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## THE DEVELOPMENT OF A PLANNING TOOLSET AT AN ENTERPRISE IN RUSSIA

**Abstract.** In the paper the place and the role of planning and its tools in various forms of economic relations are well justified. The results of the development of a planning toolset in Russia are presented and such periods as the administrative-command system of centralized management and market conditions are analyzed in greater detail. The peculiarities of the realization of a planning toolset are described in the light of the characteristic features appropriated for centrally-planned and market economies. Similarities and differences are identified in the list of the key fundamental elements of tools. We note the continuity of skills and experience in the development and implementation of a planning toolset.

**Keywords:** planning toolset, planning instrument, plan and market, comparative analysis of a planning toolset.

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In Russia, in the difficult period of transition the planning was seen as a survival from a directive command economy, as an outdated management tool passing away. However, nowadays more fair views, in our opinion, on the need and keeping the planning system in conditions of high uncertainty and variability of the environment and the economic situation of an enterprise are still dominated. The market neither suppresses nor denies the planning, on the contrary, it successfully operates and develops in a goal-directed behavior of its members, that is, at a certain control system, a necessary element of which is contingency planning at all stages of the life cycle. An interacting and complementary plan and market as components of the management mechanism are integrated into the overall system of economic relations, and the restriction or destruction of one of the components leads, ultimately, to reduction or even destruction of the economic potential of the whole system [1]. Serving as an integral part of modern social and economic systems, the planning in the form of methodologically sound objectives and activities to achieve allows you to receive high-quality solutions for stabilization and development, organization and optimization of production and control processes both in the short term, and for the future, while solutions based solely on intuition and improvisation without the use of a special planning toolset cannot guarantee this [2, p. 94]. The question of the application of this or that planning instrument does not have a unique solution. In practice it is hardly appropriate to oppose absolutely mathematical tools and heuristic ones, time-tested, old-established and almost new, fixed and flexible adaptive and other methods. The composition of used planning toolset in the real economic situation is wide and varied, it is largely determined by the functional characteristics of an enterprise, and the stage of its life cycle, the level of control, on which a specific tool is used, the degree and direction of the impact of external and internal factors, as well as the development of the state economic system [3, p. 162]. But not least the effective functioning and sustainability of the production system are provided by the validity and balance of planning and calculation activities and predictive procedures by the extension of the planning horizon. The revitalization of scientific research in this part may expand the range of methods and tools of modern economic policy aimed at maintaining the dynamics of sustainable growth and sustainable development of the economy including the regional level, and mainly enterprises of key industries [4, p. 99]. Changes in the realizable planning toolset in practice and in the theoretical developments offered by scientists mirror the basic transformation, fundamental changes in the socio-economic system as a whole [5]. Based on the justification provided above, we can confirm that the tracking of changes of a planning toolset in the transition from one system of economic relations to another, as well as a comparative

analysis of key planning instruments in the conditions of a centrally-planned and market economy in the contemporary stage of development of theoretical and methodological knowledge of economics remains the task of an utmost importance.

The functioning of a certain planning toolset is needed for the effective development of an enterprise under modern conditions. In the Russian theory and practice there is no clear understanding of the definitions "planning instrument" and "planning toolset." Therefore, under the planning instrument we will understand a concrete means (the way, the method), used by an agent of management in the process of systematic modeling of the future position and development of the control object, designed to predetermine and transform reality in the interests of businesses. We offer to interpret the planning toolset as a set of ways and techniques of research, specific methods, the system of terms, indicators, scientific theories and approaches to planning, defining the vision and capabilities of a company in achieving its goals (in more detail the nature and content of the planning toolset are included in [3]).

The historical character of the planning development is manifested in the continuity of its fundamental principles with respect to those or other planning subjects, in continuous improvement of a planning toolset, technology and the organization of the planning process, in the regularity of its development at all stages of the historical path and each new stage of the economy. In some periods the manifestations of planning had their own specific features. Thus, in the evolution of planning institutions three stages can be singled out: 1) before the formation of nation-states; 2) before the establishment of planning authorities and the introduction of formal planning procedures; 3) the operation of the planning authorities and the compliance of established procedures. At the first stage the main planning instruments were traditions and customs, while there was no differentiation of planning. In the second stage at the micro level the planning had no "rules", it was carried out by the heads of economies of all types on their "own risk", using such tools as personal motives and interests, intuition and experience. The beginning of the third stage - the stage of the birth of the theory of planning in Russia - refers to the 20th years of the twentieth century. Since this moment, the theory of management has acted primarily as the science of national economic planning. Under the planning one understood economic activities of a state and its economic regulatory agencies of social production. This stage is characterized by the development of scientific and practical testing of a planning toolset [1]. We should pay attention to the fact that in the third stage of evolution of planning institutions the planning did not lose its relevance not in the conditions of an administrative command economy, nor in the conditions of a market economy characterized by a high degree of uncertainty, intense economic, technological and social changes, the impact on the economies of the vast number of external and internal factors. In the present conditions we cannot ignore the emergence of extremely risky force majeure external factors, sometimes with "political coloration" that can significantly transform the internal factor space of companies as independent entities and objectively affect their target setting. Actually, a planning toolset must be flexible and in its arsenal it is important to have tools that can provide "emergency response" to the change of a situation. [6]

Let us dwell on some aspects of the continuity of experience in the field of planning in modern Russia. First of all, we believe that it is not clear to talk about only "market" or "planned" planning instruments. Many of today's developments are based on the established during the Soviet period models and methodologies. Over the past period a huge methodological potential was accumulated, which is quite successfully adapting to modern realities – it is analyzed, optimized, supplemented, expanded and enriched with the help of new developments and technical capabilities that were not available in the past. But also we cannot deny the existent differences in the approaches, principles, goals of planning used in the different periods of development as an objective reflection of changes in the economy during the transition from one system to another. [7] Otherwise, there would be no talk at all about the planned and market economic systems.

We will carry out a comparative analysis of a planning toolset for different periods of Russian management on both "classical" instruments, as well as on specific ones about which individual researchers might find it necessary to argue with us: whether they should be included in the planning toolset. According to our point of view, the planning toolset is a much broader concept than traditional, as a set of methods, approaches, technologies, principles [8]. We consider that also it is necessary to include laws, theories and concepts, tasks, functions and factors, indicators and parameters, motives and other components - that is all that can expand the instrumentation apparatus for implementing the goals set in the planning. We must note in particular the following.

### 1. Indicators of directions and methods of planning development:

- *planned economy (PE)*: resources (limit production itself which is tied to resources). Within a planned economy the functioning of an enterprise as a whole and the construction of the planning system in particular determined by the nature and structure of the available resources. The system of planning and management is tough and difficult convertible;

- *market economy (ME)*: the demand (shows the volume and structure of the cash needs of the society). In a market economy the main purpose serves the satisfaction of the needs of society and getting benefits by an enterprise, so the planning and control system must be flexible and agile to meet the needs [9].

However, limited resources play a secondary but still important role in market conditions, but social needs - in a planned economy. Resources and demand are those signals on which a management group focuses its attention making decisions and forming planned targets.

### 2. Motives of planning:

- *PE*: the focus on a volume result, low liability of managers and employees, low interest in the outcome. During the period of a planned economy the necessary resources and specific suppliers were allocated to enterprises, consumers and prices were specified, so there was no need to improve the quality of the product characteristics, to retain market share. In this regard, there is a low interest in improving performance, increasing the targets (as this will cause extra costs for workers and managers in order to achieve good results);

- *ME*: the aim to increase the economic impact, full financial responsibility of owners of enterprises. With the transition to the market leaders of enterprises and structural divisions had to quickly rearrange the way of implementation of the State Planning Commission and the ministries and responsibility to the officials on the implementation of the plan by market methods of management and responsibility to an enterprise itself and its employees for the retention of the place on the market and the preservation of property.

### 3. Parameters of state planning:

- *PE*: centralized planning parameters set by a directive. In a planned economy questions about the range and variety of products of enterprises, sources for obtaining resources and identifying consumer-ready products were resolved at the level of the planning center (State Planning Commission and ministries) and a policy plan targets communicated to responsible companies;

- *ME*: indirect planning parameters through a system of economic norms and standards, indicative (with a recommendation) plans, focusing benchmarks, limits. Under market conditions the role of government and central planning bodies is greatly reduced. Their impact is mostly indirect. In addition, there is the characteristic of limited information about a company that is available to the planned center, as in tough competition enterprises are not interested in the disclosure of data on its economic potential.

### 4. The Basic Law of Development which serves a prerequisite for planning:

- *PE*: the law of balanced development, regulating the public to maintain the proportions of production and consumption, reproduction as a whole, the construction of the national economic plan in strict accordance with the resources of the society at the disposal by their rational allocation of areas, industries, regions;

- *ME*: the law of value, a natural way of defining relations of production and consumption through the movement of prices, competition.

The laws define the role and place of planning in the economic activity of the state and enterprises. Primarily it was assumed that only the law of systematic development requires the use of planning instruments. In this case, the law of value does not create the necessary conditions and, moreover, makes it impossible to plan (as at the state level as at the enterprise level). There was the view that in a market economy planning is of no use, everything is decided by the market itself. However, we are inclined to a different conclusion, and the analysis of the experience of the largest businesses and corporations confirms it.

Variability of the environment and uncertainty of the economic situation in an enterprise greatly complicate the planning system, but do not negate its necessity [10]. "Liberation" from planning to achieve economic freedom by enterprises leads to decisions based on intuition, improvisation, which, as a rule, does not bring the best results even in a normal, stable economic activity. With the development of market relations, strengthening competition the role of planning increases. In fact, to some extent both the laws at the same time regulate economic processes at the macro and micro levels.

#### 5. Methods of analysis and evaluation of environment management for planning purposes:

- *PE*: methods of analysis of business enterprises in order to identify reserves of extensification of production. Environmental conditions of functioning were set by higher central planners;
- *ME*: methods of analysis of the external (macro-level, the level of regional and sectoral development) and internal environment of the functioning of enterprises, the obtaining of an estimate of the state of affairs and future prospects at the enterprise level.

We assume that in an administrative command economy where businesses were brought plans from higher planned structures with predetermined customers, suppliers, prices and a range of products, the analysis of the external environment on their part would not play a fundamental value. In the market, on the contrary, the analysis of external and internal environment determines planned parameters, the most appropriate situations in view of possible adverse effects and the maximum available opportunities. It should be noted that the use of some tools of the preplanned analysis was characteristic of the administrative command economy of the USSR. So, in the terms of the State Commission for the Electrification of the country new methodological approaches were applied; both internal and external conditions for the development of the society were taken into account.

#### 6. Methods for predicting as planning stages:

- *PE*: the forecasting activity of national economic processes on the basis of macroeconomic models, single and multifactor models of economic growth and the distribution of national income; the development of a comprehensive program of scientific and technical progress (as a complex forecast and the first phase of long-range planning);
- *ME*: the formation of national and regional developing forecasts, the development of forecasts at the level of individual enterprises on the analysis of previous trends and evaluation of the factor impact of the current order.

In our opinion, the foundations of modern forecasting were laid on the functioning phase of a planned economy. However, the original forecast was formed on the basis of statistics of past events and their extension into the future virtually unchanged. In a market economy forecasting also requires the use of expert methods, the construction of scenarios of action in order to build alternatives for the development and consideration of weakly predictable external influences.

#### 7. The unified system of plans of an enterprise:

- *PE*: the planning is characterized by a combination of current (annual, quarterly, monthly) plans with perspective (five-year). Based on the figures of the unified state plan in the USSR enterprises developed a technical industrial and financial plan, each of which was a master plan of production and technical, financial and economic activity of an enterprise, designed by the active participation of the collective employees. After approval of the technical industrial and financial plan the updated quarterly work plans by month were brought to all the workshops, sites and support services of a company. Monthly production programs were served as the basis for scheduling daily delivery of the finished products. On the basis of the monthly programs replaceable daily tasks were drawn up and brought to the supervisors and workers. That is a specialization and extension of the technical industrial and financial plan was an operational production planning;
- *ME*: in the system of plans the hierarchy of planning is released, namely, strategic - tactical - operational and manufacturing. A strategic planning is the process of selecting a long-term business objectives and the ways of their achievement; tactical - making decisions about how the enterprise resources should be allocated to achieve strategic objectives; operational and manufacturing – the adjustment of tactical plans through the development of specific production tasks for short periods of time for a company and its divisions, their control, accounting and regulation.

It should be noted that the systems of plans, generated in a planned and a market economy, in general do not differ and cover identical planning periods. Not coincidentally, that the majority of Russian companies at the heart of the planning have kept the policy of an operational plan and some sections of the technical industrial and financial plan. Conservatism of professionals and business leaders is so great that in practice well known in the past planning instruments are implemented, often without the necessary adaptation to the current market conditions. The greatest differences occur in terms of content and tools for a long-term and strategic planning.

#### 8. The approach to updating the plans:

- *PE*: the adjustment of the plans in order to align the capabilities of an enterprise with the planned targets, from top of the planned center, as well as because of the achievements of science and technology and the new challenges that arise during the planning period;
- *ME*: the adjustment of the plans in order to adapt maximum to changes in the external and internal environment, due to changes in demand, the emergence of risk situations.

It seems to us that the updating of the plan focuses on the maximum harmonization of targets and indicators with current and future conditions in which the plan will be implemented. The only difference is what conditions for the subject of planning are key: internal, that is, within the system of management, which is characteristic of a planned economy, or internal and external, that is, inside and outside of the open system, which is typical of a market economy.

The study carried out by the authors demonstrates the versatility of the planning as one of the core, integrating functions of the management of a business entity inherent in any form of economic relations. The distinguishing feature of a centrally planned economy is a directive planning with concentration of regulatory and supervisory functions in the hands of the government and relevant ministries, primarily targeted to quantitative indicators and the maximum use of production capacity in the centralized allocation of limited resources. In a market – caused by demand - economy enterprises operate as independent organizations, and as open systems that are exposed to external and internal factors of the environment, which necessitates the creation of reserves to reduce potential risks and economic growth, as well as the use of other mechanisms of adaptation to the conditions of uncertainty through the system of planning. Despite the significant differences, and in a centrally planned economy and in a market economy, the implementation of planning does not contradict the basic theoretical and ideological assumptions of these systems. However, the instrumentation basis of planning is not universal and permanent; it is subject to change in response to the dynamics of the environment. Among the key changes we can identify such macro changes as changes of the political and economic situation; the development of existing and the creation of new scientific theories, approaches and technologies in all branches of knowledge; the predominance of new evolutionary views on the development of socio-economic systems (eg, a homogeneous approach); changes in legislation, a financial and credit system. Micro changes are the changes affecting primarily the operation and development of individual enterprises and their divisions. Among them we shall note the creation of new information systems; changes in internal regulations, orders, standards, document management; the use of new equipment and innovative technologies; quantitative and qualitative changes in the employment potential; the expansion of the scope of interaction with suppliers, contractors, customers; the effectiveness of competitors' activities; methods of making key management decisions in functional areas and others. Noting the volatility of the factors mentioned above, we can also claim about the variability of a planning toolset, to which in a broad sense we relate a set of tools that can be used in the planning process to meet the challenges and achieve the goal.

The planning toolset is not given and permanent once and for all. It is enriched and developed under the influence of the complication of goals of socio-economic development and scientific and technological progress, the increasing role of foreign economic relations. The planning toolset is constantly transformed, updated with new methods, indicators and devices, released from old inefficient methods and processes, follows the change of the economic situation in the world, a country, a region, within a company, and it, in its turn, directs the scientific development of planning, defining the evolutionary marks of planning according to its features.

By comparing the elements of the planning toolset in a planned and market economies (Soviet and Russian) we should say that in general terms the used toolset in the considered conditions is similar and includes almost the same type (by basic composition) and equivalent methods and indicators. The main non-identity of the used instruments, in our opinion, is determined by the difference of the subjects of planning: in a market environment the subject is an enterprise that got independence in the management and decision-making; in a planned economy the role of a company is limited by the production process with the right to decide only the narrow, local problems – the direct directive tasks from the economic center come to the fore.

Furthermore, we should pay attention to the fact that in the development and use of the planning toolset the continuity of skills and experience (eg, in terms of balance methods, predictive models, the foundations of the formation of a hierarchical system of plans, etc.) is marked. The instrumental elements of planning at an enterprise must be subjected to a specific revision to



correspond with the conditions of the market, they, and for certain requirements a methodological model apparatus suited to a new economic thinking and taking into account the rapidly growing influence of external factors on the economy, organization and production planning should be developed. The modern reality is characterized by apparent continuous and dynamic changes in political, institutional, social, economic, technical and other fields. The focus on the development and achievements in the field of planning during the period of the administrative-command system of centralized management in Russia is justified with appropriate their adaptation. But the main task is to create a new model and methodological apparatus with an adequate planning toolset for a market economy. Qualitative selection and rational application of a set of tools in a single planning mechanism enable to solve the problems of economic entities most effectively.

Thus, the preceding analysis and the experience of companies in other countries, and the philosophy of market relations prove that the planning is a basic integrating control function regardless of the form of economic relations. The basis for planning (eg, resources or demand), objects and subjects of planning, as well as the specifics of the employed toolset are only changed. Though, the function of the planning remains unchanged.

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## SOME IDEAS OF MEN AND WOMEN IN THE REGIONAL WORLD PICTURE OF GORNY ALTAI OLD RESIDENTS

**Abstract.** The paper is written with the financial support of the Russian Humanitarian Foundation "Research of components of language world picture in the old-dialects of the Altai Republic" (Project No. 14-14-04003 a (p)). The paper presents some results obtained from the survey conducted in places of Old Believers living in the Altai Republic, as well as their comparison with the data of modern ideas laid down in the Valentin Bogdanov's "Talitsky dictionary".

**Keywords:** regional world picture, language world picture, Old Believers, multiethnic area of the Gorny Altai.

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The Russian linguistics of the last years differs in special attention to the Russian language world picture of Old Believers, which studying makes a certain contribution to revival of lost traditional values of the Russian people and their strengthening.

Interest in ethnocultural heritage at the regional level significantly increases, what proves the adoption of law on non-material cultural values of the people of the Altai Republic. The Russian Old Believers of the Ust-Kansky area are part of multiethnic community of the region and in this connection, studying of specifics of their traditional culture is of great importance for disclosure of cultural diversity of the Gorny Altai peoples.

These circumstances pushed the authors of the project for studying other components of the regional world picture in old-dialects of the Altai Republic. The resources of the research are made "Talitsky dictionary" (made by V.N. Bogdanov, G.V. Lukanina, V.Ya. Senina). The data, obtained as a result of the questioning which was carried out among Old Believers of the Ust-Kansky region of the Altai Republic (the villages of Talitsa, Ust-Kumir, Sanarovka), became the important component in reconstruction of the regional world picture.

The purpose of questionnaire was to detect a set of elements, making images of a woman and a man in the world picture of Old Believers, living in modern Ust-Kansk area, and to compare the received results with the data, recorded in Valentin Nikolaevich Bogdanov's dictionary stated above. The goal assumed the solution of tasks among which there was following:

- to allocate a number of the most valuable qualities of a woman and a man;
- to isolate a set of ideas about the role of a woman and a man in a family and society;
- to define a set of features of man's and woman's appearance, considered the most attractive.

The designated tasks allowed including the following questions in the questionnaire:

1. What qualities of woman's character do you consider the most valuable?
2. What features of woman's appearance do you consider the most attractive?
3. What is the role of a woman in a family?
4. What is the role of a woman in society?
5. What qualities of man's character do you consider the most valuable?

6. What features of man's appearance do you consider the most attractive?
7. What is the role of a man in a family?
8. What is the role of a man in society?

52 respondents from 25 to 55 years took part in a survey. The most part of respondents were women (men for various reasons refused questioning) that causes some share of doubt in "purity" of experiment.

The lexic-semantic groups, reflected in the dictionary, are more various and many-sided, but within the paper we stop on the groups, which correspond to the offered questions. The authors revealed the groups uniting names of persons with both positive and negative connotation about person's appearance (32 words); person's mental capacities (13 words); person's social characteristic (15 words); professional work (15 words) [2, p. 51]. Besides, there are lexic-semantic groups, which demand separate research such, as the groups on relationship and age and the groups, reflecting ceremonies and customs, attitude to religion,

Answering the first question, regardless to the age, the most part of respondents marked out such valuable features of woman's character as *kindness* (31) and *wisdom* (21), respondents aged from 48 till 55 years pointed out *responsiveness* (18), single answers include lexemes *mind*, *neatness*, *ambition* (i.e. love to purity, cleanliness), *love*, *tolerance*.

The most valuable features of man's character can be divided into two groups: 1) *master / economic* (18), *family man* (12), *business* (6), *hard-working* (6), 2) *quiet, balanced, clever, honesty, kindness, reliability, commitment, responsibility*.

As we see, there is some mixture of lines and qualities of character with a role of a man in a family and society. There are some examples, which found reflection in the dictionary.

**ВЫНОСИМЫЙ.** Выносливый. – Немцы шибко боялись сибиряков, боялись оне: сильный народ, безбоязный и выносимый. Ему ничё нипочём, его ничё не дёржит: ни жар, ни мороз и ни вода даже [1, с. 51]. Нерасторопность в мужчине не почиталась никогда. О неповоротливом, ленивом человеке говорили: вотяк [1, с. 46], вал, валух [1, с. 34].

Young people note the valuable qualities, connected with career, and the mature people mark out more qualities like *kindness, economy, steadiness, etc.*

In the dictionary, there are the lexemes, characterizing both a man and a woman, for example, *гамаюн / гамаюнка* (about the caring, hardworking person); *домашливый / домашливая* (thrifty, carefully belonging to his house). – А порхайка – это баба не домашливая [1, с. 68]. О ленивом мужчине говорили, что он мытарь [1, с. 151]. It is curious that female analog was not recorded. The same can be told about lexemes the master (skillful) and masterina with rumped *approving* (great master, handyman).

**The most attractive features of woman's appearance.** The most part of respondents noted such quality as *beauty / beautiful appearance* (14) and *neatness / accuracy* (14), *well-groomed face and hairdress* (12) (young people), *comeliness* (middle age – 45 years), *a smile* (2), *a figure* (3), *well-groomed* (31 years), *beauty, solid*.

We should note that the respondents aged from 25 to 31 year paid attention to such quality as *well groomed*, while the respondents in aged from 45 to 55 years called such lines, as *solid, comeliness*.

