité européenne est venu seulement avec la signature du traité de Maastricht en 1992 quand on a formulé «Les piliers de l'Union européenne»: la Communauté européenne, la politique étrangère, la sécurité commune, la coopération policière et judiciaire en matière de la pénalité [Traité sur l'Union européenne (Traité de Maastricht), signé le 7 février 1992].

La force principale de la défense et de la sécurité dans toute l'Europe estl'OTAN. En 1989-1999 La France a pris une part active dans l'organisation. Un exemple frappant est la participation à la guerre de 1999 contre la Serbie, les troupes de l'OTAN au Kosovo. Mais l'histoire des relations de la France avec l'OTAN a connu les hauts et les bas.[L'architecture de la sécurité euro-atlantique [Jurgens I.J., A.A. Dynkin, Baranovsky V.G.-M:. EkonInform, 2009.– P. 66]. La France a toujours eu un statut spécial dans ce bloc, qui a provoqué le mécontentement de Washington. Néanmoins, la direction française a toujours pris parti pour les États-Unis quand il s'agit de toute action militaire majeure.

A partir des années 1990 l'administration de François Mitterrand décide de restaurer la pleine participation de la France dans la partie militaire de l'OTAN. C'est pourquoi il prend une part active à l'opération militaire en Bosnie-Herzégovine, lorsque les forces aériennes de pays de l'OTAN, y compris les avions en France ont commencé à attaquer les positions serbes de Bosnie afin de soulager le siège de Sarajevo.

Après l'effondrement de l'Union soviétique et la réunification de l'Allemagne, la France, de plus en plus impliquée dans les opérations militaires de l'OTAN. En outre, la France est l'un des positions de leader en termes de financement de l'OTAN. Malgré la situation particulière, de 1990 à 2000, la France a investi environ 711 095 000 000 Francs dans la structure militaire de l'OTAN [Obichkina E.O. France à la recherche des priorités de la politique étrangère dans le monde post-bipolaire: monographie / E.O. Obichkina; L'Institut d'État des relations internationales de Moscou, 2004. – P. 343].

Jacques Chirac en 1997 voulait aussi d'accroître l'influence de la France dans le bloc militaire de l'OTAN, mais a rencontré l'opposition du président américain. La raison de ce désaccord entre Bill Clinton et Jacques Chirac en raison de la répartition des compétences des groupes dans le commandement des troupes de l'OTAN.

La position particulière de la France de François Mitterrand et Jacques Chirac était le fait qu'elle voulait former leurs propres structures de sécurité européennes, tandis que ses principaux partenaires ont vu l'avenir

de la sécurité européenne en étroite coopération de l'Alliance de l'Atlantique Nord. C'est pourquoi la France a cherché de créer un système basé sur la Western Union européenne existante. La France a été d'accord avec ses alliés de créer l'Eurocorps qui ont participé à trois opérations militaires, y compris le conflit en Bosnie-Herzégovine en 1999-2000. La guerre au Kosovo en 2000 et même plus tard dans la guerre en Afghanistan en 2004-2005. Mais seulement les échecs de l'Eurocorps en Bosnie ont clairement fait savoir aux pays de l'Union européenne que le système de sécurité à la base de l'Union de l'Europe occidentale est vouée à l'échec.

Depuis le rôle et l'influence de l'OTAN dans le système de la sécurité européenne n' augmente pas et les méthodes européennes traditionnelles de mise en œuvre de la sécurité collective sont restées dans le passé. L'histoire des relations franco-russes a plus d'un siècle. Aux XVIII-XIX siècles ces deux pays ont joué un rôle premier dans les questions de la sécurité dans l'ensemble du continent européen. Les relations franco-russes en 1989-1999 dans la sécurité ont une grande importance pour les deux pays et pour l'ensemble de la région eurasienne. Au cours de cette décennie la France risquait de perdre la Russie comme un partenaire important dans ce domaine mais multiplier aussi les réalisations des dernières années [Traité entre la France et la Russie, signé le 7 février 1992 à Paris, entre la République française et la Fédération de Russie]. Les principaux domaines d'intérêt mutuel pendant cette période étaient le désarmement nucléaire, la défense civile et de la sécurité dans l'espace [Collection des traités internationaux de l'URSS, 1991 г., XLV, Bulletin des accords internationaux. 1993, № 7, Bulletin des accords internationaux, 1998].

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CULTURE OF RUSSIA IN THE 1990S

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Culture includes three spheres which are art, education and science. First, it the policies of the government in art will be showed. Art may play the key role in a society, because it creates spiritual values for people. In fact, people can not leave without them. Second, policies of the government in education will be considered. Education may play the important role in the state, because morality and knowledge of people largely depend on teaching schools and universities. Third, policies of the government in science will be showed. Science is directly affected by education. Scientists usually need high quality of education in order to do scientific research.

In the 1990s the Russian art was in crisis. In fact, there were only two state primes. There was the Prime of the President for achievement in literary and art and the Prime Russian Federation for achievements in art and literature. No doubt, only two primes can not assess and encourage all noticeable achievements in art. As

a result, in the 1990s at that tine many new primes such as «Nika», «The big Prime for literature», «The Gold Mask» appeared. Although they could encourage artists to create art, these rewards could be given because of subjective views of their creators.

As it was said above the culture of the 1990s did not have enough financial support. It was a great problem for theatres, cinematography, which needed much financial support from the government. Many artists had to survive without support. Some artists such as E.A. Evtuchenko, M.I. Dunaevsky had to go abroad in order to receive money for their work. In fact, some talented artists had to find other work to survive. Some of them worked as taxy drivers, businessmen. It had been in the past when an artist could be rewarded with a car just for one book. There was support of the government if a famous writer supported politicians in their art and behavior, but did not guarantee good art.

Prestige of writes became depended on Media. Writers, who were presented on TV, could be popular and famous. Their popularity did not depend on their talent, unfortunately. Good writers were needed, but some of these writers could not get access to Media. Thus, they were not widely known.

Education in Russia of the 1990s also needed support from the government. In the1990s there was great luck of qualified teachers in schools. At the beginning of the 1990s students did not have to study in a higher school. Higher school was free, but it was not guaranteed. This resulted in rise of a number of crimes between young men. In 1992 it was accepted that at least 10% of the state budget would be spent on education. In the 1990s of Russia was going down. Moreover, 10% of the budget was never spent on education. In 1992 it was spent less than 5% on education. In 1993 it was spent less than 6%, while in 1994 it was spent just 4% on education [Gurkina, 2001, p. 56].

In schools there appeared special classes which could provide students with deeper knowledge of some subjects such as Math and Physics. Some schools invited university teachers in order to prepare students for studying at universities. No doubt, this developed knowledge of students.

There were private schools with small classes. Sometimes they could provide with high quality of education. Parents and teachers schools could be united in order to solve schools` problems. However bureaucracy did not disappear.

There were many changes connected with universities. In 1990s many new commercial universities were opened. New commercial universities also provided courses which our society needed.

In the 1990s, the state policy in the field of science was not sufficiently effective. Expenditures on education in the 1990 years in terms of GDP were as follows: 1991 – 1,03; 1992 – 0,57; 1993 – 0,52; 1994 – 0,47; 1995 – 0,41 [Arens, 1999, p. 14]. These indicators suggest that the funding of the state in the sphere of science was insufficient. It is believed that 1% of GDP spent on science can ensure public safety.

This in turn, led to a mass exodus of scientists abroad, «brain drain», while the mass exodus of young people in the field of making «easy money», which reduced the number of young professionals. Russia became one of the countries which do not have their own technological development.

However, in Russia at the same time public Academies were created. They were less dependent on the state and were necessary for communication between prominent scientists. These institutions worked effectively. For example, the Russian Academy of Natural Sciences within 6 years of its existence did a lot of activities such as workshops, seminars, roundtables, and received a number of orders from businesses. Meanwhile, the pace of development of Russian science fell sharply.

Despite the emergence of independent organizations, such as public academies, Russian science needed effective intervention from the government for normal development.

The crisis of Russian culture of the 1990s was largely caused by limited support of the government. In the artistic culture only two rewards of the state were established, which slightly stimulated artists. Rewards were usually given to the artists who had been «offended» by the soviet government Art required more spending, because theater and cinema, for example, could not develop normally without funding. Censorship became more serious than before, since the publication of works in many ways became dependent on the commercial success and publishers.

In the field of education funding was also insufficient. The decision of the State Duma in 1992 to spend at least 10% of the national budget to education, in the early 1990s the government actually spent on education much smaller. There was a shortage of teachers-professionals. The growing autonomy of educational institutions, the education system remained bureaucratical and needed a reformation. Lack of funding influenced the science. Outflow of scientists abroad, the lack of young scientists, relatively few students-all of these happened in science of the 1990s. Science was also bureaucratized. The effective policy of the state in the field of culture is essential for its normal development.

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THE DEVELOPMENT OF INFORMATION SYSTEM OF THE ORGANIZATION

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Information is a key strategic resource of the business. With a lack of necessary information in a convenient form it is suddenly found an excess of hard to compare information from different subsystems. It turns out that in order to control the individual parts of the company lacks a mechanism for rapid assessment of the effectiveness of each of them. It is necessary for the successful development to have an integrated management system that integrates all aspects of management.

Any organization has an information system. Information system is an organizational ordered set of documents and information technology, including the use of computer and communication that realizing information processes. Information systems are designed for storage, processing, retrieval, distribution, transfer and provision of information. Effectiveness of information system largely determines the development and success of the business, forcing the organization to continuously improve information system and deal with issues of creating more effective information system to ensure harmonious growth of the business [1]. Information system exists in each organization, because it cannot operate without information, and consequently without the formation of its procedures, processing and use. The generality of this statement makes it possible to talk about the information system as a single circuit for organization. Note that this system solves a single and unique challenge for each organization, namely, effective management of all its resources include logistical, financial, technological and intellectual, that helps to achieve the goals of the organization. For example in order to maximize profits and satisfy the material and professional needs everyone in the organization.

There are different reasons that make companies to develop information system:
− Old management methods give more failures.
− Control requires more staff, additional costs and complexity of management.
− Coordination of decisions takes more time.
− The data for decision-making is either absent or very late.
− The amount of financial transactions and decisions exceed the limit beyond which no longer clear the reasons which led to the different outcomes.