The dictionary has the collective noun **БАСА**. 1. Краса, красота, а также сравнительная степень прилагательного **БАСЕЕ, БАСЕЕ** и **БАСТЕ**. Красивее. – Моя сестра всех красившее и всех басее [1, с. 15], which was used to describe a beautiful woman. Non-brushed and shaggy woman was called *косматуха, лохматуха*.

It is remarkable that among male qualities respondents also singled out *neatness / accuracy* (16), the second place was given to such quality, as *courage* (14), *sporty figure, eyes, tall or of average high, tightened, healthy*. It is curious that the part of respondents of middle age (from 35 to 45 years) noted that appearance – is not the most important man's quality.

However, the dictionary pays the special attention to man's appearance, and the most part of the allocated lexemes present a negative connotation, for example: **НЕДОНОСОК**. Презрит. О малорослом. – Вот взрослый, но маленький – зовут недоносок, а большого зовут дородный детина [1, с. 164]. Неопрятного человека, как мужчину, так и женщину, называли *замараха, грязнуля, замарашка, неряха* [1, с. 87], *жихмор / жихморка* [1, с. 78]. **ЗАСУСЛАНЫЙ**, ая. Испачканный, замасленный, заслюнявленный. – Есть жихмор и жихморка – неуклюжи, растрёпаны, засусланы [1, с. 91]. Non-brushed and shaggy man was called *косматун*.

**Understanding of the woman's role in a family** is traditional: hostess (13), mother (14), keeper of a home (10), wife (10), stabilizer of the relations, ideal, hard-working.

About a bad hostess people said: **НИ ШИТЬ, НИ МЫТЬ**. – И на женщину – ни шить, ни мыть – никудашна, беспрока [1, с. 151]. The efficient, hard-working woman was called мастерица, умелица, делуха.

The concept of family values is one of the main one, recorded in the dictionary. It was reasonably said that “мужняя жена от мужика отойдёт, так отходка” [1, 150]. ЧУЖА ШУБА НЕ ОДЁЖА, ЧУЖОЙ МУЖИК – НЕ НАДЁЖА [1, 154]. Fidelity to each other and purity of family relations are the qualities, appreciated in the Russian culture at all times and it found reflection in the language picture. Therefore, the separate lexic-semantic group is the words, reflecting the moral aspect of life. Let us give some examples, having noted that the most part of such lexicon concerns to a woman and have negative connotation: блудница, волька, вышмарка, за волей ходить.

The role of the man in a family is also traditional: *owner / economy* (14), *the getter / provides the family* (12), *the father* (12), *the head of the family / main* (10), *the defender, attentiveness*.

The same understanding is recorded in the dictionary. There are some examples. **ГОНОШИТЬСЯ**. В выраж. О заботливом, хлопотливом хозяине (с. 58); **ЗАБОЧИЙ**, ая. Заботливый, старательный. Хлопотливый – этот хлопочет, заботится, ну, забочий (с. 80); **КОПОТУН**, а, м. О деятельном человеке, быстром в действиях, хлопотливом, работающем. Она – так копотунья [1, с. 116].

The interesting fact is that speaking about a woman's role in society almost all female respondents, irrespectively of age groups, noted such qualities as *head, getter, responsibility, educated*. Moreover, the most part of respondents noted that a woman nowadays is ahead and a getter. The male respondents gave the following answers to this question: mother, source of inspiration.

Thus, modern life leaves a mark on traditional views of old residents: so, many respondents perceive a woman in modern society as a head, while a man is associated with a consumer, parasite: *lost trust* (16), *consumer* (16), *head* (10); *hard worker / worker / working capacity* (6); single answers were the following: *hunter, had many friends, was the good father*. Perhaps, there is a projection to a husband (women of middle age), who, perhaps, left a family or life, because the qualities are in the past tense.

In summary, we should note that in the conditions of modern society when customs and traditional values of the people lose consciousness and studying of Old Believers culture is the actual and important direction in modern linguistic science since Old Believers are carriers of special cultural tradition, they bear the type of vision and speech representation of world around and objective reality.

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**FORMATION OF CIVIL AND PATRIOTIC POSITION OF SENIOR PRESCHOOL CHILDREN  
BY MEANS OF LOCAL HISTORY  
(ON THE EXAMPLE OF THE PROGRAMS ON LOCAL HISTORY "I LOVE YOU, MY PRIKAMYE")**

**Abstract.** The paper presents the experience of developing a program on local history for 5-7 year-old children "I love you, my Prikamye". The urgency of the program, goals, objectives and content contribute the formation of civil and patriotic position of senior preschool children.

**Keywords:** patriotism, civic education, local history, civil and patriotic position.

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The idea of patriotism and citizenship education, gaining more and more public concern, becomes a task of national importance. The principles of the state policy in the field of education, proclaimed the priority of universal human values, civil education, love to nature, homeland and family, are defined by the law "On Education", the state program "Patriotic Education of Citizens of the Russian Federation for 2011-2015 years", the concept of long-term program "Patriotic Education Of Residents Of Perm Krai In 2013-2015". The public project "National Doctrine of Education in the Russian Federation", pointed out that "the system of education is designed to provide education of the patriots of Russia, legal citizens of a democratic, social state, respecting the rights and freedom of the individual with high morals" [1, 3].

Federal State Educational Standard of preschool education on January, 1 2014, in the educational area "Social and communicative development" indicates that "the social and communicative development is aimed at the assimilation of norms and values, accepted in society and including the moral and ethical values" [4]. An important place in these documents is given to education of a free citizen, patriot of the country and the region. The development of civil personality traits is a lifetime and controversial process. In the preschool years, the personality of a preschool child is actively developing, along with his civil views and attitudes, attitude towards the world and people and motives. In the sensitive period of child's personality formation, the understanding of citizenship as a quality of a growing person and attitude to it largely depends on the subsequent behavior and his civil position of a man. The studies of E.A. Kazaeva, S.A. Kozlova proved that civil education should begin in early childhood and the age characteristics of general mental and personality development of children of preschool age should be taken into account in the construction of a holistic educational process. E.A. Kazaeva, studying the problem of the formation of preschool age children citizenship, presented the following structural components of citizenship: legal and moral culture, patriotism and ethnic tolerance. As a personal neoplasm, patriotism may be considered in the unity of the three areas: cognitive, assuming knowledge of the history and culture of the Fatherland; emotional and sensual, representing interests, needs and socially significant motifs; behavioral, manifesting in various ways of activities that reflect man's relationship to his homeland. [2]

L.A. Paramonova in her studies pointed out the fact that children of senior preschool age are starting to have ideas about their national identity, but the ideas are still very fragmented and uncoordinated. At the same time, the author considers it possible to build a system of formation of preconditions of civil and patriotic position among preschool age children. Based on the analysis of the studies, civil and patriotic position of senior preschool children can be defined as a system of moral attitudes, allowing to perform actions, resulting data views, accepted in society as a model [3].

The researches made by R.S. Bure, O.I. Zhukovskaya, A.A. Lublinskaya, T.A. Markova in pedagogy and psychology of childhood confirmed that children of the senior preschool age have feeling of love for the native city and the region. The particular importance for expansion and deepening perceptions of children about native land has the regional studies. It allows a child to learn his native region and "homeland" during excursions, themed walks and hikes. Local history is socially significant direction of work with children of preschool age. Educating a child on events that are closely connected with the history of his native land, we form a deep attachment to the region.

Acquaintance with the history, culture, nature and life of the people helps to understand and feel native city, and thus become the creator of the homeland. In this sense, the Perm Krai is a unique region of Russia, and Solikamsk is one of the cultural centers with rich history and culture.

The increased interest to the native land study is justified by the following facts:

1. City Solikamsk is a historical and cultural memorial, one of the protected cities in Russia;
2. Modern Solikamsk is a leading industrial center of Prikamye. The products of "Uralkalii", "Solikamskbumprom", "Solikamsk Magnesium Plant" are known around the world;
3. Solikamsk is a cultural capital of Prikamye;
4. Solikamsk has unique natural resources;
5. The city is famous for its painter, master of arts and crafts.

The modern comprehensive programs ("Childhood", "Development", "Sources", "Rainbow"), partial programs ("Heritage", "Introduction of children to the basics of folk culture"), regional programs ("Program of Social Development", "The Perm Krai is my native land", "Love and know your land") suggest the formation of ideas about children's cultural values, folk art and games, holidays. However, the programs do not touch the problem of citizenship formation as personal growths and the local history of Solikamsk. In this regard, it is necessary to develop a program on local history for preschool children, the content of which the peculiarities of geography, history and culture of Solikamsk and the Perm Krai. This authorized program can complement any comprehensive program of preschool education.

The purpose of the program is the formation of preconditions of civil and patriotic position of senior preschool children based on acquaintance with his native town and region.

The content of the program involves the following tasks:

1. To acquaint children with the history of the native city, its sights, industry, handicrafts and natural resources;
2. To give the original idea of the geographical position of the Perm Krai, its flora and fauna, culture, peoples of Prikamye, developing cognitive interest to the following studies of the native land;
3. To educate interest and respect to close people, fellow citizens, their activities, culture, life and traditions;
4. To educate conscious attitude to all nature (humans, plants, animals, objects of inanimate nature) and man-made objects of the world;
5. To create the conditions for love and pride for the native land and ownership of the history and culture;
6. To acquire practical skills, aimed at maintaining and improving the natural and social environment.

The program is designed for a two-year training course of preschool children (from 5 to 7 years). The program contain direct educational activities with children in local history (once a month). Duration of the program is 25 minutes for children of the elder group and 30 minutes for children of the preparatory school group, that meets sanitary-epidemiological rules and standards.

The content of the program is presented in the following blocks: "Me and my family", "My favorite kindergarten", "My neighborhood", "City Solikamsk is my little homeland", "The Perm Krai is my native land". The contents of the last two blocks is differentiated by sections: "Nature and natural resources", "Past and present of the native city", "Art". The blocks and sections help system planning of regional studies with children preschool age. The content of the program takes into account the implementation of interdisciplinary connections of the sections "A child enters the world of social relations", "A child opens up the world of nature", "Art and artistic activity" of the program "Childhood" and the sections of the program "I love you, my Prikamye". The sections "Nature and natural resources" and "Art for two years" supplemented the program. The blocks and strategic plans, packages of diagnostic techniques, guidelines for organization, teacher's book for children of senior and preparatory groups, present technological support of the program. The program on local history "I love you, my Prikamye" is based on the results of three year-program, held in "Kindergarten № 20" in Solikamsk.

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## FORMATION OF CHILDREN'S ESTHETIC PERCEPTION OF WORLD AROUND (EXTREME NORTHEAST OF RUSSIA)

**Abstract.** The paper deals with the esthetic perception of children, living in the Extreme Northeast of Russia in severe weather conditions, which influence on formation of children's world picture.

**Keywords:** world around, children, Extreme Northeast of Russia, children, esthetic perception.

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The modern pedagogical theory and practice face the need of solution of a wide range of tasks, one of which is connected with formation of children's emotional and esthetic attitude towards surrounding reality. First of all, it is focused on esthetic mastering of the world. Here mastering means a special kind of perception, sensual relation, deep experience and emotional assessment of the perceived.

One of the central questions under discussion is the question of esthetic perception specifics. This problem excites philosophers, philologists, art critics, psychologists and teachers.

Ideas of P.P. Blonsky, L.S. Vygotsky, N.N. Volkov, A.V. Zaporozhets, V.S. Kuzin, S.L. Rubenstein, V.S. Mukhina, B.M. Teplov and other Russian psychologists are the basis for understanding the specifics of esthetic perception as the process of reflection of various subjects and phenomena of surrounding reality, in all variety of their properties and signs.

The problem of formation of preschool children esthetic perception of world around is one of the most difficult and low-studied in domestic pedagogy. Thus, it has exclusively great theoretical and practical value. Successful development of the theory and practice of art evolution of preschool children and definition of modern forms and methods of their esthetic education is impossible without the comprehensive investigation of the problem.

The real research is based on the state that art creativity of a child is an active form of reality reflection (in our case – the phenomena of the Extreme Northeast of Russia) and a mean of his cognitive and creative activity formation.

E.A. Flerina, N. P. Sakulina, T.S. Komarova and their followers established that evolution of art creativity really happens under the influence of two factors: surrounding reality and works of art.

Relevance of the problem is connected with specific and uncomfortable conditions of Extreme North and adaptation of young generation, constantly living in these conditions.

Extremeness of a northeast zone of the country is defined by extraordinary long and severe winter (since the end of September till the middle of May), very low temperatures, snowstorms, and rainy, insufficiently warm summer with frosts (temperature in June and August can sometimes be – 11<sup>0</sup> C); sharp violations of usual light frequency, light starvation during polar night and light excess during long summer day; differences of atmospheric pressure and humidity of air; strong and frequent winds; emptiness and monotony of landscape; poverty of flora, fauna and some other factors [1].

The results of numerous researches show growth of psycho and emotional pressure at people after 5-10 years of living in the Extreme North of Russia. The negative frustration, leading to depression uneasiness, efficiency decrease, connected more with "grey" environment during more than nine months in a year, aggravate the status even more [2, 3]. Instability of people's health excites both physiologists and physicians, and psychologists and teachers (A.P. Avtsyn, V. V.

Arshavsky, F.B. Berezin, Zh.Zh. Rapoport, V.P. Serkin, L.L. Solovenchuk, E.E. Schubert, M. M. Etlis, etc.).

T.S. Komarova affirms, that inclusion of various art and creative activities in children's life could resolve many problems, for example, to remove nervous stress, cause joyful, high spirits and distract from "sad" reality [4]. The works of many domestic and foreign experts testified the therapeutic function of art activities.

Strategic and initial problem of regional educational policy at this juncture is the creation of special conditions for formation of a healthy identity of a child, including his moral and esthetic development with special level of perception and emotional attitude to the world around and active participation in esthetic activity.

In our opinion, and it was confirmed by L.S. Davydova, L.A. Trufanova and other scientists, it is advisable to form the experience of children's sensory perception of native nature, which is brightly presented in art, literature, painting and crafts of indigenous people of Far North [5, 6].

First, it is necessary to reveal the features of esthetic perception of surrounding reality by senior preschool children, living in uncomfortable conditions, to develop and approve the contents of its subsequent reflection in creative activity.

The main criteria of some indicators of child's esthetic development are the following: emotional responsiveness on natural phenomena (including works of art, made by the authors of the Northeast); ability to express the attitude towards them in the speech and own creative activity.

We conditionally divided all children, participating in the experiment, into three groups.

The first group are the children, who showed insignificant interest to nature and works of art, at fluent examination they called only color or form of an object, and they used the word "beautiful" to any object; in arts, they did not "see" even obvious esthetic qualities. The surrounding reality (motives of the North) in drawings of children also did not take place. 46,7% of children are in the group.

The second group are the children, capable to estimate esthetic qualities of objects, give them some figurative characteristic; in the course of organized perception they fluently peered at the image of nature or art, almost did not notice the separate lines, doing it attractive; in graphic activity they generally copied the tutor's sample. 41,3% of children are in the group.

The third group are the children, beginning the analysis with an assessment it "I like it" or "it is very beautiful"; they had independent outputs, interesting associative comparisons, and sometimes well-aimed notes, in judgments they showed own relation to natural phenomena of the Extreme Northeast of Russia and to author's plans of professionals (artists, writers). Such emotional manifestations can be characterized as the origin of feeling beauty of nature and native land, works of arts and crafts of indigenous people of Far North. In graphic activity, children sought for creation of artistic images of some objects of world around, selected means of expression possessed the highest level of esthetic development. 12,0% of children are in the group. [5].

Thus, specifics of formation of esthetic perception of world around was revealed. It contains in the following.

- the children, living in the north of the Far East, get tired quickly, show quiet indifference to the world around, have the low level of representations, emotions, esthetic experiences from perception of subjects and phenomena of the immediate environment;
- the esthetic perception of reality by senior preschool age children is complicated by the short period of bright paints in the nature, works of art of Extreme the North-East authors for preschool children were not defined, and in work with children they were used irregularly.

The long-term work with children of preschool age, directed on increase of level of their esthetic development, gave the certain results. It appeared that 5-7 year-old children can form esthetic perception of the native land under the following conditions:

- ensuring a certain level of understanding with children of interrelation of observed objects with their images in works of professional artists, writers of the Northeast of Russia;
- special attention to bright paints in wildlife, works of painting, literature, art of the people of Far North;
- the accounting of difficulty for perception and understanding of some art features in subjects of arts and crafts of indigenous people of the Extreme Northeast (color, form, plasticity, composite creation of ornaments, etc.);
- stage-by-stage organized training of children in art creativity on subjects of surrounding reality.



The developed content of special classes for children's acquaintance with the native nature, works of painting, and literature of authors, famous in the Northeast of Russia, products of decorative art of indigenous people of Far North is interesting for children and it was included in the Regional program of education "Severyachok", training and development of preschool age children [7].

The problem of esthetic perception of the world around by north children, despite the certain work with them, still exists. Due to the introduction of Federal State Educational Standard of the Russian Federation, providing integration of certain educational areas and choice of programs and forms of work with children by teachers, which mostly correspond to their requirements, interests and opportunities, ideas of sociocultural values of people, of the small Homeland and the Fatherland.

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### ORGANIZATION OF INDEPENDENT WORK OF STUDENTS IN A HIGHER EDUCATIONAL INSTITUTION

**Abstract.** The paper deals with the features of organization of students' independent work, didactic functions and educational and methodical support of chairs for students' independent work and lecturer's duties for the organization of work.

**Keywords:** independent work of students, higher educational institution, student, teacher, educational process.

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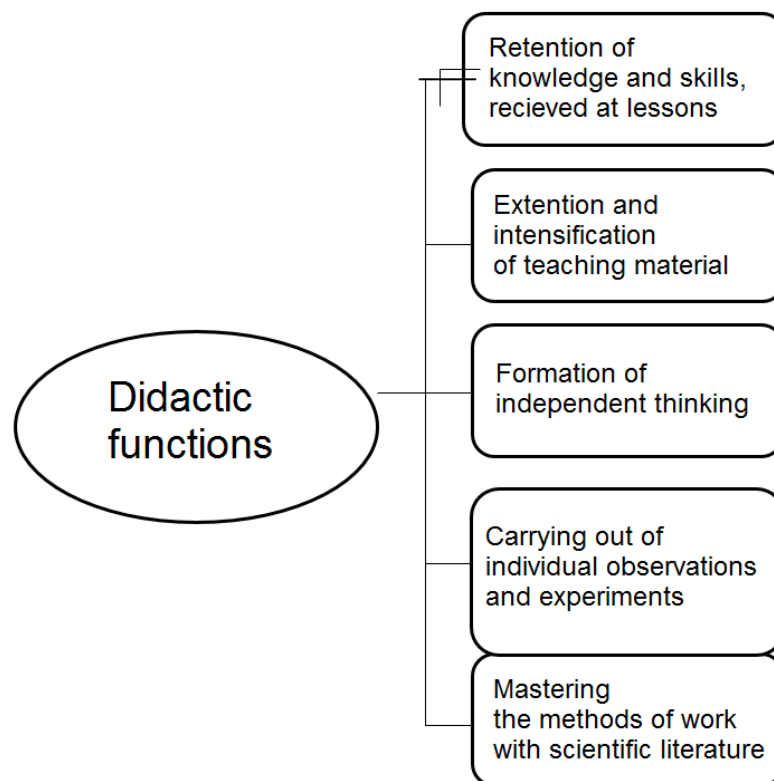
Nowadays there is the reform of the system of higher education in the Russian Federation. One of the goals of the reform is improvement of quality of students' independent work, which is the important component of educational process. Its main tasks are expansion of knowledge, gained by students during the lessons, development of individual competences, increase of student's activity and independence.

Increase of the role of students' independent work means the new principle of educational process organization in higher educational institution, which has to be under construction on motivation of students, form the desire for self-improvement, apply the gained knowledge non-traditionally, adapt for professional activity in the modern world. At the same time, the effective result of students' independent work depends on their interest, which can be internal and procedural. The effect from independent work will be reached only when it is organized and realized in teaching and educational process as the complete system. The mechanism of students' independent work management, including its organization and control, has to execute the basic didactic functions (fig. 1).

It should be noted that independent work has upbringing value, as it (besides certain skills) builds up a graduate's character, which corresponds to the identity of the modern top expert.

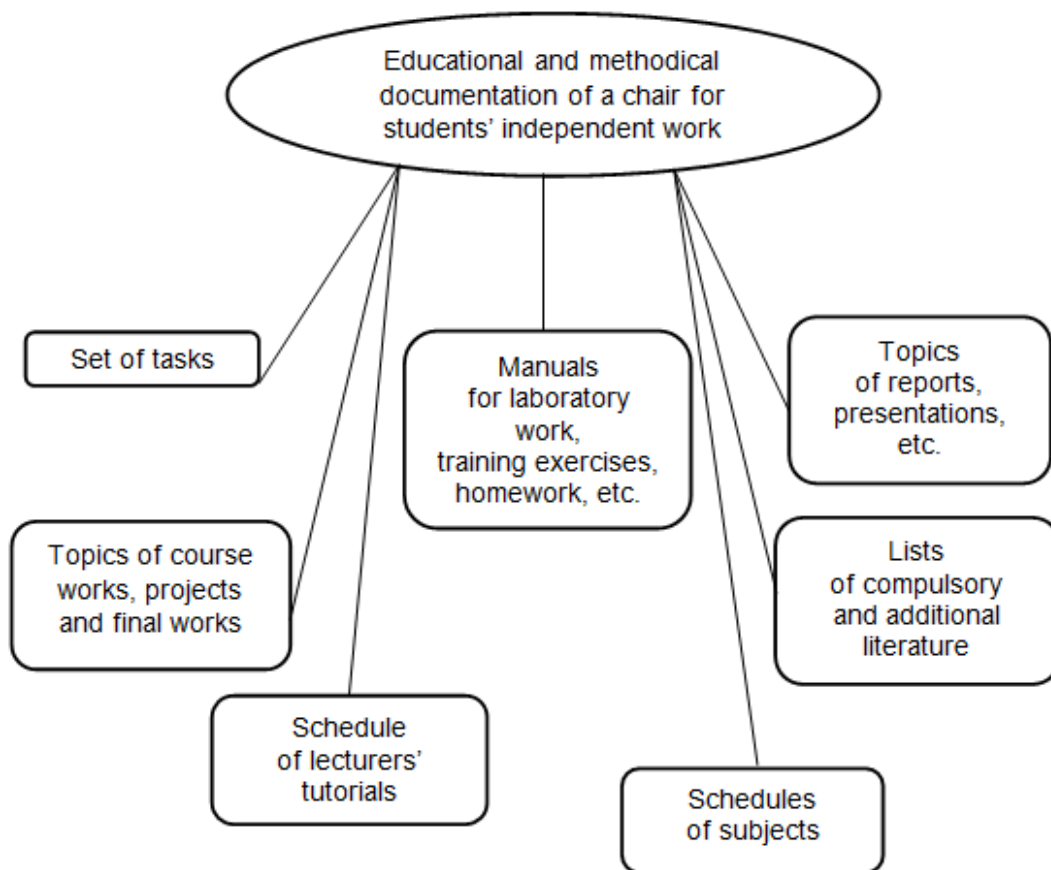
The long-term experiment showed that in the organization of students' independent work there are shortcomings, reducing its productivity:

1. There is no proper correlation between classroom and independent work hours.
2. There is insufficient quantity or total absence of necessary methodical materials, including their electronic versions, promoting transformation of independent work into creative process.
3. There is lack of constant control behind independent work and implementation of measures, encouraging the student for its high-quality execution.
4. In some cases, the standards of the maximum load of the student are not observed, and there are overloads in certain weeks of an educational semester.
5. Possible difficulties in the course of independent work and the way of their overcoming are not explained.