Strategic decisions may differ in their approaches to the creation of an information system. First approach is creating a new system. Another approach is the modernization of the existing system. Third approach relies the creation of a system of information on managers and end users, giving them the opportunity to choose the means and methods to meet the information needs. In the case of strategic decision making on significant changes in the information system, these decisions must be transformed at the level of operational information management in specific tasks.

Technique of corporate information systems contains a number of general provisions:
− Technology of constructing system models "as necessary", without trying to programming algorithms acting now. The practice of creating systems model "as is" showed that automation without reengineering business processes and upgrading the existing control system is failing and inefficient. So use the software applications is not just the reduction of routine operations, but also the transition to new forms of document management, accounting and reporting.
− Building technology systems "from top to bottom." If the decision to automate accepted and approved by senior management, the introduction of software modules made with parent companies and divisions, and the process of building a corporate system is much faster and more efficient than the introduction of a system initially in grassroots units. Only the introduction of "from top to bottom" and the active support of management can initially correctly assess and carry out the whole range of activities without incidental charges.

– Technology phased implementation. Complex automation is a process in which involved almost all the structural units of the enterprise, technology phased implementation is more preferred. The first objects of automation are those areas in which it is first necessary to establish a process of accounting and reporting documents for the parent bodies and related entities.

– Involvement in the development of future users. When carrying out complex automation by integrator-firm, information functions of all the departments in ordering firm is changing and increasing their role in the overall process of transition to advanced management methods. During the project realization staff departments together with the developers work with information and models involved in making decisions on the choice of technology and, most importantly, organize interaction solution providers and employees. While information system operating employees of automated control system are responsible for the service and maintenance of the system. Specialists of the customer are the initiators and executors of the preparation of proposals for the improvement and development of the existing system. This allows them to adapt it better to their needs, so these requirements should be thoroughly thought out, in order to not use information system in case it is easily handle management tasks using a pencil and paper [2].

Managers can have different reasons to change or create information system, for example, necessity to improve the reliability and availability of information, improving the quality of decisions, providing customer relationship management, product lifecycle management and supply chain management to achieve operational excellence (for instance, use of sources of supply globally, the creation of goods and services to customers to meet their individual preferences).

In small commercial firms, which has small number of employees it is enough to manage with elementary accuracy. It is often used to automate the calculation procedures written means of office programs (a typical example – Macros for Excel). Computers are used in such cases as any other office equipment along with the copy machine or a typewriter, and even for accounting. This way used by many organizations. However, with increasing complexity of business, such tools stop to be useful, because they do not involve the modules for manage complex structure. The amount of information that needs to be processed to develop effective management decisions, becomes so large that it exceeds human capabilities. Difficulties of management of modern large-scale production caused widespread use of computer technology and the development of automated control systems.

When selecting hardware and software platforms and individual business applications consistent technology should be applied. And finally, compliance with a single technology operation and maintenance of the system is important. In addition to these key requirements, there are a number of common technical requirements for each information system:

– The speed, that is sufficiently small response time (a few seconds) when you enter, search and processing of information.

– Reliable protection against unauthorized access to data and registration of personnel actions.

– Friendly interface of work places.

– The ability to scale and development of the system.

– Integration with modules used in the communication system.

– The possibility of converting the data from the applications used in the past to the new system.

– High reliability.

Nowadays in manager's work you can find items that make up the concept of the new information technology is more and more often. It is understood as a set of systems implemented in organizational management fundamentally new means and methods of data processing is a holistic process systems and provide a focus for the creation, transmission, storage and display of information product (ideas, knowledge) at the lowest cost and in accordance with the laws of the social environment where developing this technology. The transition to the new information technologies is justified if it is a consequence of the fundamental rethinking and radical re-planning of the corporation to dramatically improve critical in relation to the cost of performance, namely, quality, service and speed of production processes.

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THE OUTSTANDING PHILOSOPHERS OF LAW: LEGAL CREATIVITY OF CHARLES-LOUIS DE MONTESQUIEU

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Montesquieu is a French political philosopher whose major work appeared under the title "The spirit of Laws". Montesquieu's aim in The Spirit of the Laws is to explain human laws and social institutions. On his view, the key to understanding different laws and social systems is to recognize that they should be adapted to a variety of different factors, and cannot be properly understood unless one considers them in this light. When we consider legal and social systems in relation to various factors, Montesquieu believes, we will find that many laws and institutions that had seemed puzzling or even perverse are in fact quite comprehensible.