**FIGURE 1. BASIC DIDACTIC FUNCTIONS OF INDEPENDENT WORK**

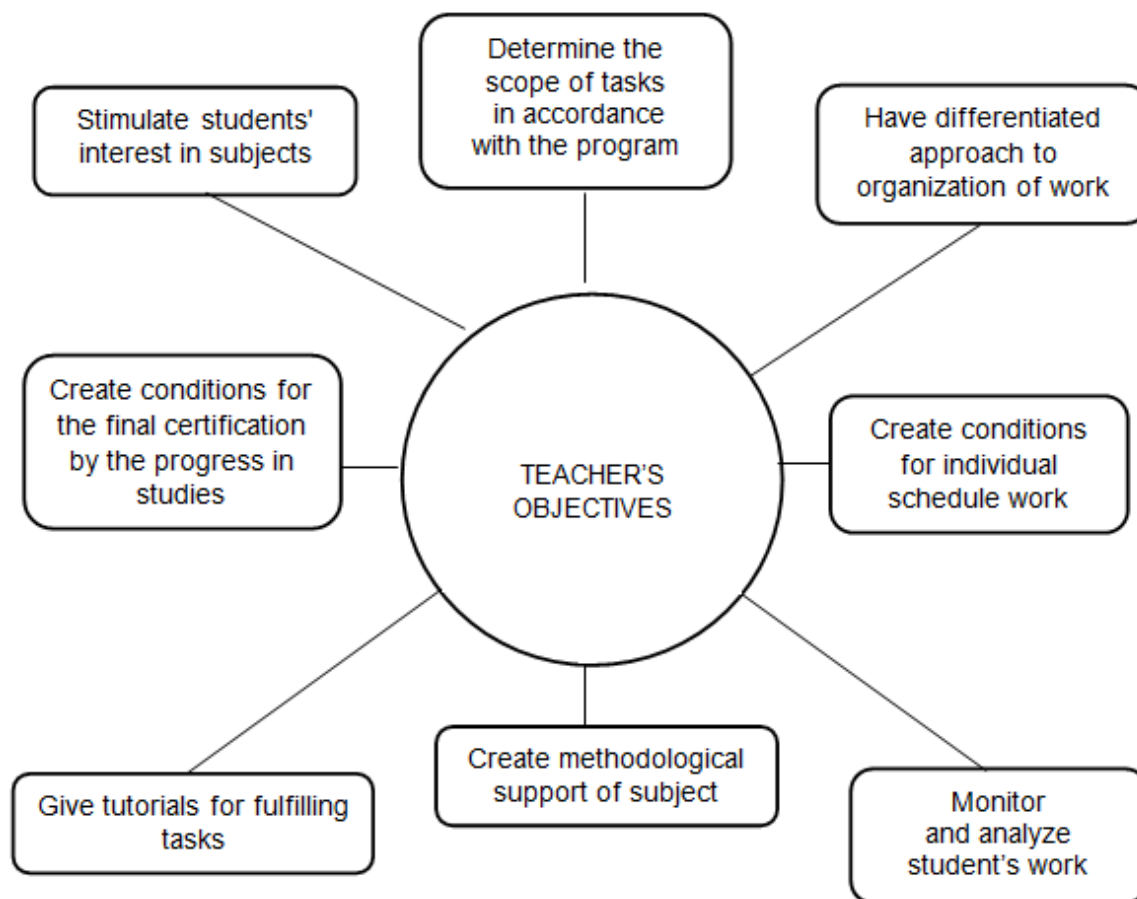
Chairs, correspondent to the directions of training, organize, provide and control students' independent work. Besides, another task for chairs is development of the differentiated criteria of independence, depending on the direction of training and type of future professional activity of students (technologist, researcher, designer, engineer, etc.). Modern requirements to teaching process assume that staff of chairs should develop the techniques on each of the professional directions of training (fig. 2).



**FIGURE 2.** DOCUMENTATION OF A CHAIR FOR THE ORGANIZATION OF STUDENTS' INDEPENDENT WORK

The main person in carrying out and control of students' independent work is a teacher, who directs group work during the academic lessons and the specific student individually, if there are any difficulties in mastering the material. Thus the main objectives, assigned to a teacher, have to be realized complexly and in a full volume (fig.3).

The final stage in the system of students' independent work and his formation as a professional expert is execution of final qualification work. During the work a student has to show the following abilities: professional mastering theoretical and applied sections of majors; use of knowledge; work with special literature; use modern methods of the analysis and technical and economic calculations; put experiment and use modern methods of research; prove engineering solutions, predicting their consequences.



**FIGURE 3.** THE MAIN OBJECTIVES OF A HIGHER EDUCATIONAL INSTITUTION TEACHER IN MANAGEMENT OF STUDENTS' INDEPENDENT WORK

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## THE ROLE OF CONDITIONALLY PATHOGENIC MICROFLORA IN PROGRESS OF IMMUNE PATHOLOGIC REACTIONS AT EPSTEIN-BARR VIRUS INFECTION

**Abstract.** The paper deals with apoptogenic activity of microbes, associated with Epstein-Barr virus infection on model of peritoneal mice macrophages in vitro. The estimation of apoptosis, induced by bacteria extracted from patients with Epstein-Barr virus infection, was carried out on characteristic of morphologic changes of macrophages.

**Keywords:** Epstein-Barr virus, microbes associated with something, macrophages, apoptogenic effect.

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### INTRODUCTION

Epstein-Barr virus infection (EBVI) is found everywhere and is one of the most common and important in the structure of children's infectious diseases. Currently, in many regions of Russia a sharp increase in the incidence EBVI in the form of infectious mononucleosis (IM) was registered. Thus, according to Russian Consumer Supervision data, the incidence of IM in the Rostov region in 2000 was 3.79 per 100 thousand, and in 2013 – 38.97 per 100 thousand of pediatric population [1].

Interest to the EBVI problem in recent years is not only due to the rising incidence, but also due to the emergence of new interpretations of clinical picture, an unpredictable outcome of the disease. This is due to the specific tropism of the virus to immunocompetent cells, systemic visceral, tendency to chronic recurrent process. Recent researches demonstrated that this fact is associated with the ability of the virus to evade the immune response by blocking apoptosis in EBV-positive lymphocytes. Usually apoptosis of infected cells is a defensive reaction of the host organism to the emergence of an infectious agent, as cell death contributes to the rapid elimination of the pathogen. However, many pathogens, including EBV, suppress programmed cell death, thereby increasing their survival rate and ensuring long-term persistence in a body [2, 3, 4].

Tropism to immunocompetent cells, nasopharyngeal epithelium allows EBV have both general and localized damage, which leads to mucociliary protection decrease [5, 6]. This, in turn, creates the conditions for activation of pathogenic microflora in the foci of infection, including the tonsils, with formation of mixed infections [2, 7].

The combined influence of viral-bacterial associations on organism, in particular immunocompetent cells, inevitably increases the risk of adverse outcome. In this regard, it is interesting to study the bacterial component of the infectious process and its impact on the course of the disease. It should be noted that it is necessary to consider not only the genera and species isolated microorganism belonging, but also the potential pathogenic strain. For example, many bacteria have mechanisms aimed at control of cell death, which allows them to maintain optimal conditions for the development of an infectious process. Mechanisms of induction and suppression of apoptosis, developed micro-organisms are very diverse and are realized as a result of a complex interaction of biologically active molecules with specific bacterial targets of signaling pathways leading to apoptosis [8].

It is known that some bacteria can induce programmed cell death, using their pathogenic factors, which is a necessary step in the infection process caused by them. Thus, the induction of apoptosis in macrophages microbes protects the bacteria from phagocytosis by promoting their survival. In the case where the mucosal layer macrophages protect against penetration of bacteria macrophage apoptosis creates conditions for the pathogen in the penetration of the underlying tissues, blood and other organs.

Apoptosis has particular importance to the immune system - a major homeostatic systems of the organism, as the life cycle of immune cell activation is characterized by multiple processes, differentiation and proliferation. Controlled apoptosis is considered as the main mechanism for maintaining an optimal balance in the immune system. At the present stage has no one doubts the

fact that immunological mechanisms somehow involved in the development of virtually all disease states, including infection [8].

All of the above reflects the urgency of the problem of mixed infections in recent years and is increasingly attracting the attention of various researchers [9, 10, 11]. One important aspect is to identify the role of viral and bacterial associations in the pathogenesis of the disease and the development of adverse outcomes.

Taking into account the fact that the most important bacterial agents, accompanying EBVI, are streptococci, rarely *Staphylococcus* [12], the study of the impact of these microorganisms in the cells of the immune system is promising. Especially, knowing that the role of conditionally pathogenic microflora with the infection has been insufficiently studied. It is known that EBVI patients have contamination of oropharyngeal mucosa various bacterial agents [2,12]. However, the role of microbes-associants in the development immunopathological reactions at EBVI data is not enough studied.

In this context, the aim of this study was to determine the ability of microbes-associants EBVI induce apoptosis of macrophages in mice.

#### MATERIALS AND METHODS

To investigate the problem we used the microbial-associants strains (*Streptococcus pyogenes*, *Streptococcus viridans*, *Staphylococcus aureus*, *Staphylococcus epidermidis*, *Pseudomonas aeruginosa*, *Klebsiella pneumoniae*, *Escherichia coli*), isolated from the mucosa of the oropharynx of children from 3 to 15 years (75 persons), who were hospitalized in second children's infectious disease department GB №1 by N.A. Semashko in Rostov-on-Don with a diagnosis of "infectious mononucleosis EBV-etiology". Isolation and identification of representatives of flora oropharyngeal mucosa of patients was carried out in accordance with the order №535 «On the unification of microbiological (bacteriological) research methods used in clinical diagnostic laboratories of medical institutions."

DNA-ase activity of the isolated strains were determined on a nutrient medium purpose (HiMedia Laboratories Pvt / LTD), imaging products desired enzyme. Seeding was performed plaques diameter 0.6-0.7 mm thick on the surface of the medium, followed by incubation at + 370C for 24 hours., and at + 220C for 48 hours. The presence and activity was assessed by DNA-ase diameter zone changes color temperature: more than 6 mm – high; from 2 to 6 mm – average; to 2 mm – low.

Apoptotic activity of *S. pyogenes*, *S. viridans*, *S. aureus*, *S. epidermidis*, *P. aeruginosa* against peritoneal macrophages of mice was determined as described in [8]. The study was performed on albino mice (18-20g) from the nursery "Rostov-on-Don Research Institute for Plague Control" Russian Consumer Supervision. The killing of the animals was monitored by cervical dislocation after anesthesia using pre thiopental sodium in a dose of 5 mg/kg. The object of study is based on mouse peritoneal macrophages. Cells were recovered after 4 hours after intraperitoneal injection of 1% peptone water pH 7.2 (2 ml), which caused aseptic inflammation. Macrophages obtained after 4 days after injection peptone. The capture was performed by washing cells abdominal medium 199 animals (10 ml) containing 5 U/ml heparin, 20% inactivated at 560 C for 30 min. human serum and penicillin - 100 U/ml. The resulting exudate was mixed with suspensions of the test strains microbial density Associants 5 CFU (500 million Bw/ml) at dilutions of 1:10 and 1: 100 (0.1 ml) and a coverslip podslaivali embedded in sterile vials. Bottles in which the coverslips were on top of the inner wall is incubated at + 370C for one hour. Control was a culture of macrophages, which was added to the bacterial suspension without solvent. Then slides were washed in six portions of sterile Hanks solution were transferred into sterile vials containing 2 ml of 199 medium supplemented with 20% inactivated serum and penicillin - 100 U/ml, and again incubated at + 370C for 5 hours. After incubation, the glass was dried, fixed for 20 minutes and stained with Grunwald Michelson counterstained with Romanovsky-Giemsa. Smears and dried using immersion oil and examined under a microscope at magnification 90x7. In smears of the percentage of cells was counted with apoptosis. The median was calculated for the three experiments. Provided in detection control smears 94 ± 1% percentage of viable cells was counted macrophage apoptosis in test samples. Statistical analysis was performed using the statistical package «Microsoft Office 2007" and «Statistica 6.0» for Windows XP. Differences were considered significant at a significance level of  $p < 0.05$ .

## RESULTS AND DISCUSSION

In the study of the species composition of microflora in patients with oropharyngeal mucosa EBVI often revealed abundant growth of *S. pyogenes* (32 + 17,6%), *S. viridans* (29,3 + 17,2%) and *S. aureus* (17,3 + 14, 3%). Other representatives of conditionally pathogenic (*S. epidermidis*, *P. aeruginosa*, *K. pneumoniae*, *E. coli*) was detected less frequently (5.3 + 8.5%; 2.7 ± 6.1%; 1.3 ± 4 , 3%, 1.3 + 4.3%, respectively) compared to the *S. pyogenes* ( $p < 0.05$ ).

In determining enzyme DNAase was found that the degree of its high activity (greater than 6 mm) was detected in 80% of strains of *S. aureus*, while other strains studied (*S. pyogenes*, *S. viridans*, *S. epidermidis*, *K. pneumoniae*) did not have it.

All of the studied microorganisms (Table 1), isolated from patients EBVI, to varying degrees have the ability to induce a process of programmed cell death of macrophages white mice. The number of cells with apoptosis ranged from 18,7 ± 5,4% to 58,6 ± 6,8% in the study of microbial suspensions in a dilution of 1:10; of 11,2 ± 4,3% to 56,0 ± 6,8% in a dilution of 1: 100. Comparative analysis of the apoptotic activity of microbes Associates EBVI isolated from the mucosa of the oropharynx showed that the most highly pathogenic potential possessed *S. pyogenes* (58,6 ± 6,8%). This could be due to the presence of *S. pyogenes* toxins, O- and S-streptolysin, surface proteins, adhesins, enzymes pathogenicity. *S. viridans* apoptogenic activity was lower (42,5 ± 6,7%), but higher than that *S. aureus* (21,2 ± 5,4%), *P. aeruginosa* (20,5 ± 5,1%), *S. epidermidis* (18,7 ± 5,4%). It should be noted that of all the studied microbes-associants apoptotic activity dose-dependent effect was observed only in *S. viridans*.

**TABLE 1. APOPTOTIC EFFECT OF MICROBES-ASSOCIANTS OF EPSTEIN-BARR VIRUS INFECTION IN MICE MACROPHAGES**

Type	Apoptosis cells (%±m)	
	1:10	1:100
<i>S. pyogenes</i>	58,6±6,8**	56,0±6,9**
<i>S. viridans</i>	42,5±6,7*	25,4±6,1*
<i>S. aureus</i>	21,2±5,4*. **	13,6±4,7*. **
<i>P. aeruginosa</i>	20,5±5,1*. **	11,2±4,3*. **
<i>S. epidermidis</i>	18,7 ±5,4**. **	19,3±5,6*. **

\* - Significant differences between the rates of apoptosis induced by *S. pyogenes* and those of other microorganisms at the same dilutions;

\*\* - Significant differences between the rates of apoptosis induced by *S. viridans* and those of other microorganisms at the same dilutions

It is known that the functional state of immune cells, their adaptive capacity and ability to create full-fledged intercellular cooperation determine the possibility of resistance to the immune system. Thus, Epstein-Barr virus, while in immunocompetent cells to sustain synthesize specific proteins to block apoptosis it. This provides lifelong persistence of the pathogen in the organs and tissues with the formation of secondary immunodeficiency. The weakening of host resistance against the background of depression of T cell immunity is a significant factor for the pathogenesis of chronic and relapsing EBVI and complications [3,13,14].

According to the results of our study revealed that bacterial microflora able to influence the process of programmed cell death of immune cells. Apoptotic mechanisms of action are different organisms and may be associated with inhibition of protein synthesis processes, damage of the cytoplasmic and mitochondrial membranes, infiltration of effector molecules in host cells, and others. Moreover, microorganisms can use simultaneously several mechanisms of action of apoptotic whose interference with the combined effect on the cell and causes increase or decrease in the processes of programmed cell death [4].

The most pronounced apoptotic effect was detected in *S. pyogenes*, the next most important alterations in peritoneal macrophages marked *S. viridans*. Induction of apoptosis by microbes macrophages protects the bacteria from phagocytosis, promoting their survival and creating the conditions for their entry into the organs and tissues [8].

The emergence of immunosuppression EBV ability to hit the epithelium of the oropharynx is the pathogenetic background that promotes adherence / activation of the bacterial microflora. Conversely, a massive bacterial colonization of mucous membranes can lead to reactivation of viral infection. As is known, the effect on bacterial associations virusno- organism leads to the aggravation of pathological process [1, 9].

#### CONCLUSION

All microbes-associants (*S. pyogenes*, *S. viridans*, *S. aureus*, *S. epidermidis*, *P. aeruginosa*), isolated from patients EBVI had apoptotic activity to varying degrees, which can serve as a means of survival and long-term persistence in the body. The most pronounced ability to induce programmed cell death process of mouse peritoneal macrophages was found in streptococci, in particular, *S. pyogenes*, allowing it to be regarded as the most dangerous microbe-associants EBVI.

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## CONCEPTS "LANGUAGE" AND "WORD" IN THE LANGUAGE PICTURE OF THE WORLD

**Abstract.** The paper deals with the concepts "language" and "word" as the part of the language picture of the world, where the kernel (dictionary values) and the periphery (connotations and associations) of concepts is described.

**Keywords:** language picture of the world, conceptual picture of the world, concept, lingua-cultural concept, cognitive concept, phraseological unit.

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Process of person's cognition of the world begins from birth. From year to year, a person saves information, which is the most important and significant. Thus, we do not only learn the world, but also we build a certain model, a so-called picture of the world in our consciousness.

Language is the integral "tool" in designing of the model, and "a set of the knowledge imprinted in a language form" is accepted to call a language picture of the world. Except language world picture, scientists allocate a conceptual picture of the world. It is understood as "an initial global image of the world, which is the cornerstone of an attitude of a person, representing intrinsic properties of the world in understanding of its carriers and being the result of whole spiritual activity of the person" [8, p. 21]. This means that a conceptual picture of the world is richer than a language picture of the world as "various types of thinking, most likely, participate in its formation". B.A. Serebrennikov shares the verbal, figurative, practical, reduced, a verbal and search thinking, what can let us make the natural conclusion that language is poorer than thinking.

A conceptual picture of the world is changing, while a language picture of the world is steady and can be to some extent outdated, what is connected with delusions of people. The example let us illustrate the statement. The phraseological unit *метать перуна* (literally – *to throw peruns*) means "to become angry, strongly to abuse someone" is connected with a name of Perun, who was the Supreme pagan deity of the Kiev pantheon. On ancient beliefs, he went on the sky in a chariot and started up fiery arrows – lightnings, that were called peruns. The phraseological phrase is an archaism, which nowadays is more often replaced by a synonym – *to throw thunders and lightnings*.

W. von Humboldt in his work "About comparative studying of languages in relation to various eras of their development" specifies that "distinction of languages is not distinction of soundings and signs, but distinction of pictures of the world" [1, p.19]. It influences on a choice of metaphor object, confirmation of the statement can be found in phraseology. The Russian people say *родился в сорочке (рубашке)* (literally – *was born in a lucky shirt*) about a lucky person; the British people say – *was born with a silver spoon in a mouth*, and the French people – *was born brushed*. Thus, we see that idea of good luck and happiness varies in cultures, but it is metaphoric in all languages. According to V.N. Telia, "the ability to create and 'solve' a metaphor is the most productive mean of language replenishment, introducing the vision of the world in it by these people" [9, p. 203].

V.A. Maslova has the opposite from W. von Humboldt point of view. She claims that "different languages do not build different language pictures of the world in consciousness of carriers, they give only specific 'coloring', caused by the importance of subjects, phenomena, processes, what is defined by specifics of activity, way of life and national culture of the people" [4, p. 70].

Thus, a language picture of the world is poorer, than a conceptual one, but in different languages it is identical with only some differences, connected with mentality of the people.

Much attention in cognitive linguistics is paid to concepts.

In cognitive linguistics concept is necessary for "an explanation of units of mental or psychic resources of our consciousness and that information structure, which reflects knowledge and experience of a person; operational unit of memory and mental lexicon, conceptual system and language of brain, all picture of the world reflected in human mentality" [2, p. 90].

Relying on the researches, made by V.A. Maslova, N.F. Alefirenko, S.G. Vorkachev, it is possible to draw a conclusion that lingua-cultural concept characterizes a certain ethnoculture.

Thus, the same concept has a different sense in different cultures.

Generalizing, we should emphasize that “cognitive and lingua-cultural approaches differ with vectors in relation to the individual: the lingua-cultural concept is the direction from culture to individual consciousness, and the cognitive concept is the direction from individual consciousness to culture. But these approaches do not have contradictions, but they supplement each other” [6].

For our research, concept is a set of all word meanings. We can describe it with the next association: a box is a concept and candies are words, which has different stuffs – different meanings, depending on a context.

Following R.M. Frumkina, we describe concepts, allocating in them the kernel and the periphery. The kernel is dictionary meanings. The periphery is “pragmatical components of a nuclear lexeme, connotations and associations” [5, p. 65]. Phraseological units, sayings, proverbs, poems are the periphery of concepts.

Considering concepts “language” and “word”, first of all, we should address to phraseology as the metaphor is born there, and while solving the meaning, there is a perception (cognition) of the world. We follow V.N. Thalia and Yu.S. Stepanova, who speak about indissoluble communication of concepts and cultures. Thus, phraseological units are considered in the unity of semantics and culture.

U.D. Tilman notes that “phraseological units as the curtailed cultural texts represent an important component of cultural concepts ‘language’” [10, p. 203]. They contain certain “language meaning” in a compact form. This knowledge, being developed in the set phrases, which are concentration of popular wisdoms, shows the main features of a national attitude.

In person’s consciousness, speech is, first, **language** and **word**. This fact determines the presence of these components in many phraseological units, connected with person’s speech activity – *бросать слова на ветер; сказать для красного словца; говорить русским языком; говорить на разных языках; брать слово; давать слово; держать / сдерживать слово; держать язык за зубами; проглотить язык; укоротить язык, etc.*

Under a language we mean human language, opposing artificial language and language of animals. In daily communication, we often use this word in the most different contexts and meanings. At school we often hear: “The next lesson is Russian (foreign language)”. Here it is the certain sign system, intended for communication of people for thoughts transfer. Let us generalize the material extracted from explanatory and linguistic dictionaries.

### **Language.**

1. Organ in oral cavity (organ of taste) In Russian, there is the word “язык”, which describes a tongue and a language.

2. Class of sign systems.

3. System, which is the tool of people communication and thoughts transfers.

4. Ability or opportunity to speak.

The word “language” is a frequent component as a part of phraseological units.

Phraseological units *говорить русским языком* and *говорить на разных языках* have antonymic relations, reflecting in the meanings – to speak clearly and to understand a essence of conversation differently. It is connected with bilingualism, taking place in the XIX century when noblemen spoke French among themselves, and communication with peasants demanded the user of Russian.

For example, *Нет, довольно, раз мы друг друга не понимаем и говорим на разных языках.* (Три правды. Тэффи).

**Мы говорим на разных языках.**

*А дети плачут на одном –*

*Единственном.* (А. Дементьев)

The colloquial expression *болтать (трепать, молоть) языком* means an insignificant talk. The phraseological unit is built on the model “verb, reflecting various types of the movement by a tongue + tongue” (for example, *чесать языком, etc.*). Now the phrase in the speech is usually replaced by the word “to chat”.

For example, *Теперь нужно делом заниматься, а не языком трепать.* (Взамен политики. Тэффи).

*И был спокоен – не терял головы. И молот языком умно и даже интересно.* (Разбиватель сердец. М. Веллер).

Verbal -substantive phraseological units *проглотить язык, укоротить язык, закусить язык* are connected by one meaning – to be silent. They differ only with shades of a meaning: – confusion (*проглотить язык*); coercion (*укоротить язык*); suddenness (*закусить язык*).

For example, *Я говорю: «Измывайтесь над кем другим, а Матрёну оставьте в покое».* **Прикусила язык!** (Крепостная душа. Тэффи).

*Заткнитесь!* – *Ассистент качнул в сторону режиссера пистолетом, и Штерн проглотил язык.* (Весь мир театр. Б. Акунин).

Phraseological units *держат язык за зубами* and *язык прилип к гортани* belong to the semantic group “to keep silence”. The first phrase is the result of a proverb truncation *Ешь пирог с грибами, а язык держи за зубами*. According to A.S. Spirin, the proverb appeared after a certain case: the favorite of the empress Elizabeth II was Gavrila Izvolsky, who got a birthday pie, filled with ruble coins, from the empress. On the empress's question: “Do you like a milk mushroom pie?”, – Gavrila answered: “It’s not possible not to love some imperial mushrooms pie ...”. But soon Gavrila let out his secret to someone, and he was tortured. Pardoned then by the empress, Gavrila Izvolsky told: “*If you eat mushroom pie, hold your tongue*” [7, p. 780]. Phraseological unit *язык прилип к гортани* initially was – *язык прильпе к гортани* – and arose from the Church Slavonic text of the Old Testament: “Force washing withered, as a crock; *my tongue stuck to my throat*, and You brought me together to a finger mortal” (Psaltir, 21, 16).

According to the scheme “verb+tongue”, another phraseological unit is formed *распускать язык* with the meaning to tell a lot of the superfluous. The ascends of the phrase is to praslavyansky *\*puskati językъ*

When we cannot remember something well-known and familiar, we say *вертится на языке*, meaning the word or the phrase.

Our language is an indicator of intelligence and culture. Therefore, to know a person, it is necessary to talk with him. In the Russian phraseology there are the expressions, characterizing people by means of a language – *язык как бритва* (about the witty person), *язык хорошо подвешен* (about an eloquent person), *язык без костей* (about a talkative person).

For example, *Изрядное впечатление произвел и острый как бритва язык гостя.* (Пелагия и белый бульдог. Б. Акунин).

*Даже если ни черта не знаешь – а такое невозможно, если на первых курсах таки подсутился и язык хорошо подвешен, – то, раскрыв зачётку и пролистав странички, ни один отморозок не решится...* (Комунна, или Студенческий роман. Т. Соломатина).

*Еще что выдумашь! Язык без костей! Из Сибири ей рыбу повезут.* (Великопостное. Н. А. Тэффи).

Phraseological units *заумный язык, ломаный язык, острый язык, птичий язык, эзопов язык* are substantive-adjective phrases and are formed on the “noun + adjective” model. They mean a language, characterizing a certain number of people or a language, which is carrying out certain functions. Therefore, for example, *заумный язык* is unclear to most of readers as it means thoughtful nonsense; *ломаный язык* is an inexact speech of a foreigner in a nonnative language, badly familiar to him; *эзопов язык* – is the allegoric expression, containing hints and allegories. The phraseological unit *острый язык* means an ability to write and speak expressively and brightly.

For example, *Оба были оливково-смуглы и громко переговаривались на ломаном французско-испанском языке.* (L'ame slave. Тэффи).

There are also phraseological units, connected with evil spirits, devil – *чёрт дёрнул за язык* (someone said something vain and inappropriate). In old times people believed that the person, who incidentally blabbed out and made it against his will, and the devil forced him to make talk.

We find a large number of Russian proverbs with the word “language”. The majority of them have negative coloring, hinting at garrulity of people. For example, *Ешь пирог с грибами, а язык держи за зубами; За твоим языком не поспеешь босиком; Не спеши языком, торопись делом; Языком не торопись, а делом не ленись; Язык болтает, а голова не знает; Рот нараспашку, язык на плечо; Языком, что помелом возит; Языком, как хошь, а руками не ворошь; Совралось – как с языка сорвалось.* Woman’s talks also found reflection in a language – *Бабий язык – чёртово помело*. Besides, tongue “works” to the detriment of his owner – *Язык мой – враг мой: наперед ума глаголет; Язык мой – враг мой: прежде ума рыщет, беды ищет; Мужик ражий, да язык-то вражий; Язык лепечет, а голова не ведает*. The said phrase can cause a punishment – *Язык поит и кормит, и спину порет*. Sometimes tongue can be characterized by laziness – *Вымолвить не хочется, так и язык не ворочается*. Despite the

negative qualities, it is possible to achieve good results – *От приветливых слов язык не отсохнет*

Let us address to a concept “word”.

Let us consider the material extracted from the explanatory dictionary of the Russian language, made by of S. Ozhegov.

**Word.**

1. The language unit, serving for naming of concepts, subjects, persons etc.
2. Speech, ability to speak.
3. Public statement, speech.
4. The same as promise.

We have already said that a language picture of the world unlike the conceptual one stores past remnants in itself. We find the confirmation to it in the phraseological unit *бросать слова на ветер*. The expression goes back to pagan times, when people worshipped and made gifts to the elements, including wind. In the past, there was an idea of throwing any subjects in the direction of a wind, which “transfer” an illness with simultaneous transfer of words of a paternoster “by a wind”. Archaic ideas of magic nature of ritual caused figurative sense of the phrase and its negative stylistics. In Siberia there is a proverb *С ветра пришло, на ветер и уйдет*

Например, *Слов на ветер Лаффит бросать не привык, сказал «любую сумму» – деваться некуда.* (Левиафан. Б. Акунин).

The phraseological unit *сказать для (ради) красного словца* (literally – *to say for a red word*) also has a negative connotation. The word “red” appeared from a word “beautiful” and “red words” mean witty speech. The expression appeared because of a proverb transformation *Ради красного словца не пожалеет и родного отца* therefore it has negative coloring.

We speak about a conversation without strangers *на пару слов (пойти)*. This expression was written down by V.I. Dahl and meant “for a few words”, emphasizing the quantity. The word “пара” came from German and was translated as “a few”, but in Russian it meant “two” that was fixed after revolution in colloquial speech – *пара дел, пара пустяков*.

For example, *Виноват. Могу я вас на пару слов.* (Тонкая психология. Тэффи).

The phraseological unit *знать слово* (to be able to exorcise, know plots) represents the rest of a belief in the magic force of a word, under the word we mean here “the magic formula”. In such meaning, the word is known now in the north of Russia.

Of course, the word is connected with promises (about what it was stated above) – *дать слово, брать слово, держать слово*. In the considered verbal-nominal phraseological units, a verb and a noun are semantically equal and derivative. Semantic distinction is connected with an action, which carries out any person (gives, takes or holds the word), and with a comparative turn (“quality” of the promise). Expressions are connected with belief in word’s force, which conducted to an identification of a subject or phenomenon with the subject or phenomenon. Meaning “promise” of a noun *word* directly follows the belief in reality of the told. From here, there flows compatibility with concrete and material verbs *брать/взять и дать/давать*. For the Ancient Russia person, word-promise was as material, as the written contract, under seal. [7, p. 644].

For example, *Но я дал себе слово сдерживаться.* (Три правды. Тэффи).

*Ещё не зная её, он дал слово её умирающему брату, своему любимому другу, жениться на ней.*

Some phraseological units are connected with quantity – *в двух словах, одним словом, с первого слова*. They do not characterize the speaking person and are not connected with ceremonies or traditions of people.

For example,

- *Не понимаю импарфе и плюскепарфе.*

- *Да что вы?! Да я вам это сейчас в двух словах...* (Репетитор. Тэффи).

*Объявил он нам с первого слова, что приехал развлекаться.* (Политика воспитывает. Тэффи).

*Лез в печку, брал в рот гвозди и грязные перья, запуская руку в вазочку с вареньем, одним словом, был отпетый малый.* (О нежности. Тэффи).

The phraseological units, constructed on the “adjective+noun” model: *жалкие слова; забытые слова; крылатые слова; волшебное слово* originate from literature. So *жалкие слова* (the statement, causing pity) we firstly found in I.A. Goncharov's novel “Obломov”: “*Мастер жалкие-то слова говорить: так по сердцу точно ножом и режет*”. M.E. Saltykov-Shchedrin called



Так поэт пишет об отношениях с вышестоящим лицом, используя сравнение:  
 И происходят странные превращения:  
 Те, кто при встречах кивал едва,  
 Теперь – как пальто – подают слова.  
 Здесь «слово» – это часть гардероба.

Thus, we can say that concepts "language" and "word" play an important role in a language picture of the world as characterize the people from speech activity point of view. Concepts create the language picture of the world, which clear in smaller or bigger degree to each native speaker. D.S. Likhachev writes, "the concept do not directly arise from a word meaning, but it is result of collision of a dictionary word meaning and personal or national experience of a person" [3, p. 3], and the richer and broader is cultural experience of a person, the wider and richer are the possibilities of a concept.

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#### AGILITY FORMATION TECHNIQUE IN CHILDREN OF 6-7 YEARS

**Abstract.** The article reveals the essence of the concept "agility", defines the criteria of agility development, identifies the ways of agility formation in children of 6-7 years. The necessity of agility formation in children of pre-school group is determined and substantiated. On the basis of the theoretical provisions contained in this article, agility formation technique in children of 6-7 years is worked out.

**Key words:** agility formation technique, pre-school group.

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Problem of the formation of such a complex psychophysical quality as agility generates a great number debatable issues. The most complete and detailed study of the agility problem belongs to an eminent psychologist N. A. Bernstein. He provides a detailed analysis of agility and considers it to be not a psychophysical quality but a capability, emphasizing its particular place among other qualities of an individual.

Speaking about agility N. A. Bernstein points out that agility and good coordination of movements are not the same, there are significant differences between them. He points out that the word "agility" reveals the essence of the concept in a very good, short and precise way [1].

Bringing together all the concepts studied by the scientists we can define agility as an ability to change motor activity very quickly according to suddenly changing circumstances.

When children show good performance of movements included in an outdoor game with changing conditions or complicated with additional tasks (zigzag running, running around obstacles, sliding downhill on a sledge with a quick turn at the bottom and so on). on a gymnastic bench of constant width and height) does not contribute to the agility development.

E. N. Vavilova notes that the expression of agility mostly depends on flexibility of cortical nervous processes, on ability of a person to distinguish tempo, amplitude and direction of movements, degree of tension and relaxation of muscles, special aspects of the circumstances. The more movements experience children have, the broader their movements range is, the easier they master new forms of movements on the basis of available coordination, similar muscles tensions, reached speed level, strength, agility. It is easier to master running long and high jumps for a child who is able to take off quickly and at the same time strongly and vigorously while hopping on the same place and with a jump rope [2].

V. M. Zatsiorsky offers some criteria of agility development which allow to determine this ability quantitatively:

- coordination complexity of physical actions. The complexity of the motor task is determined by many factors, in particular the requirements for conformity of simultaneously and sequentially executed movements, i.e. requirements for coordination of movements;
- accuracy of movements. Movement is accurate if its spatial, temporal and power characteristics correspond to the motor task;
- time for mastering. Time required to a sportsman for mastering the necessary accuracy of movement or for its improvement can serve as an agility degree. [3].

Further he notes that ability to relax muscles, maintain balance and flexibility can serve as indirect factors of agility.

Children of 6-7 years already possess motor skills and can change their motor activity according to changing circumstances.

Teachers of pre-school educational institutions strive to develop agility in children of pre-school group with the help of specialised athletic trainings and exercises.

T.A. Tarasova has developed the following conditions of agility development in children of senior pre-school age:

- 1) Agility improves in mastering of a variety of new movements. In the absence of new motor sensations the ability to learn decreases. Therefore, it is important to include an element of novelty in those movements already children possess;
- 2) It is necessary to give complications, new combinations of familiar movements, to change the usual conditions under which the movements are performed [4].

The author believes that outdoor games are the most successful way to help a child in the agility formation and suggests the requirements for the selection of outdoor games for the children of senior pre-school age. T. A. Tarasova points out that before organising of the work, it's necessary to make a selection and classification of outdoor games which contribute to agility development: games with combined developing exercises, movements with a ball, a jump rope, for consolidation of climbing and clambering skills, skiing and so on. She also believes that a long term plan of work should be made with outdoor games usage for agility development which includes a range of games, used in a joint activity of a teacher with children - directly in educational activity for physical education, while walking, during sporting leisure and entertainment; games recommended for educators work. In independent activity the games, which are already well known to children should be used [4].

Aside from T.A. Tarasova the problem of agility formation in children of pre-school group was studied by A.V. Rodionov. He notes three interrelated and interdependent work stages which form agility in children of pre-school group:

stage 1 (preparatory) - this stage involves teaching children conscious doing of physical exercises, enriching of their motor experience, transferring of knowledge and skills in gaming activities.

stage 2 (basic) - this stage aims to educate an instant response to a signal, to perfect motor skills in outdoor games, improve movements coordination and the ability to adapt to changing circumstances.

stage 3 (final) - at this stage problems of children motor skills improvement and creative usage of existing motor experience in everyday life are solved. This stage includes outdoor games with more complicated tasks; thinking up of the games and exercises by the children; including of the above-mentioned games in active rest forms, such as physical training leisure and holidays, usage of games with extensive mobility and also independent motor activity of children.

According to the scientist's recommendation outdoor games aimed at agility development should be included in various forms of work with children, namely in between the direct organisation of educational activities, while walking, in the independent gaming activity.

Let us consider agility formation technique in children of 6-7 years using a Russian folk outdoor game "Hunters and hares" (Rus.: "Охотники и зайцы") as an example.

A teacher offers the children to play an outdoor game "Hunters and hares". If they agree, the teacher explains the rules of the game. Then children independently choose two "hunters", who both take small rubber balls in their hands. The rest of the children are "hares", they sit in their "lodge". "Hunters" walk around the "lodge" pretending they are looking for a catch, then they hide behind the two chairs or just squat at the corner of the ground. The teacher says: "Hares, hop-hop to a green forest", hares run to the middle of the ground and begin to jump. When there is a signal "Hunters!", the hares run away to their shelters and the hunters hunt them by aiming at their feet with a ball. The child whose feet are hit becomes a hunter.

For the children of this age group the result of the game is important and that's why they try to stay on the playing ground as long as possible. For this purpose children come up with various turns to avoid the ball hitting them, they keep a close eye on the actions of the leader as if trying to guess the flight line of the ball.

Thus, the age of 6-7 years is recognised as a sensitive period for agility formation and characterised by the presence of necessary factors and conditions. Nervous system plasticity determines the training of this psychophysical quality and creates great opportunities for a quick change of motor activity in accordance with the requirements of the changing circumstances.

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## NEURAL NETWORK AS THE INSTRUMENT OF MODELLING IN HUMANITARIAN SCIENTIFIC RESEARCHES. B. KOSKO'S METHOD

**Abstract.** Experimental researchers in the Humanities connected with high risks to do harm to the personality of their participants. Some processes there can not be studied in real experiment. Experiment on a model may be an output of this problem. Authors adapted B. Kosko method for researchers of processes in the Humanities. Method applying gave more results than researchers expected. Method realization and example are shown in the article.

**Keywords:** modeling, model experiment, neural network, studies in the Humanities, method.

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#### *Problem*

In scientific research before deciding on a forming experiment there is a need to confirm the provisions of the built system at the stage when the theoretical analysis of the problem is carried out and stating empirical data are collected, the hypotheses and the basic idea are formed, steady interrelations of the phenomena are theoretically determined. Of course, at this stage the researcher primarily searches and analyzes, using the method of analogy, various facts from own experience and literature, perhaps even from related sciences, confirming that represent single or generalized examples of manifestations of determined (still unconfirmed, alleged) laws, as well as examples which are contrary to his position. But this can be little for researchers confidence in the correctness and courageous beginning of the forming experiment. In pedagogics high responsibility of the researcher is connected with the fact that experimental work is carried out with people and certainly affects their inner world, i.e. a system of personal values, emotional and volitional or intellectual sphere, relations in groups, self-esteem of the individual.

One of the ways to solve this problem is to experiment on a model which allows to study the characteristics of the investigated phenomenon or process under ideal conditions, i.e. in a situation of lack of certain interference known to the researcher and changing real picture of the phenomenon, making it difficult to fix and to describe. In humanitarian scientific researches experiment on a model allows to reconstruct processes and mechanisms of the remote past, the processes of high duration proceeding until now – phylogenetic changes of a person, historical changes of cultural environment, etc. For example, V. Gavrilets and S. Vose in 2006 conducted an interesting model research on the evolution of intelligence in population [11, p. 249-254], exclusively significant for understanding modern processes in (human) society. There are some examples of modeling In pedagogical science, psychology, sociology.

Possibility of carrying out model experiments is exclusively significant in pedagogical and psychological researches from the point of view of preliminary forecasting of potential negative consequences of experimental influences, which can not be ruled out, and we must not allow it (the history is full of tragic consequences of psychological and pedagogical experiments [1 and others]).

In 2000-2001 we managed to adapt B. Kosko's method for modeling and model research. Experiments on models in our research allowed not only to confirm provisions of hypotheses, but also showed the dependences which had not been noticed earlier. We published these results in 2002 in the thesis and monographs [7; 8; 9; 19 and others], now we want to draw attention to the method which proved to be productive.

We met with this method in a manual [14], where it was offered for medical diagnosis. We realized that the method can be used to predict the results of medical influences, and to predict the chain of transformations as a result of the influence of various factors in other systems. Let's explain.

### *Method*

Neural network is a paradigmatic model of cognitive activity (cognitive map), ability to learn, i.e. ability to change the parameters of its operation as a result of information processing [3; 12, 15] - ability to self-organize. Neuron is a structural and functional basis of the network, the link, the ability to perceive and transmit signals. How is a neural network formed and functions in model research?

In any studied process or system at the time of preparation (model and forming) experiments the researcher knows factors of functioning of system (some of them hypothetically), their influence on system function and each other (lack of mutual influences of factors also possible). These data can be obtained on the basis of knowledge or opinions of experts or representative selection of respondents and after displaying a graph with "two-way" edges and with the indication of nature of positive, negative or lack of influence. Another form of representation of a neural network which is more technological in sense of the subsequent use is a table in which it is expedient to display positive influences of factors on others units as (1), negative as (-1), lack of influences as zero (0).

The matrix (table) has been created taking into account opinions of all experts and represents the empirical model of studied information structure of education (communications, organizing factor) in the form of a cognitive map. In this representation of data by setting the output of the iterative law deductive judgments  $X^{(n+1)}=X^{(n)}*C$  at  $X_i^{(0)}=0$ ,  $X_i^{(n+1)}=X_i^{(n)}$  at  $X_i^{(0)}\neq 0$ , stopped at a deduction number corresponding to the state  $\|X^{(n+1)}-X^{(n)}\|=0$ , and turning all non-zero values into 1 or -1, it becomes possible to model the mutual influence of the considered factors [14]. Adjustment method of cognitive map (formula and conditions) was specified in the spreadsheet Microsoft Excel. The result is received in the form of a vector with values on factors corresponding to the system stabilization after replicator's action. A replicator is a the unit of self-replicating information which obviously runs the chain of self-organizational processes which are stabilizing on any steady condition of the system [2; 5]. An idea occurs: if we consider replicator's influence of a factor on the system performance and other factors, it is possible to find out influence of this factor on process of system functioning. It's done by following the chain of self-organization processes, its length - the number of reorganizations - the direction of reorganizations and the final result on which the system is stabilized.