Forms of Government

Montesquieu holds that there are three types of governments: republican governments, which can take either democratic or aristocratic forms; monarchies; and despotisms. In a democracy, the people are sovereign. They may govern through ministers, or be advised by a senate, but they must have the power of choosing their ministers and senators for themselves. The principle of democracy is political virtue. A democracy must educate its citizens to identify their interests with the interests of their country, and should have censors to preserve its mores. It should seek to establish frugality by law, so as to prevent its citizens from being tempted to advance their own private interests at the expense of the public good. Moreover, for the same reason, the laws by which property is transferred should aim to preserve an equal distribution of property among citizens. Its territory should be small, so that on the one hand it is easy for citizens to identify with it, and, on the other, more difficult for extensive private interests to emerge. In an aristocracy, one part of the people governs the rest. The principle of an aristocratic government is moderation, the virtue which leads those who govern in an aristocracy to restrain themselves both from oppressing the people and from trying to acquire excessive power over one another. In an aristocracy, the laws should be designed to instill and protect this spirit of moderation. To do so, they must do three things. First, the laws must prevent the nobility from abusing the people. Second, the laws should disguise as much as possible the difference between the nobility and the people, so that the people feel their lack of power as little as possible. Finally, the laws should try to ensure equality among the nobles themselves, and among noble families. In a monarchy, one person governs "by fixed and established laws". The principle of monarchical government is honor. The chief task of the laws in a monarchy is to protect the subordinate institutions that distinguish monarchy from despotism. To this end, they should make it easy to preserve large estates undivided, protect the rights and privileges of the nobility, and promote the rule of law. In despotic states "a single person directs everything by his own will and caprice". The principle of despotism is fear. Education is unnecessary in a despotism; if it exists at all, it should be designed to debase the mind and break the spirit. Such ideas as honor and virtue should not occur to a despot's subjects, since "persons capable of setting a value on themselves would be likely to create disturbances. Fear must therefore depress their spirits. A second major theme in "The spirit of laws" concerns political liberty and the best means of preserving it. "Political liberty" is Montesquieu's concept of what we might call today personal security, especially insofar as this is provided for through a system of dependable and moderate laws [1]. He distinguishes this view of liberty from two other, misleading views of political liberty. The first is the view that liberty consists in collective self-government – i.e. that liberty and democracy are the same. The second is the view that liberty consists in being able to do whatever one wants without constraint. Not only are these latter two not genuine political liberty, he thinks, they can both be hostile to it. Political liberty is not possible in a despotic political system, but it is possible, though not guaranteed, in republics and monarchies. Generally speaking, establishing political liberty on a sound footing requires two things:

1. The separation of the powers of government.
2. The appropriate framing of civil and criminal laws.

The separation of the powers of government

Building on and revising a discussion in John Locke's Second Treatise of Government Montesquieu argues that the executive, legislative, and judicial functions of government should be assigned to different bodies, so that attempts by one branch of government to infringe on political liberty might be restrained by the other branches. In a lengthy discussion of the English political system, he tries to show how this might be achieved and liberty secured, even in a monarchy. He also notes that liberty cannot be secure where there is no separation of powers, even in a republic.

The appropriate framing of civil and criminal laws as a means of ensuring personal security.

Montesquieu intends what modern legal scholars might call the rights to "robust procedural due process", including the right to a fair trial, the presumption of innocence and the proportionality in the severity of punishment Pursuant to this requirement to frame civil and criminal laws appropriately to ensure political liberty (i.e., personal security), Montesquieu also argues against slavery and for the freedom of thought, speech and assembly [2].

Montequieu believes that climate and geography affect the temperaments and customs of a country's inhabitants. Those who live in cold climates are vigorous and bold, phlegmatic, frank, and not given to suspicion or cunning. They are relatively insensitive to pleasure and pain. Those who live in warm climates have stronger but less durable sensations. They are more fearful, more amorous, and more susceptible both to the temptations of pleasure and to real or imagined pain; but they are less resolute, and less capable of sustained or decisive action. Also Montequieu pointed out the following: the warmer climate is the higher the rate of crime against the person is. And accordingly the colder the climate is the more frequent the crimes against the property are. In concordance with the Montequieu stance, surprisingly, the quality of a country's soil also affects the form of its government. So that monarchies are more common where the soil is fertile, and republics where it is barren [3].

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MUSEUM FESTIVALS

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Festivals are consequence of humanity's social development. Ancient festivals connected to change of seasons, completion of harvest et cetera. With time passed, human life changed a lot and festivals too. In Ancient Societies like Egypt or Greece people had festivals devoted to heroes, gods, historical events and so on.

As you know, festivals usually held during holidays. In fact, for most of us they are just holidays like Saturday or Sunday but from ancient times their purpose is social interaction. Sometimes our ancestors had only two-three days in a year to leave their village to hear news from outer world or send something to their relatives in other places. Festivals meant to be different from everyday life.

Museum festivals have their own purposes. Among the social interaction it's, for example, attempt to drive attention to social, historical or cultural problems. Also, even if museum festival called "museum" it's not always meant to be held inside the museum. In Saint Petersburg museum of Great Patriotic War every year makes dance festival outdoors where people can take part as Leningrad citizens just before War.

Museum festivals have their own history. One of my previous researches was about protomuseum institutions. In works of historian Paul Gyro about Ancient Greece I found following information about Greek traditions. Greeks had museums too but their museums are temples devoted to godly spirits called The Muses. In Greek mythology The Muses are goddesses of art like music, sculpture, painting etc. Greeks worshipped them in temples differently than people worship gods today. Priests could invite famous dancers, poets or singers to have competition inside the temple as a part of ritual to please goddesses. Competitors could win a valuable prize and the winner often had an honor to have his statue installed in temple as a sign of respect. During decades of competitions temples became filled with prizes and statues of winners. The statues could be moved from temple to sculpture garden but usually they stayed in temple and every citizen could visit it to see achievements of past generations. Temples of such kind called Μουσεῖον (Museion) from this term word "museum" originates. Greeks thought that to rise future generations in proper way, to make them worthy to be called citizens, they must give their children proper role models. Greek museums served that purpose by demonstrating statues and prizes of athletes, poets, singers and others. But not only museions had their festivals, for example in Athens Great temple of Athena every year organized a festival where citizens and visitors of the city were invited. During this festival they had a parade with best citizens involved. They demon-

strated gifts from Athena's temple and among them armor and weapons taken from the enemies by Athenian Military. Main purpose of the festival was to show neighbors city's strength. This festivals also had a great social function. During Athena's festival young girls first time left their homes to see outdoors.