Due to specified relations and the possibility of varying model effects, it is possible to identify and analyze positive and negative trends (varying input vector), their causes and consequences. It is interesting to introduce certain negative factors into the cognitive map: investigated factors forming the input vector with a single exposure to the investigated factor (all coordinates of the input vector are zero except investigated factor), its influence in different combinations with other factors (units - coordinate actions of relevant factors). Experiments showing the effects of the lack of influence of the investigated factors (zero coordinate of the investigated factors in units of coordinates corresponding to all other factors) are also informative.

### *An example of the experiment on a cognitive map*

One series of experiments was carried out on the following cognitive map, which linked together the following strategic and "current" factors in the educational system of interaction between a teacher and a pupil, including a debatable factor as authoritarian methods of interaction: respect and delegation of powers to the child, authoritarian methods of interaction (so-called traditional and pedagogic), the flow of information on regularities of education (to the pupil), discussion of educational process with the pupil, pupil's active position in life, the success of self-improvement, effective education in a future family, the progress of science, economy, culture.

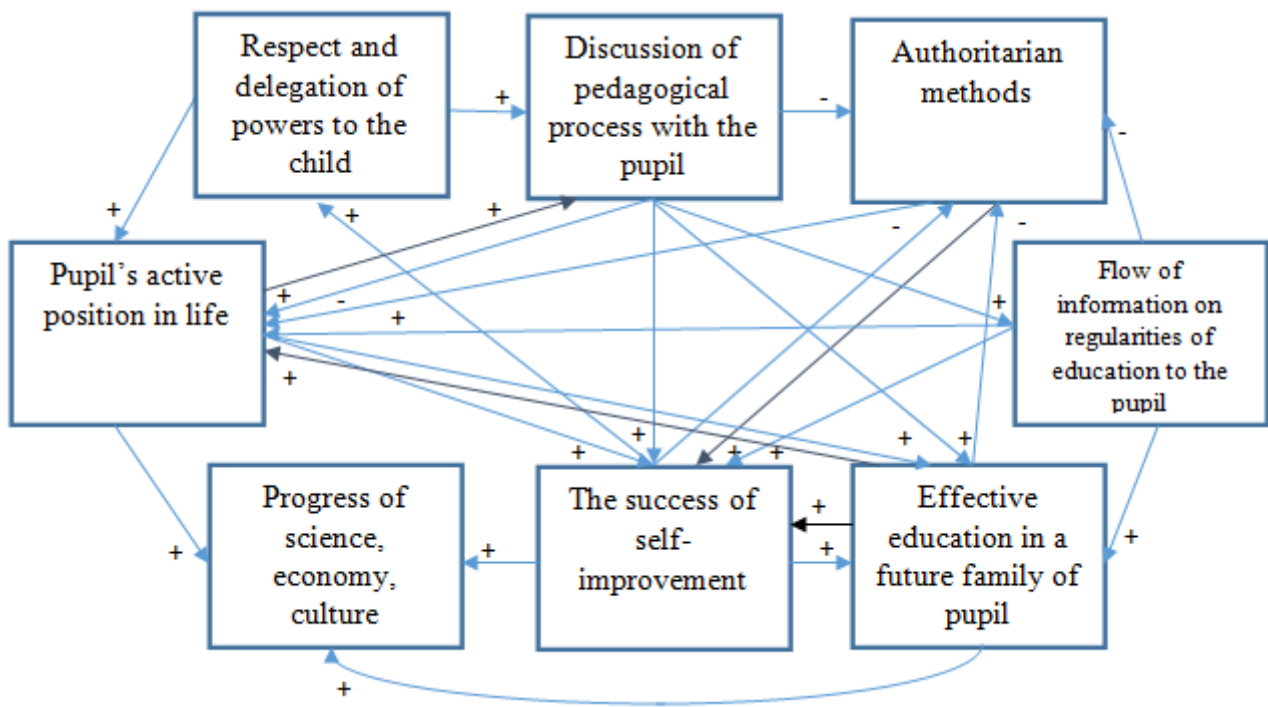


FIGURE 1. COGNITIVE MAP'S GRAPH

The question of stimulation of personal activity of the pupil was considered (in educational system). The experiment showed that lack of it leads to reduction and then to a negative value on the factors of respect, trust, delegation of powers to the pupil, reduce the amount of broadcast information to him (indeed, why, if all in vain?), and further to negative results in all aspects.

Introduction of motivational information flow, as well as various combinations with respect and other "humanistic" factors did not lead to a positive change in the situation. For example, the input vector (1,0,1,0,-1,0,0,0) did not give the desired effect. But it turned out that adding to this combination conditions of pressure on the pupil, a positive shift in the system was achieved: 1) (1,1,1,0,-1,1, 0,-1); 2) (1,1,1,0,-1,1,1,0); 3) (1,1,1,0, -1,1,1,1) - characteristically, at the chosen structure a steady positive rate can be seen by the factor of "The success of self-improvement," the decisive role in which, as it turns out, plays the pressure (in case of independent activity of the personality equal to - 1.).

TABLE 1. NEURAL NETWORK (FIGURE 1)

Factors	Resp ...	Auth ...	Flow ...	Disc ...	Pupi ...	Succ ...	Effe ...	Prog ...
Respect and delegation of powers to the child	0	0	0	1	1	0	0	0
Authoritarian methods	0	0	0	0	-1	1	0	0
Flow of information on regularities of education to the pupil	0	-1	0	0	1	1	1	0
Discussion of pedagogical process with the pupil	0	-1	1	0	1	1	1	0
Pupil's active position in life and self-education	0	0	0	1	0	1	1	1
Success of self-improvement	1	-1	0	0	0	0	1	1
Effective education in a future family of pupil	0	-1	0	0	1	1	1	1
Progress of science, economy, culture	0	0	0	0	0	0	0	0



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## THE DEVELOPMENT OF AGRICULTURE EDUCATION BY THE EXAMPLE OF PERM REGION

**Abstract.** The paper deals with the problems and directions of development of agricultural education in the Perm territory at the beginning of XX and XXI century. It is shown that the origins of modern agricultural vocational education were laid during the Stolypin times. The analysis of this problem in historical perspective proves that one of the main factors of rural development is people. This article details the public agricultural courses beginning of XX century on individual sectors of agriculture of Russia, on the example of the southern districts of Perm province. Beliefs of Pyotr Arkadyevich Stolypin that life in the country, the rural economy directly depends on people who are strong, sober, capable of creating modern and up to date nowadays. The ideas of the beginning of the last century, was continued at the present time in the project called «Agroprofi». The project took a creative approach to the heritage of the Stolypin reforms of education of the village and on the basis of advanced information technologies embodied advanced economic and pedagogical thought in life. Scientific work covers social, economic problems of formation of personality, professional, agricultural workers. «Agroprofi» groups - it is a kind of "elite units" of the village, which are designed to implement these ideas to life. This is one of the first and contemporary articles on this topic, which increases its significance.

**Keywords:** agriculture education, agrarian reform, the project "Agroprofi", the principles of humanism, advanced educational technologies, quality of personnel potential.

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At all times the land fed people. At the beginning of the last century Stolypin reforms have helped the rural economy to go to a qualitatively new level. Agricultural courses helped farmers to receive modern knowledge about the management of their own business. At the end of XX century agriculture went out again to the market economy, and other spheres of the economy, but now the industry is not profitable and of a little prestige. Today there is an acute problem of attracting new qualified personnel in the industry, which would be implemented and used innovative approaches to farming.

The Ministry of State property was established in 1838 and from this time agricultural education was developing. The Ministry made a system of agricultural education - high, middle, low. St. Petersburg agricultural Institute was standing at the head of this system. Secondary schools appeared largely in place of abolished "educational farms" – these are primary schools for education of the state and landowner farmers. Then agricultural schools began to emerge, designed to educate salesmen, supervisors and for general purposes in order to popularize agricultural knowledge among people.

Beside special schools, the government took other measures. To give teachers knowledge in fruit-growing, gardening and other branches of agriculture, the Ministry organized courses on these subjects during the agricultural and horticultural establishments. Under the guidance of specialists, there were talks about local farms and the most accessible means of its improvement.

School gardens and apiaries in the agricultural education system served to spread common knowledge among farmers and other small owners. Teachers in the summer willingly were engaged in agriculture on the school's land. In 1889 school gardens were in most regions of European Russia. The huge contribution to development of agricultural education was made by A.A. Kofod. He has developed basic principles and program of study, the conditions and specific requirements for the trainees. The foundation for learning served domestic and foreign experience, which was successfully realized on term courses for farmers: "it is obvious, that the training was too solid - she opened the graduates broader horizons than those they were intended to have. There was nothing to blame young people, if they went to work to the place with better earnings. The school is a beautiful thing, but let the student visit it at the end of the practice, then science will become a kind of a revelation for them, explaining the reasons known to them already in practice phenomena. As for the place of study, of course it would be better to organize them in Russian peasant farms. It's hard to doubt in the fact, that practical knowledge is best absorbed by the participation in allied activities".

At the beginning of XX century in the agrarian reform great attention was paid to the development of persons' creative abilities. The reform included a large training program for the population. "Realizing the need for using great efforts to raise economic welfare of the population, the government is clearly aware that efforts will be fruitless, while educating people is not delivered to the proper level". The ideas expressed by Pyotr Stolypin hundred years ago are still relevant today. In the reform period, farmers were always under the great agricultural and economic assistance. In towns and large villages courses were organized for cooperation, accounting, dairy, butter-making, cheese-making, beekeeping and flax with terms of study lasted from two weeks to six months. If in 1905, the number of students in agricultural courses amounted to 2 thousand people, in 1912 that was 58 thousand. In 1913 in Russia already worked 9000 employees of the agricultural extension service.

In such way, there was a search of the peasantry in the most convenient form of adaptation to the market economy, forms the most relevant to Russian conditions, traditions, cultural values. But the main thing is that Russia continued to accumulate human potential, and that was the main contribution of Stolypin. The success of the reform can be estimated based on the unprecedented population growth: from 139 million in 1902 year to 175 million people in 1913 year.

The made analysis of archival sources shows that a considerable part of the rural population of the Perm province was supported by agrarian transformation. The attitude of the peasants to agricultural courses conducted in accordance with the Stolypin views was favorable. The development of agricultural education and the impact of the reforms undertaken in Russia of that time can be clearly seen in the example of southern villages and districts of Perm province. Fertile soils and a lively transport road junction promoted the development of agriculture. In a small number of urban settlements there was a high density of villagers. The Urals region always attracted people because of forests, where there is a great amount of different kinds of animals, rivers which are abundant in fish, fertile lands.

On the basis of the industrial College in 1911 the first public dairy courses were organized in Krasnoufimskii County. The report «The state of the dairy sector and the needs in Krasnoufimskii County to 1 August 1910», presented for consideration of the local meeting of Krasnoufimsky district in 1910, said that "it is advisable and appropriate" for improvements in the field of dairy farming to organize "special systematic courses". Attention was drawn to the fact that thanks to these courses it will be easier to instill the idea of team-work production of oil and selling it."

The courses in Krasnoufimskii County in the first year of studies had to give the amount of basic information, constituting the known degree of novelty and prepare for the lectures, to take the audience probably less time- "the period which is not exhausting for unaccustomed listeners to special lectures and more sufficient for initial result". It was stated that the courses should be available for all local citizen men or women over the age of 16-18 years, who are interested in the whole amount of the issues of milk production". The results of the courses in Silvenskii rural municipality (according to the County agricultural statistics – 1287 yards) were the following: 89 men and 47 women visited them. Sum total is 136 people. 18 lectures were read.

The teaching courses on agriculture for adult peasants in Ohanskii county were various in using devices: lectures, using notes and handouts, visual AIDS, drawings, tables, etc. At that time there were a few books for teaching agriculture sciences, so part of the necessary of them was prepared by local forces.

The program of the courses was by agronomists of Ohanskii county under the General guidance of the provincial agriculturist V.N. Vargin. Later it was revised, but the general content of the courses, the distribution of theoretical and practical knowledge, the order of lectures was not changed. The courses visited the students from different areas of the county, were even from other districts of the region (table 1). The date and duration of the courses were settled in advance. It significantly increased their popularity and availability.

**TABLE 1. THE TERRITORIES OF OHANSKII COUNTY WHERE THE COURSES WERE ORGANIZED IN 1913**

<i>Town</i>	<i>Themes of the courses</i>	<i>Applicants</i>	<i>Graduates</i>
Zyukayka	milk dairy	58	26
Merkushenskaya farm	beekeeping farm	14	8
Nytva village	agriculture	89	45
Ocher city	agriculture	104	42
Siwa village	agriculture	81	32
Markushenskaya farm	agriculture	48	30
Sheria village	household	64	30
Pavlovskiy factory	agriculture	110	50
Karagai village		82	34
Bolshaya Sosnova village	agriculture	81	40
Nozchovka factory	agriculture	32	17

Thus, in these examples, we see that at the turn of the twentieth century, special attention was paid to agricultural education of Permskii Krai. At a scale and at this level such work was not carried out earlier. Methods of training in the form of courses have been and remain one of the main ways of obtaining of agricultural knowledge. Today, at the turn of the century, with a high degree of urbanization, the rural population is extremely slowly acquires and develops new information. The relevance of agricultural courses only increases. Moreover, the training should be based on modern information technologies and modern approaches to the development of personality.

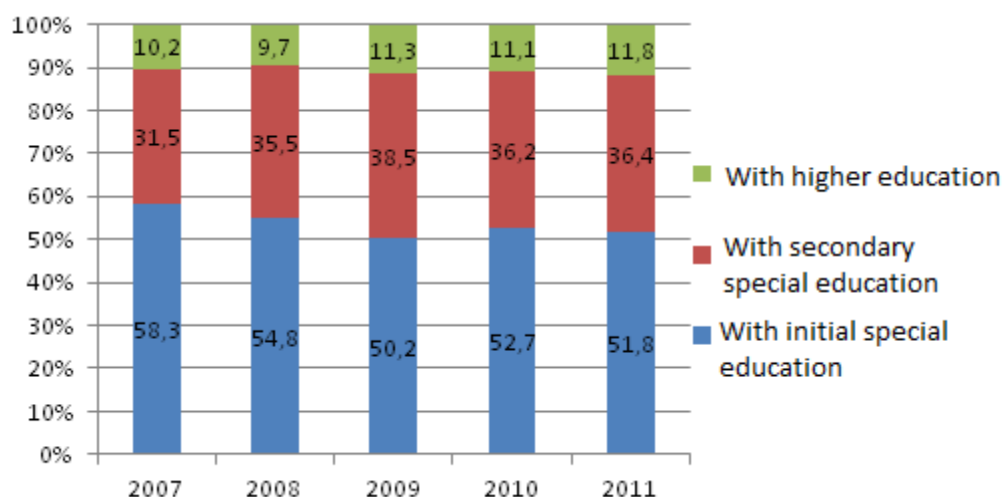
In the modern economy of the village the dominant factor is people. Professional and practical approach in agricultural education now is a leading, at the same time supporting the traditions of humanism, which help comprehensively and fully reveal the human abilities and talents[7]. P. Stolypin said about the necessity of humanistic principles in agro education. Humanists, scientists felt themselves teachers and considered their main task to bring up the perfect man who can become an ideal citizen thanks to education.

In the modern realities and problems of agricultural education, we see that the solutions have already been proposed and partially implemented by P. Stolypin. In connection with the fact that the bulk of the main workers are specialists of middle professional level, it is necessary to solve problems of increasing the quality of agricultural professional education in order to provide cooperation between representatives of agribusiness and educational establishments of agrarian profile, to form the desire of young specialists to work in the industry.

As can be seen from table 1, in the sector of agriculture has been a trend of increasing the share of specialists with higher education. On the contrary, the share of workers with primary vocational education is reduced. The major part of agricultural workers has secondary or basic vocational education [8].



**DIAGRAM 1. THE STRUCTURE OF VOCATIONAL TRAINING OF AGRICULTURAL WORKERS  
(IN % OF THOSE WITH VOCATIONAL EDUCATION)**



Specialists for the agroindustrial complex in Perm Krai prepares 22 secondary and primary vocational agricultural education institutions with branches in which about 5,900 students study. Annually about 2000 specialists graduate from Perm State Agricultural Academy by D.N. Pryanishnikov.

Due to weak cooperation with employers, low attractiveness of the sector and weak awareness of the possibilities of self-realization in agriculture, only from 15 to 22% of graduates work on their qualification.

Thus, in the Perm region, as in Russia in general, there is an important aim to attract young people in the industry, to train them on the basis of modern technologies, to increase the professional level of workers of agriculture and farmers, to increase literacy of the rural population in general.

The government develops issues of agriculture sector using program-target method, i.e. a long-term target programs, such as "The development of agriculture and regulation of markets of agricultural products, raw materials and food in the Perm region for 2013-2020".

Concerning the development of personnel potential of agroindustrial complex of the region, Perm Ministry of agriculture has 2 basic directions - support of rural youth and agricultural education, development of professionals who already work in agriculture.

Young people are the engine of progress. Education and training of young specialists for villages is very relevant now. And we investigate this issue in this article in a more detailed way.

One of the main mission that stands before the government is building of agroeducational cluster in the region "school - College - UNIVERSITY – agro business". The development of this system and cluster approach is explained by the fact that there is a clear mismatch between the skills given by agrarian educational institutions for experts' needs that demand intensive and innovative development of the AIC. The problem is aggravated by migration of the rural population, especially young people.

The vocational education system should closely cooperate with business, to fulfill its needs, to form the competencies necessary for business development. Therefore, the main element affecting the quality of personnel potential is the business itself, the leaders of successfully developing enterprises, which can become an example for others, can share their experience. This provision on obligatory participation of agribusiness in system of improvement of quality of personnel potential of agro-industrial complex is the main one.

Effective mechanism of inclusion of agricultural enterprises were the projects of the Ministry of agriculture and food "Agroclasses" and "Agroprofi". These projects are focused on the formation of business thinking in the young generation, to improve prestige of agro branch by demonstrating the success stories in agribusiness, as well as on the formation of a professional orientation to work in the agricultural sector.

The project "Agroprofi", developed and implemented on a pilot basis since September 2011, it uses the best traditions of agricultural education of the last century in combination with modern technologies of delivering them to the participants. This project is an effective tool for increasing

the prestige of the industry, attract young entrepreneurs and the formation of cluster links between the agribusiness, education and government.

In the framework of the project in the agricultural technical schools and colleges are formed and trained agrogroups. Agrogroup – is a kind of "elite group", whose members receive additional support, experience and knowledge from representatives of big agribusiness and successful farmers, teachers of universities and business trainers, representatives of authorities of region. In agrogroups were selected students with an active life position, seeking to obtain additional knowledge and skills and are prepared in the future to realize themselves in agro industry.

The main advantage of training in the agricultural group is the practical orientation of the course. Classes with video lectures, meetings with representatives of successful agricultural enterprises of the region and small agribusinesses, practice. During the school year, children will learn about the basics of agro-business, business-planning, financing, forms of state support of small business. As a result, participants of agrogroup develop their business plan in agribusiness.

Thus, the project "Agroprofi" solves the problems connected with the inclusion into the educational process of the representatives of agro business, and is a step on the way of formation agro cluster - existing system of the order of specialists, their training in theory and practice, employment, formation of communication business education-authority. The function of government is to co-ordinate action in the initial stages of cooperation between the enterprise and education, support these interactions, primarily informational and ideological.

The next step on the way of development agro cluster should be the consolidation of the results of the project "Agroprofi" and distribute it to all the technical schools of the region, the formation of platforms for training of students on the basis of successful agricultural enterprises.

On the Perm forum "Man. Society. The country» was repeatedly raised the topic about that in the Urals region a lot of interesting ideas and projects, which should be demonstrated at the Federal level and in other regions as example of development in a particular area. However, the projects are not ready for the so called format "technology", its a standard that can be broadcasted on[9].

Returning to the issue of the need to improve the quality of personnel potential in agriculture, we can say that the project "Agroprofi" affects its positive resolution. First, in the process of teaching and teachers, and students receive current information on the development of the industry. Second, its constant contact with farmers, specialists and managers of successful agricultural enterprises of the region, that allow educational institutions to invite them to the educational process, to articulate the requirements of the employer to future specialists not at the level of claims and complaints, but at the level of language competence. Third, students have faith in themselves and their own strength, and they see support from government and business. "In general, incentives to work it's a spring, which forces people to work. Its impossible to accustom a lazy person to be hard-working, a stupid one to working age. Consequently, the cultural level will decrease. A good host its a host - inventor. The goal of the government is certain - the government wants to see peasants rich enough because that is where the wealth is, there is, of course, and education, there is real freedom" (P.S tolypin)[10 c.46].

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The development of agroobrazovanie on the example of the Perm region.

## CITIES OF THE MIDDLE PO-OCHYE IN THE MID-1770S

**Abstract.** The paper discusses the provincial cities of the Middle Poochye before the new administrative division of the country on provinces and governorship. The paper views such important issues as identifying leading cities of the region, which played the most prominent role in the mid-1770s and describing social structure, commerce, industry, crafts and occupations of local residents.

**Keywords:** Middle Po-ochye, province, governorship, city, commerce, factory, plant, craft classes.

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Since the mid-1770s Russia continued its development in a qualitatively different way, because the Russian-Turkish war was won, Pugachev's peasant revolt was put down, various reforms were over. The country was on the verge of serious legal and administrative changes. For a better understanding of the changes, we must clarify the state of urban settlements of that period, especially the ones that have historically tended to capital cities or served as a transit corridor, supplying capital cities with food and goods from the southern regions and neighboring countries. The paper focuses on provincial cities, which can be historically and geographically united by the name Middle Po-ochye, constituting in the late 1770s – early 1780s the Moscow and Ryazan province governorships.

The following analysis is based on "The Description of the Moscow Province Cities in 1776", according to which by 1775 the Moscow province included 51 cities (except Moscow): 10 provincial and 41 registration cities [1]. In 1719 such cities Dmitrov, Klin, Ruza, Volokolamsk, Mozhaik, Borisov, Zvenigorod, Vereya, Borovsk, Yaroslavets Malyi, Serpukhov with Tarussky and Obolensky counties, Kashira, Kolomna were attributed to Moscow and Zaraysk, Mikhailov, Gremyachev, Pronsk, Pecherniki, Sapozhok to were attributed to Pereyaslav-Ryazan [2]. The Ryazan Viceroyalty, established on August 24, 1778, included twelve counties: Ryazan, Dankovskiy, Elatomsky Egoryevsky, Zaraysky, Kasimovsky, Mikhailovsky, Pronskiy, Ryazhskiy, Sapozhkovskiy, Skopinsky and Spassky [3]. A year later Elatma was ranked to the Tambov governorship and the Ranenburg village became a district city of the Ryazan governorship [4].

The decree "On the Establishment of the Moscow Province" on October 5, 1781 introduced 14 counties into the province structure: Moscovskiy, Voskresenskiy, Bogorodsky, Bronnitsky, Kolomtinsky, Serpukhovskiy, Nikitskiy, Podolskiy, Zvenigorodskiy, Ruzskiy, Mozhaiskiy, Volokolamskiy, Klinskiy and Dmitrovskiy [5]. The decree "On the Addition of the 15<sup>th</sup> district with district city Vereya to the Moscow Province" was resolved on May 8, 1782 [6] Thus, it seems reasonable to consider such cities, as Vereya, Volokolamsk, Dmitrov, Zvenigorod, Klin, Kolomna, Mozhaik, Ruza and Serpukhov (which have historically tended to Moscow) and Zaraysk, Mikhailov, Gremyachev, Pronsk, Pecherniki, Sapozhok (constituted the Pereiaslavl-Ryazan province) for the cities of Middle Po-ochye.

B.N. Mironov made a true remark: "by law in the second half of the 1720s all urban estates received the general name of merchants and were divided into three guilds. ... large and medium traders and manufacturers represented the first and second guilds and the merchants of the third guild were small traders, shop men and craftsmen, workers for hire, or 'laborers' and 'gardeners' [7-8]". The Manifesto on March 17, 1775 entered bourgeois into the city life, which named all the

city's inhabitants, who not owning a capital of 500 rubles, could not be referred to the merchant [9]. The Nominal Decree on May, 25 1775 expanded the manifesto, which specified and clarified the affiliation of guild merchants. The first guild were people with more than 10000 rubles capital, the second guild were people with capital from 1000 to 10000 rubles, the third guild – with capital from 500 to 1000 rubles and people, who had less than 500 rubles were considered as members of bourgeoisie [10]. The “Description of the Moscow Province Cities in 1776” reflected these changes, that is why the document is both a valuable source for single-stage development of the region and an illustration of a qualitative changes of that time.

A number of cities in the Moscow Province were the part of the important trade routes. Kolomna had 26 stone and 537 wood merchant and factory houses (out of 31 stone and wood 757 yards); Serpukhov had 15 stone and 123 wood merchant and factory houses (out of 19 stone and 785 wood yards); Vereya had 1 stone and 528 wood merchant and factory houses (out of 1 stone and 576 wood yards); Ruza had 228 merchant and factory houses (out of 290 yard) and Volokolamsk had 123 merchant and factory houses (out of 270 yards). A number of other cities have already had the division into merchant and burgher houses: Dmitrov had 27 merchants and 474 bourgeois houses (out of 613 yards); Mozhaysk had 224 merchants and bourgeois houses (out of 426 yards); Zvenigorod had 91 merchant and bourgeois houses (out of 125 yards). Klin, due to the specific focus on carting, had 138 coachman yards (out of 195). In the Pereiaslavl-Ryazan Province Zaraysk had 303 merchant houses (out of more than 400), with the proviso that 306 houses were burned in the fire of 1774; Mikhaylov had 134 merchant and bourgeois houses (out of 990 yards); Pronsk had 63 merchant and bourgeois houses (out of 204); Sapozhok had 52 merchant and bourgeois houses (out of 555); Gremyachev and Pecherniki could be only nominally called cities to the mid 1770s, which was indicated by the absence of merchant households [11].

The changes in the social structure of cities, expressed not only in the distribution of households by strata, but also numerically (according to the third revision of 1762–1767 and after legislation in 1775) are also very interesting, so we can evaluate the economic opportunities of provincial cities, according to the guilds of merchants. We paid attention to such cities, as Zaraysk, Kolomna and Serpukhov, because Zaraysk had 1810 merchant males after the third revision, and after the reforms of 2012 there were 316 merchant males, 29 “assigned for commercial fishing of all ranks” and 1494 bourgeois men. In Kolomna there were 615 merchant males, 17 of which were in the first guild, 192 – in the second one, 406 – in the third one. In Serpukhov after the third audit, there were 2233 merchant males, and after 1775, it was declared 16 men of the first guild, 150 men of the second guild, 272 men of the third guild and 1482 bourgeois men. In Vereya after the third revision, there were 1853 representatives of merchants, and after 1775, there were 102 merchant men and 1769 bourgeois men. Representatives of the petty bourgeoisie also prevailed over merchants in other cities: there were 1216 bourgeois men and 64 merchants in Dmitrov; there were 316 bourgeois men, 1 merchant of the first guild and 145 – of the third one in Volokolamsk; there were 758 bourgeois men and 64 merchants in Ruza; there were 593 bourgeois men and 54 merchants in Mozhaysk; there were 376 bourgeois men and 8 merchants in Zvenigorod; there were 357 bourgeois men and 48 merchants in Mikhaylov; there were 104 bourgeois men and 38 merchants in Pronsk; there were 1234 bourgeois men and 9 merchants of the third guild in Sapozhok. Often, merchants could be characterized by words, regarding to Mozhaysk: “Merchants class are not rich and the buildings are not good, mostly covered with straw”. The fires in Zaraysk (in 1774) and Sapozhok (1745 and 1758) caused the great damage, especially in Sapozhok, but Zaraysk actively began recovering, as evidenced by the number of merchants. The main population in cities of the Ryazan-Pereyaslavl Province of the city, except Zaraysk, were is arable (ploughing) soldiers: 3004 souls in Pronsk; 2567 souls in Mikhaylov; 1641 in Sapozhok; 1459 souls in Gremyachev; 1063 souls in Pecherniki [12]. It is clear that the most economically active cities were the cities of the Moscow Province, which maintained their positions after the administrative reforms of 1770-1780-ies. The description of the mid-1780s says: “The settlements, formerly registered as cities, are destroyed the following: Pechernikov is a village of the Mikhailovsky county and Gremyachev is a village of the in the Venyovsky county of the Tula province in 1777” [13].

This fact is confirmed by trade operations, state of industry and craft in the mentioned cities. The city hosts weekly auctions and annual fairs, which attracted residents of the county and surrounding towns. The scale of trade allow us to estimate the number of shops and trades beyond the cities. By the mid-1770s in the Moscow Province the number of shops were as follows: in Kolomna – 370 shops (267 of them were burned in the fire of 1775); in Serpukhov – 2 stone and

155 timber shops; in Mozhaysk – 139 merchant and bourgeois shops; in Dmitrov – 132 shops; in Vereya – 63 shops and 18 granaries; in Volokolamsk – 35 shops; in Ruza – 30 shops and stalls; in Klin – 22 shops; in Zvenigorod – 6 shops. Zaraysk is close to the indices of the leading cities of the Moscow Province: there were 172 stalls (burnt in the fire of 1774); in Mikhailov and Pronsk there were 85 and 69 shops respectively. In Sapozhok and Gremyachev there were no stationary shops, and in Pecherniki a ploughing soldiers held one shop and cellar with grape wines and English beer (this kind of range was also observed in cellars of other cities). In the urban shops residents traded in imported from Moscow, St. Petersburg and other cities silk stuffs, prints, nankeen, calico, canvas, crystal, brass, pewter, wood and pottery, shoes, sugar, tea, vegetables, honey, wax, wax and tallow candles, iron products, fish, caviar, hops and various edibles. In trading days, the county peasantry traded in wood chippings [14], grain, hops, canvas (linen and cartilage [15]), homespun cloth, hemp, wheels and wood. In Klin merchants from Dmitrov and Tver sold eatables, especially in the summer, when there was a trade of vegetables, cucumbers and onions. The Pereiaslavl-Ryazan Province had a bigger number of fairs than the Moscow Province. The Moscow Province had fairs only in Vereya and Mozhajsk. At the three-day fair in Vereya merchants of Moscow, Tula, Kaluga, Serpuhov, Mozhaysk, Borovsk traded in mainly silk, paper and dry-saltery [16] goods. There were two fairs in Mozhaysk, where merchants from Moscow, Tula, Kaluga, Serpuhov, Borovsk, Vereya, Vyazma and Gzhatsk pier proposed silk, paper and cloth material. Peasants mostly traded in their usual assortment. In the Pereiaslavl-Ryazan Province fairs were held in Zaraysk (three times a year), Pronsk (once a year), Gremyachev (twice a year), Pecherniki (twice a year). A feature of fairs in Zaraysk is trade and exchange of horses, the amount of which exceeded a thousand of heads in some years. Pronsk served as a trading center for merchants of Pereslavl-Ryazan, Zaraysk, Mikhailov, Skopin, Ryazhsk, supplying silk material, cloth, prints, nankeen, calico, linen, candles, incense, hay scythes; and the peasants from nearby villages traded in bread, rye, oats, millet, carts, wheels, harrows, plows. Merchants came from Mikhailov, Zaraysk, Venyov, Epiphany to the fair in Gremyachev and from Skopin, Mikhailov and Pronsk to the fair in Pecherniki [17].

Important components of merchants trade in the cities of Middle Po-ochye was transit and buying activities, especially in Dmitrov, Zaraysk, Kolomna, Serpuhov. In Dmitrov a guideline of trade was buying flour in Ukrainian cities (up to 6,000 of 82 kilo bags per year), wheat, peas and oats (up to 30,000 sacks [18] per year) for resale in St. Petersburg, where the products were delivered by water and land. Dmitrovsk residents also bought cattle in Moscow and the Dmitrovsky District, scored it and sold salty and fresh meat in the city and county. Zaraysk merchants bought 12,000 cattle heads in Russian and Ukrainian cities, of which up to 2,000 heads (up to 230,000 pounds kilos) were killed in the city and the rest were removed for sale in Moscow and St. Petersburg. Traders sold 300 pieces of leather, up to 8,200 kilos of melted fat 99,000 kilos of fresh meat and up to 50,000 kilos of salty meat; in the capital cities they supplied up to 50,000 kilos of fresh meat and up to 33,000 kilos of salty meat and 57,500 kilos of melted fat. The main direction of Kolomna trade was buying cattle up to 16,000 head per year in Russian and Ukrainian cities. The buyers butchered cattle in the city, processed leather in yuft and delivered in Moscow and St. Petersburg up to 2500,000 kilos of fresh and salty meat, and to the St. Petersburg port over 580,000 kilos of melted fat. Serpuhov merchants bought cattle, corn, hemp, fat, honey, salted fish, tobacco, wax in other cities and resold goods at city market and in Moscow and St. Petersburg. A small number of residents was involved in the out-of-city trade. Nevertheless, in Vereya the most prosperous merchants covered this figure by supplying hemp oil, bread, hemp and flax both to the port of St. Petersburg and abroad: in Riga, Konigsberg, Gdansk and Poland. The main occupation in Klin was carting and arable farming, so a number of coachmen purchased hemp, fat and skin, which were delivered to Moscow and St. Petersburg. Melted fat and skin were supplied from Volokolamsk to Moscow and Vyasma; hemp, meat, leather, bread were resold from Ruza to St. Petersburg port, Gzhatsk pier, Vladimir, Vyasma and Rzhev; residents of Mozhaysk melted fat and sold it in Moscow and in the spring they supplied it by the forest. There was only skin trade in Pecherniki and there were no merchant goers in Zvenigorod, Mikhailov and Sapozhok [19].

The main trading directions dictated appearance of the first “factories” in provincial cities, which were often an extension of craft workshops. During the 1770s, factories, indicating the increase in the welfare of the individual representatives of the urban community and their desire to reach a new level of their own social development, appeared. The most noticeable processes were in the cities of the Moscow Province that shows a certain influence of the capital city. We consider

industry in the mid-1770s. Dmitrov had five malting plants, growing to 1,000 quarters [20] of rye and barley malt; five tanneries, producing black and white leather for sale in Moscow; pottery plant, manufacturing tiles. Also there were small factories: 8 carded ones, producing up to 4,300 meters [21] of cloth; 3 tinsel [22] ones, producing up to 2,300 meters of goods and heel one, producing up to 400 meters of heel-taps. In Vereya there were 3 malting plants (capacity up to 3,000 quarters of malt); 7 leather plants (producing black and white yuft); 2 brick plants and color factory, producing up to 200 kilos of blue paint. Zaraysk had 8 malting plants, producing up to 1,600 quarters of rye and 100 quarters of barley malt. Volokolamsk and Ruza also had small malting and brick plants, which manufactured products primarily for the urban market. The woolen factory in Sapozhok was not functioning and attached to it masters and yardmen were given "to work in a factory for landlord Yegor Grunt in the Tambov District at the village of Troitskaya Dubrava". Kolomna and Serpukhov were the most developed cities in industry. In Kolomna there were 14 malting factories (annual production of which reached 30,000 quarters of rye and barley malt); 15 tanneries; 4 tile factories; 27 brick and 9 potted plants and a number of factories.

At the same time, the cloth factory had 17 mills, producing up to 15,500 meters of cloth, and more than 8,500 meters of karazeya. 3 canvas factories had 71 mill, which produced five different canvases, the production of each varied from 700 to 70,000 meters. 2 silk factories had 22 mills, which produced silk materials, shawls and lace, delivered to the port of Riga and in the Ukrainian cities. Calico and nankeen factories had 25 mills, producing up to 71,500 meters of calico and up to 9,100 meters of nankeen. Gingham factory had 6 mills, producing up to 700 meters of calico, up to 14,200 meters of printed cloth and up to 1,000 meters of paper handkerchiefs, sold in Ukrainian cities on fairs. In Serpukhov industry was primarily focused on manufacturing sailing paintings, which were produced by 6 factories in amount up to 320,000 meters. Also there were two small factories that produced the soldier cloth, 4 malting factories (the total volume of production was up to 1,500 quarters) and 7 leather factories (produced up to 106,500 pounds of yuft).

The cities of the Middle Po-ochye produced some goods with the absence of plants of certain orientation. So, in Dmitrov and Sapozhok there was a production of candles, in Serpukhov – production of bricks and pots. In Sapozhok tallow candles were released exclusively on the intercity needs, but in Dmitrov fabricated in Vologda-style candles were implemented not only in the city, but also in St. Petersburg. This type of production was on the boundary of handicraft and industry. The greatest number of artisans was recorded in Vereya – 212, where there were 130 mittens maker, 20 blacksmiths, 20 shoemakers, 7 carpenters, 5 tailors and 30 apprentices. There were 119 artisans in Zaraysk, 69 of which were by blacksmiths. Also there were 12 cobblers and shoemakers, 6 brick makers, 5 boiler maker, 6 kalach makers, 4 food makers, 3 tailors, 3 window makers, 2 goldsmiths, 2 silversmiths, 2 candle makers, 2 tanners, 2 raw leather masters, 2 joiners, 2 turners, 2 saddlers. For comparison – in Serpukhov there were 104 guild blacksmiths and potters. In Kolomna smiths also dominated – 39 persons of 68 artisans. In Dmitrov there were 42 artisans: 12 blacksmiths and 11 mittens makers. There were artisans in Ruza (12 artisans and 5 of them worked in shop), in Mikhailov (14 blacksmiths), in Pronsk (20 artisans, 6 of them were blacksmiths and candle masters) in Pecherniki (14 artisans, 8 of them were tailors). Urban residents were also engaged in the cultivation of vegetables (melons, watermelons, carrots, pumpkins, cucumbers, turnips, radishes, beets), crafts and fishing. In Dmitrov, peasants cultivated vegetables for sale in nearby towns and in Vremya they grew up to 10,000 quarters of garlic, sold in the "most remote Russian cities", made quality knitted nets and seines. Residents caught pike, roach, perch, bream, chub, ide, ruffs, cancers, etc. [24].

Thus, urban life of the Moscow and Pereyaslavl-Ryazan Provinces appears quite eventful. At the same time, it should be noted that the extensive trade operations were conducted by a limited range of the most wealthy merchants. By the mid-1770s the leading cities appeared, among them were Kolomna, Serpukhov, Dmitrov, Vereya, Zaraysk located on profitable trading lands and waterways. Cities of Pereyaslavl-Ryazan Province were the transit points of products to the capital cities, which was approved by annual fairs in almost every city. The Moscow Province, on the contrary, tended towards the processing of incoming products, as evidenced by the numerous factories, associated with the main trading fields. Expansion of merchants the interests in the Moscow Province was also expressed in the unit of textile factories. Crafts in the majority of provincial cities were sent to meet the demands of local residents, as well as selling. Gardening and fishing was the important segment of the economy of urban residents.

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14. schepnoy items - cups, Stavtsev, risers, circles, Misa, folding, spoons, toys and so on. (Chips // V. Dahl, op. Cit. T. 4. S. 655).
15. Cartilage canvas - the thick, coarse canvas (Cartilage // V. Dahl, op. Cit. T. 4. S. 567 - 568).
16. chandlery, Drugs - dyeing and various pharmacy supplies employed in crafts, factory and fishing industries (Moscote // V. Dahl, op. Cit. 4 volumes. Moscow, 1995. 2. T. S. 349).
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18. Kul - the means and the fourth measure of loose bodies, usually rye 9 pounds (1 pood = 16.28 kg) 10 lb (1 lb = 409.5 g), oats 6 pounds 5 pounds (Kul // Dal V. Decree . cit. 4 volumes. Moscow, 1995. 2. T. S. 217).
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20. 1 quarter = 209.9 l
21. 1 yards = 71.12 cm
22. Tinsel - fake sewing and weaving gold and silver; thread and beat (flat wire strand, flattened wire for the finest gold embroidery and golden-operation) of tin or copper and prepared them things (Beat // V. Dahl, op. cit., Vol 1 pp 88 - 90; // Tinsel Dal V. op. cit. T. 2 S. 330).
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**THE EDUCATIONAL AND METHODOLOGICAL COMPLEX "GEOGRAPHY OF THE ZELENOV REGION OF WEST KAZAKHSTAN OBLAST" WITHIN THE MY NATIVE LAND PROJECT**

**Abstract.** In article the educational and methodical complex geography of the Zelenovsky area of west Kazakhstan region which is created on the basis of big regional and local history material is considered. Methodical providing the applied course is developed: manual, program, methodical grant and school and local history atlas.

**Keywords:** project, native land, educational and methodical complex, study of local lore, Kazakhstan patriotism.

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*"Between the Homeland and the native land there is a continuous communication.  
The love begins with the native district, extends then to borders of all country.  
The love to the native land feeds love for the country.  
To learn the edge, to study it – means to fall in love with it even more deeply"*  
A.S.Barkov

Studying of geography of the edge was included strongly into practice of schools. The main objective at its studying consists in cultivating feeling of love to our Homeland of pride of economic and cultural transformation of the native land, readiness to participate in its further development in pupils.

According to the proposal of the doctor of pedagogical sciences, the head of Republican nominal school on geography U. A. Esnazarova (Almaty) the My Native Land project is developed. The project provides creation of an educational and methodical complex on geography of the area, rural district, village; maintaining on their basis of scientific and practical work; participation in competitions of scientific projects of school students and teachers; development of tourist routes and work of protection of natural resources of the native land.

Work of school students on studying of the native land is means of formation of ecological, local history knowledge, education of the Kazakhstan patriotism. An effective development tool of ideas of pupils of the edge is the manual "Geography of the Zelenov region of West Kazakhstan oblast" [1:3-5].

Methodical providing an applied course is developed: program and methodical grant [2,3]. Except above listed, the school and local history atlas of the Zelenov region [4 is created: 95-98]. Therefore there is a possibility of creation of the educational and methodical complex (EMC) within regional and local history materials.

Synthesis of experience and the theory of creation of EMC made in works of famous teachers – V.P. Bepalko, D. D. Zuyev, L.F. Grekhankina, U.A. Esnazarova and others. By D. D. Zuyev's definition, the educational and methodical complex represents the system of didactic tutorials in a concrete subject created for the fullest realization of the educational and educational tasks formulated by programs for this subject and serving to all-round development of the identity of pupils. Thus D. D. Zuyev introduces such term as an educational and methodical complex for designation of open system of didactic means for the first time – unlike the term a set which designates a full set, i.e. the closed system.

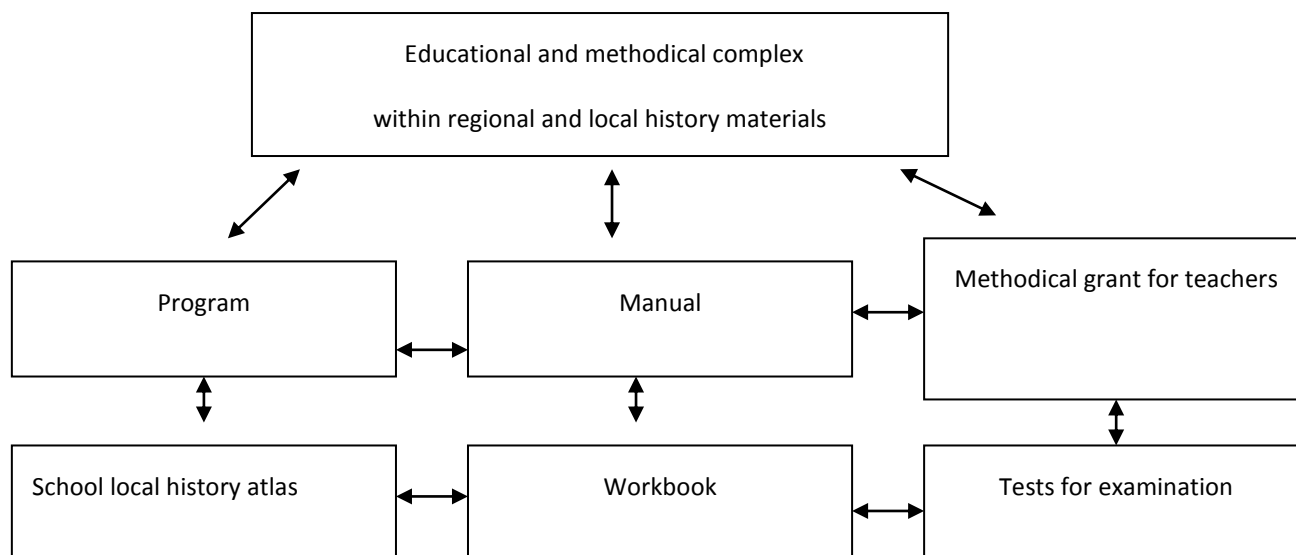
In practice, the local history principle perhaps fully to realize through creation and introduction of an educational and methodical complex, that is through regional and local history materials. Therefore the created EMC (figure 1) needs to be considered as:

- model of pedagogical process;
- set of the subject contents and cognitive activity;
- systemacy of process of training and education.