In 1 BC Roman Empire will conquer Greek States and collections of the great ancient temples become toys in the hands of rich and powerful Romans. Museum festivals will stay long forgotten until XX century.

In the middle of XX century after museology theory about visitors and personnel interaction has changed forever, museums now decide to be closer to their visitors. To do so personnel starts to create museum festivals as a sign of new era. Their main purpose is to make museum cultural and entertainment centers for everyone include younger and older generations. In Soviet Union museums had festivals dedicated to Great October Revolution and it's heroes. Later, during the rule of such historical figures as Joseph Stalin, Nikita Khrushchev, political vector changed a little and in line of Revolution's heroes there also were heroes of the past that "fought for the freedom and glory of the People" for example Alexander Nevsky which definitely not a communist. These changes are consequence of new politics performed by Stalin. If Soviet Union before Stalin's rule was created to spread flame of Communist Revolution around the world after Stalin came to power Soviet Union became something more like an Empire- powerful militarist totalitarian country with empire-like esthetics. Architectural style of Stalin's USSR called Stalin's Empire Style just like the style created in Imperial France by the Emperor Napoleon Bonaparte (his style also called the Empire Style). Because of new Stalin's politics ancient Russian history was revised and heroes of the past returned on their places. Reason is simple, such heroes like Nevsky, Suvorov, Bagration personalize powerful state and the powerful state is the main purpose of Stalin's politics.

What does museum festivals look in Russia nowadays? There are two main components:
– Family dedicated festivals.
– Ethnography dedicated festivals.

We have no ideological oppression today but state's social politics demands actions directed to improve demographic situation in country. Second prior task of Russian Ministry of Culture is to rise level of patriotism among people. That's why state museums have directives to create festivals dedicated to events, historical figures that can drive children to love their homeland- not only the country itself but their republic, city or village. It's also noticed that level of religion component in festivals rises from year to year. For example, in Chuvash National Museum personnel organized festival "Family day" dedicated to saints of Russian Orthodox Church- Peter and Fevronia of Murom which are believed to be family protectors. They have very nice story between themselves. Our museums have festivals of every kind. Museum festivals on every year basis, festivals that last for 1 day or 1 week, they can be organized inside or outside of the museum.

In conclusion I must specify that during research on my topic I found that scientific problem of museum festivals is yet to be presented in academic literature. It's well known that many theoretical questions of museology are not studied in Russia. Our museology tradition is familiar with practical questions like how to build exhibition from a scratch but we still depend on studies of our western colleagues when question is about theory. I found that most of museum personnel often use their practical experience during creation of festival idea rather than articles or books.

EFFECTIVE PERFORMANCE MANAGEMENT WITH VALUE BASED KEY PERFORMANCE INDICATORS

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To manage organizational resources in a such a way as to deliver organizational objectives is a vital role of management.

The management conception of running a company by its value based management (VBM) has been recently implied in Russian practice. Maximazing company value is one of the widely spread strategic aims of business.

Value management means focusing on systematically increasing the value of the company. Originally developed as a performance measurement tool, the VBM is now associated increasingly with strategy implementation. It acts as a management framework with the potential to identify and exploit organisations' key value drivers to their best strategic advantage. Sustainable and successful value management requires high-quality strategic and operational planning.

The objective of value based corporate management is to identify and realize value potentials within the company in order to attract and retain long-term investors. These investors are shareholders, financial institutes, banks, institutional investors as well as employees with their pension entitlements.

Successful value management increases stockholder satisfaction and improves the way the company is judged by analysts, banks and rating agencies. It satisfies the interests of both groups customers through innovative, market-oriented products and services and suppliers by securing liquidity and purchasing volumes. It motivates employees by providing challenging tasks and it safeguards jobs.

To sum up VBM will help to identify and measure the specific value drivers that underpin performance. This allows managers to test their hypotheses on what is driving organisational outcomes.

The management decision-making process makes active use of key financial performance indicators. The interrelation between value of the company and bonus management will be shown in the concrete.

Close-end Joint Stock Company «Kvart» is a large manufacturer of industrial rubber products for all branches of economy. Enterprises of ZAO «Kvart» manufactures hose products of 1500 standard sizes, shaped rubber goods of various sizes and configurations, unshaped products in the form of vulcanised rubber profiles, rubber mixes of 150 grades, industrial rubber plates, rubber glues, sealants, elastic coverings for floors and roofs, and consumer goods. Its qualified personnel, up-to-date equipment, advanced technologies, introduction of the management quality system GOST R ISO 9001-2001 (ISO 9001; 2000) make the company capable of taking proper account of specific orders and ensure good competitive position in the global market. Currently, the company is being pre- pared for the ISO/TU 36949 certification. In 2006, ZAO «Kvart» became a winner of the Republic's contest «Best Goods of the Republic of Tatarstan».