At the heart of structure of EMC within regional and local history material – methodical system which is based on the principles of humanitarization, individual and personal and competence-based approaches, a freedom of choice and nature conformity [4: 95-98].

Today still leading tutorials are the textbook, the manual. The manual – specially made materials which are used as a source of knowledge in addition to the textbook. Application of manuals in the course of training helps development of cognitive activity of school students, fixing of knowledge; promotes activation of independent cognitive activity of pupils [5, 225].



**FIGURE 1.** STRUCTURE OF EMC WITHIN REGIONAL AND LOCAL HISTORY MATERIAL.

The manual "Geography of the Zelenov region of West Kazakhstan oblast " is created on the basis of big local history material [1]. In this manual the physiographic characteristic of the area is given: geographical position and its influence on the area nature, geological structure, relief and minerals, climatic features, placement of a surface water, characteristic of natural complexes, features of a steppe zone. The section of social and economic geography includes the chronicle of the area, materials about the population, economy, transport, social infrastructure, an ecological situation and natural recreational facilities of the area. The listed questions define system of knowledge which allow to form a geographical image of the small Homeland at school students, of an earth corner where they were born and live, allow to be proud of its progress and to worry because of failures. The manual "Geography of the Zelenov region of West Kazakhstan oblast" includes 124 pages, from them 104 pages of the printing text and the appendix: kartoskhema, statistical data in the form of tables, charts, schedules, photo inserts.

The manual is made at the high ideological and theoretical level, local history material is presented in it actually and specifically, communication of the theory with life is traced, the grant is written in public, clear language [6: 58-63].

The training program of an applied course – the document defining the main content of training in this course, the volume of knowledge which should be given to pupils. In it the purposes and problems of training, feature of the organization of occupations and a technique are formed, lecturing, carrying out interviews, debates, performance of practical works, independent work with the recommended literature, etc. is planned.

The program contains the explanatory note, the educational and thematic plan, requirements to the level of training of pupils, system of estimation of pupils, the list of references for the teacher and pupils. Subjects of blocks, subjects of lessons, a number of hours, types, forms of carrying out lessons, the list of the necessary equipment, the planned result, vocational guidance of pupils, intersubject communications are presented in the calendar and thematic plan [2,3].

The methodical grant "Geography of the Zelenov region of West Kazakhstan oblast" consists of four parts: the general recommendations about lessons, practical works and excursions, the safety rule when carrying out excursions, approximate subjects of creative works of pupils and the appendix [2,3]. The educational, educational and developing tasks are accurately defined, the

technique of studying of regional material on examples of concrete subjects is developed, the attention is focused on the purposes, the contents, the EMC resources and questions of the organization of educational activity of pupils.

The EMC important resource is the school and local history atlas of the Zelenov region – systematic meeting of local history material in 16 kartoskhemakh with the short characteristic of natural components, the population and economies of the area. The made kartoskhema are intended for school and a wide range of the population and can be used as reference materials for economic questions in area economy [7: 4-6].

In the course of local history research huge material gathers. Graphic presentation is necessary for deep understanding of its essence. One of the means of graphic presentation used is aware "Geography of the Zelenov region of West Kazakhstan oblast", – a kartoskhem, demanding from pupils of creative approach. Kartoskhem is the simplified card deprived of a cartographical grid which contents is strictly limited to the elements important for understanding of its plot. Cartographical generalization – process of selection of the subjects and the phenomena shown on the card, generalization of their tracings (contours), allocation of characteristic details, and also quantitative and qualitative characteristics for the purpose of display of the most essential, typical properties and characteristics of the district. On a kartoskhema minor details are eliminated, come to light essential, than its informative essence [8 amplifies: 210].

Creation and demonstration the kartoskhy does study of local lore attractive to pupils. "Nothing can stimulate so pupils to work, as the review of results of this work, belief in their use and usefulness; equally as nothing can spoil so even well begun business as such situation when results of the work done earlier it isn't visible anywhere or they lie without any use", – N. N. Baransky [9 wrote: 110-111].

Kartoskhy in study of local lore it is necessary for successful creation:

- it is clear to imagine those main evident graphic forms in which the studied material has to be embodied;
- to be able to find and collect primary sources for creation of graphic material;
- to think over a rational form of the organization of works on the kartoskhemy.

Kartoskhy we apply a modeling method to creation. We will understand creation, the analysis and transformation of the cartographical works considered as models of real objects and processes for the purpose of their use for acquisition of new knowledge of these objects and processes as cartographical modeling. Kartoskhema is an auxiliary graphic material. They are well remembered, with their help real elements of an environment are associated with a cartographical basis. Kartoskhem has to draw attention of pupils, cause desire to read it, to awake creative thought of the researcher.

The applied course on regional local history material is based on physical, economic and social geography of Kazakhstan and is continuation of more detailed studying of the concrete region of Kazakhstan, represents great opportunities for formation at school students of love to the small Homeland, the relation to the nature as to national wealth. UMK at an applied course will be coordinated with a course of geography of the Republic of Kazakhstan as has system structure, realizes the methodical principles of scientific character, greening of the educational contents, historicism, updating, the differentiated approach, keeps idea of integrity, an integrated approach and availability.

The analysis of the maintenance of EMC shows that in it the formation foundation at each pupil of system of knowledge of an originality of the native land that promotes education of youth, not indifferent to the small homeland, is laid. Local material isn't end in itself, and serves as the link promoting deeper assimilation, fixing of that knowledge, skills which are provided by a basic component of education [10: 118-120].

Proceeding from an objective of this research, the basic conceptual provisions EMC within regional local history material which are as follows were defined:

- EMC on patriotic education of seniors assumes the personal focused education and education as which understand, first of all, change of the attitude towards the pupil, respect for his personality, cooperation with it and the new technology of training capable to change quality of training and education in general.
- EMC on regional material assumes change of a way of the organization of educational process – creation of conditions in which the pupil will be able to choose the way of knowledge according to the personal features, the purposes and preferences.

- EMC within regional material focuses pedagogical process on strengthening of a practical orientation of training of geography, aimed, first of all, at increase in durability of the formed abilities of pupils as indicator of quality of geographical education.

The pupil is given opportunity stage-by-stage, intelligent, without rupture of logical communications of educational knowledge when their practical activities become a link between them, reality and fundamentals of science.

In summary I want to tell that studying of the native land has huge value for development of the identity of the school student. Fine in the nature gets into soul and improves it, fills with love to the native earth. The great writer Gabit Musirepov told remarkable words: "On the earth there is no edge better than where you were born".

Therefore studying of the native land is the most important factor of formation of system of universal values: careful attitude to the nature, revival of interest in history and culture of the people, a uvadzheniye to memory of ancestors, national traditions.

Confirmation to it are words of the president of the Republic of Kazakhstan Nursultan Abishevich Nazarbayev: "" The mankind is faced by three global tasks today: it is a defense of peace, protection of spirituality and protection of the nature. All of them are the main conditions of our further existence. Each of them isn't stout one without another. Providing the future depends on these three beginnings and not only Kazakhstan, but also the whole world.

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## QUALITY SYSTEM OF EDUCATION AT HIGHER EDUCATIONAL INSTITUTIONS

**Abstract.** In the modern period in Russian Federation is actively carried out the modernization and reform of the education system. One of the main problems with this is to improve the quality of education on the basis of preserving its fundamental nature and in line with current future needs of the individual, society and the state. Quality education in modern conditions is one of the most important characteristics that define competitiveness as individual institutions and national education systems as a whole. Only a systematic approach to ensuring the quality of training will allow reaching the level of educational services, which requires the international community. The article discusses the factors affecting the quality of education; conditions and stages of implementation of the quality system at higher educational institutions. We also discuss the relevance of the development and implementation in higher education quality management system of education that promotes the formation of a sustainable mechanism for the university's ongoing commitment to improving its operations.

**Keywords:** higher educational institution, education reform, quality system of education, management.

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## Introduction

It is known that the economy and the level of education of society are interdependent. In accordance with the concept of long-term socio-economic development of the Russian Federation for the period up to 2020 strategic goal is to achieve a level of economic and social development that is consistent with Russia's status as a leading world power of the XXI century, is at the forefront of global economic competition and reliably ensuring national security and implementation constitutional rights of citizens. In today's world, education is becoming one of the most important factor in ensuring economic growth, social stability and the development of civil society institutions. In the modern period in the Russian Federation is actively carried out the modernization and reform of the education system. In accordance with the federal target program for the development of education for 2011 - 2015 strategic goal of the state policy in the field of education is to increase access to quality education that meets the requirements of innovative economic development needs of modern society and each citizen. One of the main objectives is to improve the quality of education on the basis of its fundamental nature conservation and compliance relevant future needs of the individual, society and state properties [4].

## Content of the study.

Quality education in modern conditions is one of the most important characteristics that define competitiveness as individual institutions and national education systems as a whole. The main purpose of constructing a system of quality education in the university - ensuring its high competitiveness in the domestic and foreign markets educational services due to the high quality of the educational process in the training, a high level of professional knowledge and skills, concept of citizenship and high moral qualities.

The quality system of the university is a collection of organizational structure, responsibilities, procedures, processes and resources needed to implement quality management.

Quality system standard - organizational guidance document that establishes uniform rules documented procedures for all activities of the university and the monitoring of their implementation, in order to ensure the functioning of the quality system and verify compliance with international quality management system ISO 9000 : 2000 (the Russian equivalent - Standard Series GOST R ISO 9000:2000).

The concept of quality is one of the most fundamental and determines the policy of the university management. Only a systematic approach to ensuring the quality of training will allow reaching the level of educational services, which requires the international community.

In any university are the following factors affecting the quality of education:

- quality of the content of education, i.e. the quality of the state educational standards of higher education and the quality of specific educational programs, based on these data;
- quality of the applicants and students;
- positive motivation of trainees;
- quality of methodological and logistical support of the educational process;
- professional level of faculty and support staff;
- positive staff motivation;
- quality of technology training, testing and validation of knowledge and skills students;
- quality of general university management.

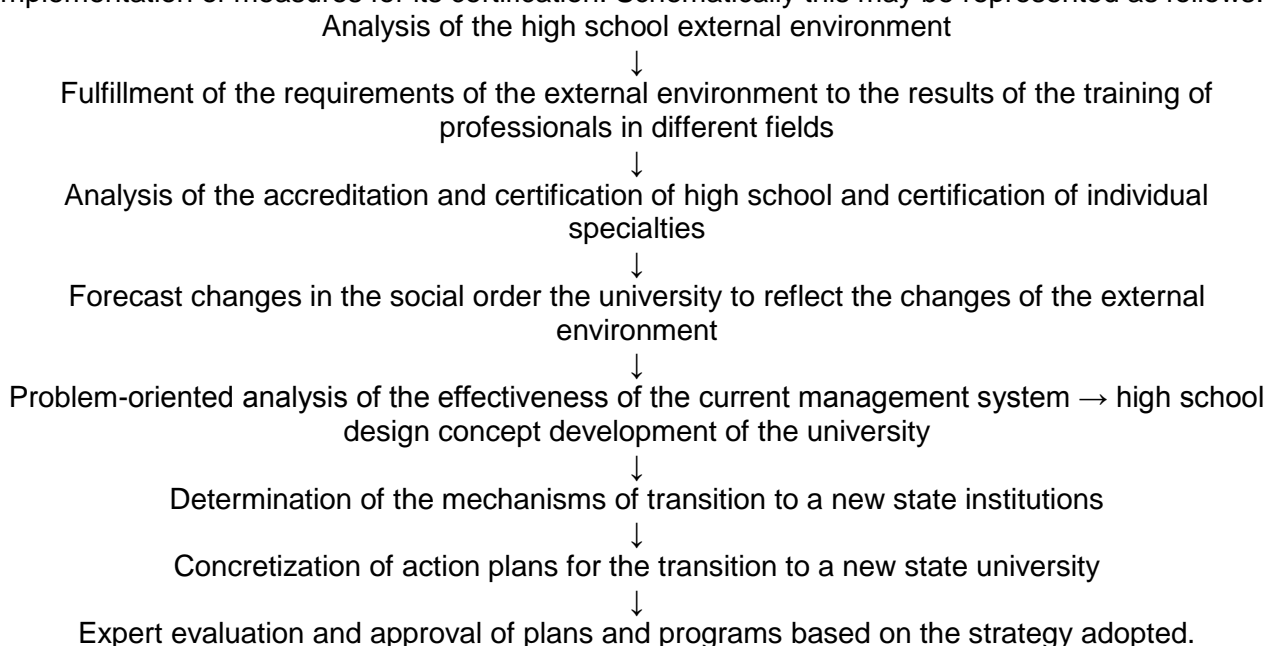
To implement a quality system of education requires a clear understanding of the internal and external environment. Allocation of internal and external environment of educational institutions and their ongoing analysis - is the cornerstone of strategic management in education. The internal environment include: the quantity and composition of specialties; forms of training; traditions and values; strengths and weaknesses (both academic, and logistical, and financial); competence, personality traits and management priorities; quality of the faculty; availability and completeness of information resources, etc.

Research activity is seen as an important strategic direction of improving the quality of training. In the external environment key factors include: socio-demographic characteristics of the region; trends in its economic, scientific and technological development (including related threats and opportunities); understanding of the market and its trends; competitive situation; political and legal factors, etc.

Realization of the quality system carried out in stages.

The first stage involves the creation within the university education quality assurance mechanism based on complex criteria evaluation of the university. The qualitative characteristics of the university fixed in ratings, which are compiled by state and non-governmental organizations. Ratings taken hold as certain professions, occupations, and directions. While studying at the university quality control of the educational process is carried out at the level of administration, deans, chairs, student groups and at the level of college graduates. Quality training is assessed by final state certification; analysis reports a final state attestation a commission chairman, which allows concluding that the level of training requirements of state educational standards of higher education. In steps postgraduate and further education important form of quality control is a periodic certification of specialists.

The second stage involves the execution of works to improve the quality of education and the implementation of measures for its certification. Schematically this may be represented as follows:



Start this work should be to identify high schools with similar destinations, specialty training, and who have achieved the best results in them; identification and evaluation of fracture studied high school and university leader; development of measures to eliminate this gap; monitoring and evaluation of results.

The next step is to analyze the individual processes of the university, their detail and visual performance. Among them: the design of individual educational training programs; development of training plans and work programs; methodological training, information and technical support of the educational process; implementation of the educational process: control of knowledge and conduct of qualified testing; job placement, training and adaptation of young professionals; Post-graduate education and training with the appointment of the responsible authority and the determination of staff at every level.

The most important step in creating a quality system in high school is to create an integrated database, which will be a source of reliable information of administration, managers and specialists of the university services, and enable management to ensure that all technical, administrative procedures, take into account the needs and expectations of the consumer. Building an integrated database provides control of modern sectoral document circulation, storage of primary documentation and documentation supplied from external organizations, improvement of software subsystems of the educational process (electronic deanery), the creation of the corporate data network. Creation of a database - a complicated, laborious and time-consuming task, that requires the participation of highly qualified professionals, with high responsibility of specific individuals units for correct information, the question of unauthorized access to information resources, and others.

The most important element of the quality of education is the quality management of education [1]. Currently, the issue of development and implementation in higher education quality management system (QMS) is relevant. The right choice of model QMS provides the university itself due to the fact that the certification for compliance with any requirements is voluntary. Developing the idea of the development and implementation of the QMS of the university, you need to skillfully combine the standards and principles of quality management, implemented in the world, including in Russia and Europe. The European approach is entirely built on the principles associated with satisfaction with the quality of services provided. Increased competition, the development of market principles in education, Russia's entry into the European educational space and more further exacerbate the relevance of learning and customer satisfaction. Orientation to consumers when forming quality of educational services not only allows diagnosis of the educational process, but also to develop step by step effective mechanism management. One system of voluntary certification of quality management system standards of the university are EFQM (European Foundation of Quality Management). They are built as a multi-tiered system, which is based on the principle of continuous improvement of quality through a program of systematic transformations [2, 3].

#### Conclusion

Thus, the introduction to the practice of European university standards of quality management education will enable the university to study at regular intervals the views of consumers, partners and staff to identify strengths and weaknesses of its activities, the development zone backup, perform a comparative analysis of the results of quality evaluation criteria that will be contribute to a sustainable mechanism for the university's ongoing commitment to improve its performance.

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## METHODS OF ORIGINAL PRECEDENTIAL SITUATION TRANSFORMATION IN POSTMODERN NETLITERATURE (BASED ON THE I. MATVEEV'S "MYTHOLOGICAL LIES")

**Abstract.** The paper attempts to systematize the methods of original precedential situation transformation in I. Matveev's texts. The author understands by these situations the following: a) combination of myth and other cultural sources, including animation, literature, folklore, science, etc.; b) use of various mass consciousness stereotypes; c) methods of language game. The creative strategies of contemporary online literature is characterized by significant "game and parody potential" and proves the urgency of the research.

**Keywords:** netliterature, hypertext, case situation, names, language game.

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Nowadays, the phenomena of network reality are still at the stage of understanding: the process of theoretical base and criteria of artistic netliterature understanding is incomplete. However many researchers agree on the following typological features of the modern netliterature:

- a) virtuality, also distributed on text meaning;
- b) openness of the process of creation and functioning of a text for a recipient, who has a wide range of communicative tools;
- c) interactivity, i.e. the presence of feedback, which influences the content;
- d) dynamism (the unit of measurement is a scheme "electronic reading – response");
- e) hypertext character (presentation of information as a related network jacks, in which can lead a way in a nonlinear manner, which in turn implies a multiplicity of reading routes, blurring the boundaries of a text and changing the functions of author and reader);
- e) reduction of the author: e.g. "... An author ceases to be a celestial for a reader; a reader ceases to be a crowd for an author of ... A reader reports his opinion to an author, sometimes in a direct dialogue, intentionally or unintentionally, dictating an author the need to comply one or another standard" [2].

These features of netliterature underscore the fact that this is one of the new trends in contemporary literary process. Netliterature tries to solve the problems of losing the reader's interest, the isolation of an author from a reader, eclectic and disunity of "readers' expectations". In today's world, the Internet literature "has the functions of the global and twenty-four-hour literary salon", which is parallel to the traditional world of book literature [2].

A strong semantic roll toward the game and parody potential characterizes the modern network literary creation [1]. In most cases, the object of such orientation is classic plot and figurativeness. In this aspect, the particular interest has a two-part series of "**mythological lie**" by I. Matveev "Achilles and the Tortoise", where the foundation of the author's game intentions is a mythological plot. Such genre definition implies ambiguous source of a phrase "mythological lie" ("mifolozhka") as: a) the diminutive-hypocoristic name of a word "mifolozhka"; b) false myth interpretation (in the context of the entire series the "false" has the "new" interpretation). The plot basis of the series is redefining the ancient aporia "Achilles and the Tortoise", written by the Greek philosopher Zeno: the the fleet-footed Achilles, the hero of "The Iliad", would never overtake the slow tortoise, if the tortoise is ahead Achilles at the beginning of the movement. (The problem is the philosophical interpretation of the categories of "movement" and "space": let us suppose that Achilles made 1000 steps and the tortoise made 100 steps in the same direction; so when Achilles would make another 1000 steps, the tortoise would make another 100 steps, etc. The process could continue endlessly and Achilles would never overtake the tortoise).

Within the "mythological lie", both characters act in a different environment of "tangible contact" with each other: they are friends, traveling around the Ancient Greece and meeting other mythical personalities: the original precedential situation gets "folklore" interpretation: **«А помнишь, как мы познакомились? – спросила вдруг Черепаха. Оба ностальгически заулыбались. Лес шумел. Пели птички. Это не ваша стрела? – спросили из болота. Царевич мурмидонский вздрогнул, и медленно обернулся...»** («**A History with an Arrow**»). The mythological personalities had been placed in the fairy plot of Ivan-Tsarevich and the Frog

Princess acquaintance. The Zeno's aporia is the initial precedential situation in a minimized invariant of perception enters the cognitive base of linguistic and cultural community, which is familiar to almost all socialized members of the community [3: 41]. However, within each specific "mythological lie" there is the combination of claimed mythological and philosophical formation of precedential situations and other cultural substrates and themes.

Within the "mythological lie", the dominant way of the original precedential situation transformation is the combination of myth and other cultural sources, including animation, literature, folklore, science, etc. In "mythological lie" "Cyberpunk", the character of Icarus gets "Astrid Lindgren" interpretation and the "new" life (he died, approaching too close to the sun on wings held together by wax) by means of parody rethinking of new time trend for plastic surgeries: «*Одно дело – мифы, – оправдываясь, сказал Ахиллес, – А другое – китайские имплантаты... Клево, а? – ухмыльнулся Икар, – Я снова буду летать. ... Я не кажусь вам толстым? ... Икар выжидающе смотрел на них. Ты в меру упитанный, – произнесла вдруг Черепаха, – и кнопка тебе очень идет*». The implicit precedential name Carlson, projected on Icarus, can be easily restored from the context.

The antique legend of the Spartan boy, who had stolen a fox-cub and hid it under his coat, gets the peculiar "literary" rethinking: «*Тогда где мы? – Недалеко от Спарты. ... Вот! ... Доказательство! Спартанский мальчик! С лисенком за пазухой! ... Лисенок, – объяснил Ахиллес, – кусает спартанского мальчика. А тот терпит. ... Черепаха вздохнула. Подошла к мальчику. Потом, изменившись в лице, вернулась к Ахиллесу. – Ну-у? – спросил тот. – Мы очень далеко от Спарты. ... Он ответил, – сказала Черепаха, задумчиво глядя на баобаб, – Что терпит, потому что мы в ответе за тех, кого приручили*» («*Not Far from Sparta*»). "The Little Prince" by Antoine de Saint-Exupery extends the mythological semantics of the situation.