ZAO «Kvart» is the only domestic company manufacturing unique types of products: radiosonde and pilot-balloon shells, some grades of sealants, deep-drilling hoses, corrosion-resistant and diving hoses, products from dynamic thermoplastic elastomers. Products of ZAO «Kvart» are used by such automotive giants, as UAZ, KAMAZ, VAZ, Izhmash, enterprises manufacturing agricultural machinery (Altay and Minsk tractor works, Ivanovo Truck Crane Factory, etc.), oil production enterprises (Tatneft, Bashneft, Surgutneftegaz, YAK Sibneft, NK Lukoil, Yugaskneftegaz and others), builders and ameliorators, agricultural enterprises, farmers, businessmen, etc. «Kvart» supplies its products to many countries worldwide. At present, the company develops new economic forms of development with participation of foreign partners.

According to the financial results of the analysis «Kvart» is high-developing and financially stable manufacture. The company's approach to manage liquidity is to ensure that it will always have sufficient liquidity to meet its liabilities when due, under both normal and stressed conditions, without incurring unacceptable losses or risking damage to the company's reputation.

Company's Value Growth Factors:
1. Strengthening «Kvart»'s positions indomestic market.
2. Increasing «Kvart»'s competitive ability in European market.
3. Strengthening control over operational and capital costs within promising projects.
4. Intensive enhancement of financial results.

The mechanism to evaluate the effectiveness of the company's management on the basis of indicator EVA will be considered on example of the enterprise.

In finance, economic value added measures the net value added by a company during a period. It equals net operating profit after tax minus average cost of capital employed. If economic value added for a period is positive, it means the management has increased the company's total worth. On the other hand, if the economic value added is negative it means that the cost of capital employed is greater than the profit generated by the company and this means a decline in the company's value over the period.

At the end of 2013 year the value of the index for the EVA ZAO «Kvart» amounted to 367,204 thousand rubles. The sum of the EVA and the net asset value of the company at the end of the period to get the current value of the company, equal to 1 334 279 thousand rubles. Model cost capital (WACC), and analysis of the impact of capital structure on the value of the company showed that the optimal level of commitment, minimizing the cost of capital and maximizing the profitability of shareholders' equity, in the range from 60% to 70%. The index EVA and value of the company in this case is 418 827 thousand rubles and 1 600 000 thousand rubles respectively. If the top management's bonus is the 5% of the change in EVA, the senior management will receive remuneration in the amount of 2 581 thousand rubles.

The dependence of the premium package by changing the value of the indicator EVA will show graphically.
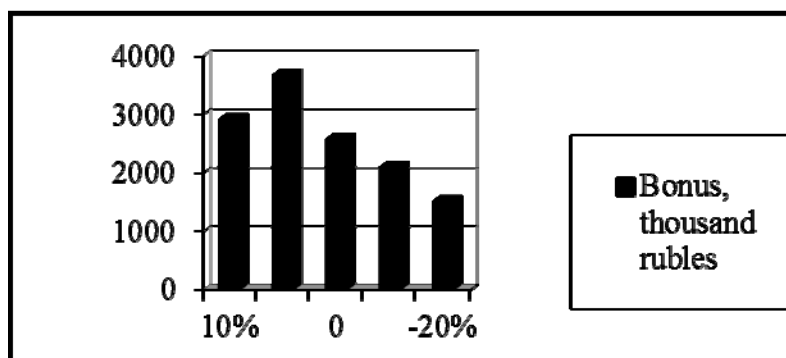
Figure 1. – Actual deviation EVA, %.

In conclusion, the size of the cash bonus increases in proportion to increases in EVA. If the EVA below the planned level, management shared with the owners of the loss. Value based management can be practiced if a suitable performance indicator is available as an assessment criterion for all decisions. To ensure efficiency in all management processes, a value based key performance indicator is essential.

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FORMATION OF INNOVATIVE ECONOMY BY MEANS OF EFFECTIVE USE OF SCIENTIFIC AND TECHNICAL POTENTIAL

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Abstract
This article describes the conditions for building an innovative economy. It defines the role and functions of the state in the process of building of innovative economy. Comparative analysis of the Republic of Tatarstan with Singapore is made.

Keywords
Innovative economy, scientific and technical potential, state programs.

Stage construction of post-industrial society is characterized by the development of information technology, scientific and technological potential, and the relations of production. And the final result of such a society is the creation of a new organization of the economy, which is called the innovation economy.

The basis of the innovation economy is to strengthen the power of science, high technology, computerization, creation of new branches of industrial production, competitiveness on the international market.

An innovative economy is formed due to factors, focused on creating the conditions for transition to innovative development and due to the motivation of the subjects of the economy, creation and development of innovation.

The subjects of this economy are "direct participants": individuals and legal entities that create and implement innovations, innovative enterprises (firms), specialized subjects of innovation, industrial parks and other organizations of the structure activity. And "Indirect Participants": public authorities involved in the regulation of innovation and public associations that represent and protect the interests of innovation producers and consumers of innovations [2, p. 5].

It is important to note the role of government in forming of the innovation economy. We single out the main functions of the state bodies in the sphere of innovations:

1. Allocation of funds for innovation.

2. Coordination of innovative activity.

3. Stimulating of innovation.

4. Creating a legal framework for innovation processes.

5. Staffing innovative activity.

6. Improving of the social status of innovative activity.

7. Institutional support of innovation processes in the fields of public sector.

8. Attracting of foreign investment.

Innovation should have the following properties:

1. Distribution in all the regions.

2. The ability to exercise.

3. Professionalism.

4. Constructiveness.

5. A high level of scientific, technological and industrial innovation potential.

6. Financial security.

7. A high level of information technology.

8. Flexibility, adaptation [2, p. 11].

Consider creating an innovation economy on the example of the Republic of Tatarstan and Singapore.

Today in Tatarstan functions effectively 150 foreign companies with 100% foreign capital. The pace of investment in the economy of Tatarstan is very high, it is higher than the rate of growth of gross regional product [3, p. 2].

Investment capital is primarily directed to the industry. The country formed the largest clusters petrochemical, automotive, energy and aircraft are formed.

Also various government programs are implemented, such as the last one: "Economic development and innovative economy of the Republic of Tatarstan for 2014-2020" [1].

Special city such as the City of Innopolis in Verkhneuslonsky District, "Smart City Kazan", a special economic zone (SEZ) "Alabuga" in Elabuga are build.

As for Singapore, there are 130 small and medium-sized businesses. The government is trying to make these businesses internationally competitive.

Innovative Singapore's economy is based on the same provision of services, offering a variety of benefits. There are successfully developing free economic zones, oriented on products export. Today, more than 25 industrial zones are created, the largest of which is the area of Jurong. The territory of the industrial area of 6500 hectares, where there are 1,834 companies employing 100,000 people.

In Singapore, there are offshore zones - special zones that serve the so-called "tax havens", serving international financial transactions.

Competent management policy of Singapore for three decades led the state from the category of third world countries in the region's leaders. The island has become a real "pear" of Southeast Asia, becoming a real "paradise" for conventional and innovative business [4].

Thus, the formation of an innovative economy is the basic feature of the development of the country and the state, shows the quality of life of the population of the state. And the best way is formed such innovative economy is with the help of scientific and technical potential, the introduction of new technologies, automation. As a result, we can predict that, thanks to an innovative economy growth rate of gross domestic product, industrial production, investment and incomes of the population will only increase. Therefore, all the major issues of socio-economic development of the country will be solved, and in turn, this will lead to the achievement of the standard of living in developed countries.

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THE TYPOLOGY OF MEDIATEXT IN MODERN TATAR JOURNALISM

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The term "mediatext" appeared in the late twentieth century. However, the study of this concept has started long before that. This term is used to define texts in the media.

In researching of mediatext we use the definition framed by Gregory Solganik: "Mediatext is a version of text that belongs to the media, characterized by a special type of author, by specific text features that are designed for mass audience" [1].

The concept of mediatext hasn't been extensively researched in Tatar journalism. Today it doesn't belong to any particular system.

This situation determines the aim of this research: it is to clarify the concept of mediatext in modern Tatar journalism.

The aim of our study determines the research questions of the study:

- To systematize types of mediatext in modern Tatar journalism.
- To define its key characteristics.
- To determine its role in the Tatar media.

The object of the research is the operation functioning of mediatext in different areas, such as periodicals, radio, television and the Internet.

The subject of the investigation is mediatext patterns operating in current journalism practice.

Semantic features of a mediatext

Mediatext can be viewed in different ways: as a classic text, as a unique text, as advertising and as journalistic or PR-text, which has its specific character.

According to the general theory of journalism, mediatexts are divided into genres. The division depends on characteristics of their composition and structure. Here are several parameters that describe the modern typology of mediatexts:

– The way of creation (author's or corporate, oral or written).
– Playback method (oral or written).
– Propagation channel (specific media outlet: printed press, radio, TV, the Internet).
– Genre type of text (news, comment, features, advertising).
– The dominant idea or topic (politics, business, education, culture, sports, etc.).

Features of mass mediatexts are determined through patterns of communication. The model of political scientist Harold Lasswell is generally accepted today: it starts with someone – then goes to what he informs about – then what channel it`s on – the next: for whom – ends with the effect it has [2].

Prominent Canadian sociologist Marshall McLuen explained the essence of mediatexts: the medium is the message. This phrase takes one of the first places on the number of citations today. It means that channel is a message. The content of the message is basically determined by technical capabilities of the media which it's created for [2].

In Tatar journalism mediatext is applied to all media.

Mediatext in periodicals

Appropriate photographs in newspapers and magazines affect the readability and clarity of article strongly. Reading of the dry text is pretty boring. Therefore, photographs, illustrations, charts, tables, slogans, logos are an integral part of journalistic materials. Proper use of these inserts complements article.

With regard to the Tatar periodicals, we should take into consideration that Tatars are emotional people, they tend to write a lot. When it's too much printed materials on paper, there is no place for additional information in a different format. However, magazines publish a number of illustrations and photographs in their usual form.

Mediatext on the radio

Information on the radio is aimed at audio perception only. But there is a place for mediatext on the radio too. During the radio program journalists use not only speeches of a presenter or a guest, but also different music tracks. This method is special for mediatexts related to advertising.

Mediatext on television

Mediatexts in this area are distributed more widely. TV elements that aimed at audio perception and vision contain speech, image, video, audio elements. The only limitation is airtime.

The main type of mediatext in Tatar television is the interaction of speech and video. You can getquite accurate information from them. But live broadcasting that is popular throughout the world and commentary during the broadcast are not available in Tatarstan. Almost all programs are recorded in advance.

Mediatext on the Internet

Mediatext manifests itself fully in this area. Today almost all media have their official sites. They place those materials that are not available in every issue of the media outlet (e.g. surveys, audio or video information, etc.). Location and time are not limited. Materials provide the closest connection with the audience, because there are many opportunities for interactivity.

There are some online publications on the Internet due to its independence. Today many organizations are active in this way. Such benefits as efficiency, unlimited use help to bring these publications to higher level. There are comprehensive, complete, clear, necessary and at the same time compressed materials on different sites. There are notes, well-chosen images, video with the certain event or person, audiotracks with interviews, many useful links. In addition, many sites have an opportunity to share their comments. Perhaps the next step will be the beginning of the activities of news aggregators. We can assume that in Tatar aggregators, like in Yandex and Rambler, there will be groups of links to sites that contain relevant information.

To sum up, it should be noted that with regard to the Tatar journalism, there is enough unsolved problems today. They are related to the lack of technical equipment, financial security, political factors, obtaining a proper education, specialization, etc. In order to carry on business at the proper level, it is necessary to start with the education of the person who will be able to correct and use language aspects and new technologies appropriately. Later, we can provide journalists withup-to-date technical equipment, which now lags far behind world standards, and improve the mediatext.

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TOURISM IN BARBADOS

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Colourful and unique Barbados offers an amazing blend of cultures of West Africa and the Caribbean with the British heritage. Island of Barbados – a small piece of the Albion Sun among Caribbean. Here, in the course of the English language and the British mentality. This former British colony, which still carefully kept all the British tradition. Barbados is often called "Little England". From an early age Barbadians receive English education in schools similar to English. During the holiday in Barbados you will find the appropriate level of service and punctuality, as well as European security. At the same time Barbadians absolutely deprived British stiffness. They are cheerful and open every day ready to make a bright festival or carnival, and, indeed, arrange them constantly! This gives the country an atmosphere that is different from the atmosphere of any other country in the world.

The island is located at the eastern end of the archipelago of the Lesser Antilles. It's east coast of the Atlantic Ocean and the west – the Caribbean Sea.

Barbados will welcome you with its beautiful weather and chic picturesque beaches, among which there must exist such that appeals to you.

The western coast is washed by the Caribbean Sea and the famous golden sandy beaches and calm waters. The best hotels in the island, located here, suited to fans of relaxation. Here you can spend the evening in the cozy restaurants and bars.

East Coast of Barbados by the Atlantic Ocean. This is the most beautiful and at the same time – the most unexplored part of the island tourists. There are wonderful conditions for surfing and wild beaches where the wild preserved the unique species of tropical plants and animals.

North of Barbados – the least populated area. There is a wildlife sanctuary in Barbados parish of St. Peter – the habitat of green monkeys, deer, otters, turtles, other exotic animals and birds.

The southern coast of the island is given the power of an endless holiday. There is a place for fireworks and festivals. Rattle night discos and bars, and spreads around the endless reggae. Any holiday in Barbados –

it is an open event for all, without any restrictive face control and vip-zones. There is a daily carnival – dance and rejoice with everything from local boys to older couples.

Barbados is well developed water sports: sailing, water skiing, scuba diving and snorkeling. Due to the wind from the Atlantic Ocean, the island became a Mecca for surfers – both beginners and "pros".

Water sports are not limited to surfing. Barbados, unlike other Caribbean islands, has not volcanic and coral origin. The island is not only bright coastal underwater flora and fauna, but also its inner nature. Despite many years of work on sugarcane plantations, sometimes on the island preserved its emerald rainforests, where you can see and bearded trees (which gave its name to Barbados), and red orchid, anoint not only as "scarlet pride of Barbados."

If you are interested in history – your vacation on the island of Barbados, undoubtedly, will decorate a walk to the local Trafalgar Square, now renamed the Heroes' Square, or to the former military prison, turned into a museum of Barbados. If you are a connoisseur of world famous beverage, you will not be indifferent to the world's oldest rum in Barbados, as well as the world famous white liquor Malibu, which is prepared here. Rum – one of the business cards of Barbados. Hundreds of tiny bars and many colorful shops selling rum scattered around the island and he added a lot of color.

Every year in January in Barbados held a major jazz festival, which gathers musicians from around the world.

Barbados in recent years has seen quite rapid development of tourism. Until recently, the island was just a piece of land in the Caribbean, but at the end of the last century, some Americans and Europeans spotted here a huge potential for tourism. After that began to appear on the island hotels. First it was a small boutique hotel located in the major cities, and already then there were huge complexes to the most popular beaches in Barbados. Today, the island is able to offer accommodation options for tourists of all categories. But still the most sought after hotels are working on the concept of "all inclusive". Nevertheless, the island of Barbados is relatively small. This allows its self-study. You can rent a car or a bike and go around the island, visiting its most remote corners.

Once in Barbados began to appear new hotels, here also began to open one after another new restaurants, bars, shops and water sports centers.

Nevertheless, despite the fact that a large part of the island was built in Barbados there are still areas where almost no man has gone before. There are quite a few places for a relaxing holiday.

If you are a lover of outdoor activities and night life, then you throughout Barbados there are many water sports center, as well as a large selection of bars, clubs and cafes where you can spend time in the evening.

Today, tourism in Barbados developed pretty good, but still the island remains relatively less noisy, unlike many other popular resort areas of the world.

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