The "mythological lie" "Narcissus" has a similar model, where the precedential name of the mythological hero, looking at his reflection in the water, is "multiplied" with a loss of "self-centered" connotations (parallel "Narcissus – Eeyore"): «– *Нарцисс не цветок. <...> Он – редкостный зануда <...> Он стоял около пруда. И глядел на свое отражение. ... Душераздирающее зрелище, – сказал он, наконец, шевельнув длинными серыми ушами*».

The same scheme has the "mythological lie" "Pretty much for physicists", where the mythological idiom of "Pandora's box" is reinterpreted as a physical-mathematical meme "Schrödinger's box". According to quantum mechanics, before the box would be opened the system "cat – core" has 50% probability for each condition: for the condition "the core is decayed, the cat is dead" and for the condition "the core is not decayed, the cat is alive". «*Это тот самый ящик? – с любопытством спросила Черепаха. – Тот самый, – сказала Пандора. – А что же там? – спросила Черепаха. – Мой кот. Ахиллес и Черепаха молча уставились на Пандору. – Понимаете, – сказала она, – Я очень надеюсь, что с ним все в порядке. Но крышку открывать не рискую...*».

We must say that the significant number of I. Matveev's "mythological lies" is built on this model. E.g. "*A Contagion aporia*" (Achilles and the Tortoise – cat and mouse – Tom and Jerry) and "*The Turtle does not wear «Prada»*" (the film "The Devil Wears "Prada" – Armor «Dionis&Pallada» – the Italian fashion house «Dolce & Gabbana» – «proportional» shorts – "Pythagorean pants are equal on all sides").

The use of mass consciousness stereotypes is one of methods for the original precedential situation transformation (e.g. in "Procrustes", where the idiom of the mythological origin of the "Procrustean bed" is conceptualized through the main nominative meaning of the word "bed", actualizing the stable associative array "bed – lover – faithlessness": «– *Но как тебе такое в голову-то пришло? – спросил Ахиллес. – Понимаешь, – сказал Прокруст, – Возвращаясь я как-то из командировки...*»). The other method is *language game*: e.g. in "mythological game" "*In one line*": «*Дорогой Зенон, – написал Ахиллес. – Я все еще не догоняю...*».

In this case, the ambiguity arises by combining the basic nominative and slang meaning of a token "догонять" ("catch up"): 1) "to overtake someone or something, catch up with someone or something moving ahead" [5: 415] (e.g.: Achilles, who would never overtake the Tortoise in Zeno's aporia); 2) the slang meaning: "to guess, to understand, to think".

In some cases, one or another "mythological lie" may be a multilayered system of allusions. A striking example is the text "The Eighth of March". The title of the text is the nomination of famous holiday – the International Women's Day, in other words it is a day, when the men are forced to



behave in a very different, unusual way. Ivan Matveev plays with this stereotype in the beginning of “mythological lie” in a telephone conversation of Achilles: – *И еще раз поздравляю, – сказал Ахиллес, – Ну, я побежал. Ага. Ага. Ага. Конечно. Да. Ну, пока. Да. И я. Ага. Да. Что? А какого цвета? Розовые?!! Нет-нет, конечно, тебе идет. Нет, ага, да. Да. Нет. Да. Ну, все, пока. Да. Пока. Да. Увидимся. Поздравляю еще раз! Да. Пока. Целую. Ага. Пока....*

This fragment is an illustration of so-called “zero-informative text”, which has largely phatic function, but not informative one. According to Zeno, Achilles is forced to be in a constant motion (e.g.. the typical male excuse: “Well, I should go”) and he acts here in a purely masculine role, congratulating all the women of Olympus with the International Women's Day. And in the text every Greek woman's name (name of a goddess) is related to a certain stereotype of mass consciousness:

- *Поздравительные яблоки разослал?*
- *Почти всем.*
- *Почти?*
- *Кроме Афины. Её это бесит.*

The last fragment is a reference to the famous myth about the Eris' apple of discord (the three goddesses Hera, Athena and Aphrodite could not share the apple, and when Paris gave it to Aphrodite, Hera and Athena were angry about the decision). The mythological situation is placed in the discourse of modernity (e.g. conversational vernacular lexeme «бесит») and upgraded: a gift in the form of apple causes irritation of Athena, who, in the mythological discourse, yielded the palm of beauty to Aphrodite.

Another fragment of the same text is a reference to the other mythological characters:

- *Цветы?*
- *Разослал. Почти всем.*
- *Почти?*
- *Кроме Флоры, – объяснил Ахиллес. – Её это бесит.*
- *Обзвонил всех?*
- *Ахиллес потрогал опухшее ухо:*
- *Кроме Эхо, – сказал он, – Её это бесит.*

The precedential situation is actualized through the **precedential names**. Flora is the Roman goddess of spring and flowers, and Echo is the nymph in the Greek mythology, who is the personification of an echo in the mountains and gorges. The mass consciousness stereotype in the text is “to give something to someone, who is an integral part of this something and its personification”. This action can be characterized as moveton. Flora, being the goddess of flowers, hates flowers; and Echo, being the personification of the echo, cannot stand the phone calls (the associative array: “echo” – “sound” – “voice”). Besides, the female characters are shown through femininity markers of changing moods and caprices: «Её это бесит».

The discourse of modernity often dilutes the mythological layer in the series.

12 heroic labours of Hercules fit the format of the computer games levels in the “mythological lie” “**Labours and .... Labours**”. The specific mythical creatures (Hydra, Cretan Bull, Cerberus – respectively, the 2nd, 6th and 12th labors of Hercules) coexist with equally fictional Iron Tigrokrys. The absurdity of the situation is resolved in the final, when Hercules asks Achilles: «*Тигрокрыса? – удивленно переспросил Геракл. – Это он на каком уровне появляется?*». The destruction of the evil mythical creature is interpreted as a transition to another level of the game.

The text “**Charades**” is of a great interest. Achilles and the Tortoise are solving charades. Achilles reads the Tortoise the fragment, written by ancient hexameter: «Тщетно, о Ликос, меня поглотить обещаешь; Дом я оставил, сбежав от старухи и старца. Заяц меня на пути останавливал, зверь сребролапый, Жертвою Зевсова гнева...». This fragment is a poetic transcription of Russian fairy tale “Kolobok”. The narrator meets all requirements to the style: pathos, compound adjectives, number of feet in a line. The text requires a very extensive knowledge in various fields: ὁ λύκος in ancient Greek means “wolf, she wolf”. Reading the word in a Modern Greek style gives the pronunciation “Lycos”, and it is important to consider that both foxes and wolves are canines (the family of the mammalian order Carnivora), so the substitution of folklore fox from “Kolobok” by the Ancient Greek wolf is admissible. The answer is given only in the finale of the story:

- *Черепаша подняла лапу: – Колобок.*
- *Угадала, – сказал Ахиллес. – Твоя очередь».*

In this case, the precedential situation is actualized by means of **presenting the plot of original text.**

It is important to note that the density of precedential elements in the series is extremely high: there are precedential names (the names of characters, mythological and modern heroes), precedential phrases and precedential situations. Methods of precedent situations actualization are allusions, language game, use of mass consciousness stereotypes, as well as the elements, which are more fractional than the precedent situation, precedential name and precedential phrase.

The precedential names have the highest frequency of use, if compared with other precedential components. This category actualizes two time layers: a) the actual, synchronous layer of the author life (present time); b) diachronic layer of time (world culture in different historical periods). Proper names are not only important visual aid, but it is also Ivan Matveev's lexical tools for chronotope formation. Using the names, referring us to a particular author /events, Ivan Matveev simulates a fragment of reality, which is synchronous with a myth, so he is combining the temporal axis.

In the "mythological lies", the dominant mode of transformation of the original precedential situation is the combination of myth and other cultural sources, including animation, literature, folklore, science, etc.

The basis of the mythological trail usually is its encyclopedic meaning or connotation, acquired in a usual usage. Mythological names in Ivan Matveev's texts can act either as a function of characterization or qualification of subject/ object, especially in relationships of texts' heroes.

Semantic system of mythological names in Ivan Matveev's language incorporates a subsystem of fictional world units, which main potential is primary lexical-semantic nomination. The author introduces the set of mythical names that present in the texts next to the real phenomena of the modern world. The mythological names, actualizing the characters of Greek, Roman, Russian and other cultures, are the important part of the figurative system of the network author. As a rule, these names retain their traditional symbolic value and, at the same time, obtain a significant meaning increment, as their main function is to activate the historical memory of a reader. In the text, it is supported by contextual surroundings and author's references to the original source. The mythological names, not completely losing their symbolic meaning and being the trop nominations, acquire individual author's meaning increments.

Thus, the use of various kinds of mythical precedents and their transformation in the series of Ivan Matveev "Achilles and the Tortoise" is a reflection of game parodies and communication facilities of the modern network discourse and also a reflection of creative strategies of the author, who created by the series the new literary "genre".

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## ACTUAL PROBLEMS OF CONFLICT OF INTEREST IN THE SYSTEM OF COMMUNITY SERVICE

**Abstract.** The work is a comprehensive study of the legal regulation of conflicts of interest in the system of municipal service in the Russian legislation. At the current stage of the conflict of interest and with a theoretical and practical point of view is problematic. Conflict of interest has a lot of blind spots, its legal definition is ambiguous. In this article the expedience of the expansion approach in the interpretation of personal interest with the inclusion of personal gain would have been more correct. The article identifies trends and prospects of development of the legislation on conflict of interests in the system of community service.

**Keywords:** conflicts of interest, corruption, community service, municipal employees, employment status, the system of State and municipal service, public authorities, local governments, institutions of civil society.

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Identify corruption bribery in the public and municipal service, considering in most cases as a form of malpractice in the group or their own interests. Corrupt municipal officials carry out their duties in an efficient, prejudiced and biased. As pointed out by L. A. Soldatova, "the growth of corruption in government and management is primarily due to the absence of clear legislative regulation of many issues of public service, effective control over the sources of income of state and municipal employees" [1].

Required are the formation and implementation in practice of state and municipal government a common policy in the field of preventing and combating corruption, mobilization of public authorities, local governments, civil society organizations and citizens to minimize its effects, improvement of legislation on state and municipal service in to establish a mandatory prevention of non-use of official position, employees in private or group interests.

As the A. A. Grishkovets, "measures aimed at creating legal and administrative means to prevent and combat corruption should be linked with measures to improve the legislation on public service" [2], and his opinion on the matter must be accepted, because the mechanism of prevention of corruption will make it possible to implement a phased elimination of the practice of public authorities and local government conditions and situations of its generators and greatly reduce the effectiveness of the state and municipal authorities.

One of the ways to prevent corruption in the system of state and municipal services designed to implement the principle of openness and transparency of public authorities and local self-government institution acts of conflict of interest. In Russia, the concept of conflict of interest is just beginning to take shape, because until recently no such thing public and municipal service did not know. Previously, municipal employees were forbidden to engage in any other paid activities, except for scientific, pedagogical or creative. On June 1, 2007, the date of entry into force of the new law "On Municipal Service in the Russian Federation" municipal employee, except an employee to replace the position of head of the local administration under the contract shall be entitled to prior written notification to the employer (the employer) to perform any other paid work, if it does not entail a conflict of interest (Article 11 of Part 2 of the Act).

The term "conflict" (from the Latin. Conflictus - collision) is defined as a clash of opposing goals, interests, attitudes, opinions or views of opponents or the subjects of interaction. At the heart of any conflict is the situation, including any conflicting positions of the parties on any matter, or conflicting goals or means to achieve them in the circumstances, or the divergence of interests, desires, opponents, etc. [3. 24].

The concept of "conflict of interest" in the Russian legislation appeared originally in the legislation on business activities, such as the Federal Law of 22 April 1996. № 39-FZ "On the Securities Market" [4] (Art. 3) and a number of other acts.

With regard to civil servants for the first time the concept of "conflict of interest" was enshrined in the Federal Law "On the Public Service in the Russian Federation". [5] Currently, the definition

of the concept, as well as the order of prevention and settlement of conflicts of interest is contained in the Federal Law "On the State Civil Service of the Russian Federation" [6] (Article 19) and "On Combating Corruption" [7] (Article 10).

Accordingly, the authors of the Federal Law "On Municipal Service in the Russian Federation" of 02.03.2007 № 25-FZ spread the said institution and municipal employees. This law under the conflict of interest is a situation in which the personal interest of the municipal employee affects or may affect the objective performance of their official duties, and in which there is or may be a contradiction between the personal interest of a municipal employee and legitimate interests of citizens, organizations, society, the Russian Federation, subject of the Russian Federation, of the municipality, which could lead to harm to these legitimate interests of citizens, organizations, and society, the Russian Federation, subjects of the Russian Federation, of the municipality. Personal interest - it is possible to obtain a municipal employee in the performance of official duty revenue (unjust enrichment) in cash or in-kind income in the form of material benefits directly to a municipal employee, members of his family or other persons (parents, spouses, children, brothers, sisters, as well as brothers, sisters, parents, spouses and children), as well as for individuals or organizations with which the municipal employee related financial or other obligations.

According to the developers of the law "On Combating Corruption", properly recognized official behavior, providing performance and compliance with established responsibilities and limitations to avoid corrupt and dangerous situations. In general, a conflict of interest on municipal service characterized by the presence (or the possibility of a) personal interest official, which affects or could affect the impartial performance of their duties.

At the same time, taking into account the fact that self-interest has been identified in the above-mentioned law "On Municipal Service" by obtaining only the values of other property or property-related services, other property rights, the definition of conflict of interest has been narrowed compared with the civil law, where personal interest in the fall and the economic and moral interests.

Therefore, expansive approach to the interpretation of self-interest with the inclusion of personal gain would be more correct. That international law conflict of interest is associated not only with material benefits. For example, in hours. 5 Art. 8 "Codes of conduct for public officials," the UN Convention against Corruption, ratified by Russia February 17, 2006, along with material benefits and conflicts of interest associated with the ability to reap the benefits associated with outside activities, employment, investments, assets or other benefits. Here in Sec. "B" Art. 2 "Terms" means any property under the assets, both tangible and material [8]. The International Code of Conduct for Public Officials, adopted by the UN on December 12, 1996. the formulation of a conflict of interests in Article 4, Section 2 financial and personal benefits as specially separated [9].

Conflict of interest is inevitable due to the specifics of the municipal administration and is primarily due to an improper implementation of the constitutional principles of the defense and protection of the rights and freedoms of man and citizen, a violation of the principles of municipal service, deviant actions and behavior of the municipal employee, the consequences of which are the biased performance of such servants officers ( official) duties, the contradiction between personal interests and the legitimate interests of citizens, organizations, society, state, causing harm to these legitimate interests.

Undoubtedly, the appearance of a conflict of interest to the institute municipal service has made some positive contribution to the fight against corruption. Actual operating mechanism for the settlement of this conflict will determine the weak links in the system of municipal government, will provide an opportunity to identify the potential for conflict, the degree of probability of the transition of quantitative and qualitative set of existing contradictions directly in the conflict, will help to establish the existence of contradictions between the private interests of the municipal employee and public interest, to formulate preventive measures for the prevention of such a conflict.

In order to effectively conflict of interest must be at an early stage to identify its causes and contribute to this condition, to determine the dynamics of its development, as much as possible to reduce the level of conflict confrontation, to take control of its course, to determine the necessary forms and methods of settlement methods and criteria for evaluating the effectiveness of his permission.

At the present stage of settlement of the conflict of interests and a theoretical and practical point of view is problematic. Conflict of interest has a lot of white spots, its legal definition is ambiguous, there is still not determined contribute to create the causes and conditions, there is no list of typical

conflict situations, the statutory mechanism for the prevention and resolution of conflict is defined in very general terms, that does not allow to use it directly, without additional settlement regulations, not developed a mechanism of restriction or denial of personal interests that could lead to a conflict of interest, by eliminating income, benefits, gifts, gift, transfer of shares, securities, shares in the authorized capital of the entities in trust established procedure, there are no criteria for evaluating the effectiveness of conflict resolution in order to avoid its repetition, not established a system of training of municipal employees behavior in situations of conflict of interest, subject composition parties to the conflict is limited only by municipal employees, while persons holding municipal office and having the highest exposure to the involvement in a conflict situation, the scope of regulation of the conflict falls [10].

In the area of combating conflicts of interest law "On Combating Corruption" gives municipal employees the following responsibilities:

- To take measures to avoid any potential conflict of interest, which implies the need for a municipal employee to refrain from contact with various organizations, the scope of which overlap with his official duties, and as much as possible to escape from personal preferences when making management decisions, etc.

- Notify the immediate supervisor of the occurrence or threat of a conflict of interest as soon as this becomes known. But the evaluative nature of the conflict, in practice, can cause difficulties with the implementation of this provision, as itself a municipal employee may not see the presence of pre-conflict situation.

The second entity to whom the law imposes an obligation to take measures to prevent or resolve conflicts of interest, is a representative of the employer. The main way to obtain a representative of the employer information about a conflict of interests it serves notice to the employees themselves, who has a conflict of interest, or the supervisor of the employee. In addition, are called and other sources of information:

- The income statement, submitted by municipal employees, and other information submitted by them;

- Statements, including anonymous, individuals and organizations, including those who consider themselves victims of misconduct municipal employee;

- Materials of publications in the media;

- The results of official inspections, etc. [11].

In part 4 and 5 of Article 11 of the Law "On Combating Corruption" contains a reference to the basic ways of prevention and settlement of conflicts of interest on state or municipal service:

- Changes in official position, until the removal of a municipal employee to perform the job (service) duties;

- The refusal of benefits, which was the cause of a conflict of interest;

- Self-disqualification or municipal employee;

- The transfer of the securities, the shares (interests, the interest in the authorized (share) capital of organizations) in trust if a municipal employee owns securities, shares (stakes, shares in the authorized (share) capital of organizations [3, with. 26].

Consider some of the most controversial methods in more detail.

The first way is to change the official or official position of conflict of interest is a party to a municipal employee, up to their removal from the performance of official (service) duties. The difficulty in applying this method lies in the fact that the concept of "change of office or official position of the municipal employee" in the current legislation does not. With this in mind, believe that under the change of the official (official) position the employee must understand the transfer to another position of the municipal service or dismissal of such employees with municipal services. However, such a transfer can be made only with the written consent of the municipal employee, and not by the will of the exclusive representative of the employer, and the law on municipal service, as well as the Labor Code of the Russian Federation [12] do not provide such a ground for termination of the contract of service as part of conflict of interest.

It should be noted that the transfer or dismissal of an employee are permanent. Meanwhile initially proposed Article 19 of the Federal Law "On the State Civil Service of the Russian Federation", and then as reflected in st.14.1 the Federal Law "On Municipal Service in the Russian Federation", Article 11 of the Federal Law "On Combating Corruption" opportunity to losing state or municipal employee from duty (the removal of displaced post) is a distinct temporary, as shall cover only the period of a decision on the presence or absence of a conflict of interest.

The next way to prevention and settlement of conflicts of interest is voluntary refusal of municipal employee benefits, which was the cause of such a conflict. However, the concept benefits to the Federal Law "On the State Civil Service of the Russian Federation", "On Municipal Service in the Russian Federation", "On Combating Corruption" has not been not disclosed. We believe that a benefit can be understood to obtain a state or municipal employee benefits or preferences associated with the use of his official status, as well as any other benefits arising from their non-service activities (eg, management of non-profit organization, property, securities) [13]. Also a lack of clarity in the implementation of procedures, refusal of municipal employee has received or just planning for gain, the status of such a failure, the consequences of the breach, the possibility of settlement of the failure mechanism of the benefit, which was the cause of the conflict of interest regulations.

Some puzzling st.14.1 claim 3 of the Federal Law "On Municipal Service in the Russian Federation", where a representative of the employer (the employer) is obliged to take measures to prevent or resolve conflicts of interest, until the removal of the municipal employee of substitutable positions of the municipal service for the period of resolving the conflict interests to preserve his cash allowance for the duration of the removal of displaced post. I think the legislator had in mind the whole period of conflict of interest, but only the situation when, in fact, has only addressed the issue of whether or not a conflict at all.

In addition, the settlement requires the process of removing (rejection) municipal employee. The concept of removal (rejection) earlier in the legislation on municipal service has not been used and was typical of the procedural law for judges, experts, specialists, prosecutors, etc. By analogy, it can be assumed that the withdrawal (rejection) municipal employee may apply to prevent its consideration of a particular case, the adoption of certain management decisions, etc. In any case, the use of this method is impossible as long as the cases and procedures of removal (rejection) of municipal employees will not be regulated by local laws in detail [10].

In contrast to the law "On the State Civil Service of the Russian Federation", the Federal Law of 02.03.2007 № 25-FZ no specific ways to deal with conflict of interest in the device municipal employee to work part-time, which is hardly justified. As a result, not a legislative decision notice the implications of municipal employees representative of the employer of their intention to work part-time in the event that the latter will provide a conflict of interest.

In contrast to a similar situation in the civil service, in the municipal representative employer absent the levers of power, not only to determine the presence or absence of conflict of interest, but even to prohibit municipal employees working part-time in the identification of such a conflict.

As rightly noted, the Federal Law "On the State Civil Service of the Russian Federation", allowing civil servants to work part-time, if it does not cause a conflict of interest, however, establishes severe sanctions in case of abuse of this right. Civil servant who continues to work part-time, in spite of the Commission's decision on a conflict of interest, thereby violates the obligation stipulated claim 12 Part 1 Article 15 of the law, in accordance with claim 13, part 1 of Article 33 is ground for termination of the contract of service, exemption from the replaced and dismissal from the civil service. But Article 19 of the Federal Law "On Municipal Service in the Russian Federation" provides for the termination of an employment contract with the municipal officials led by a representative of the employer (employer) only in cases of non-compliance with the restrictions and prohibitions relating to municipal service. However, a conflict of interest does not refer to restrictions or prohibitions to [1, p. 47-48].

These provisions of the law need to be improved, and it is at the federal level. Resolve the issue through regional or municipal law-making is impossible, since it is associated with the restriction of the rights of municipal employees, as permitted in accordance with Part 3 of Article 55 of the Constitution, only the federal law.

The law only mentions the possibility in the manner determined by the municipal legal act, to form the commission to resolve the conflict of interest. Questions of work of such a commission at the state level determined by Presidential Decree of 03.03.2007 №269 [14]. It seems that, in accordance with the principle of the relationship of state and civil service the basic requirements for the Commission's activities can also be applied at the municipal level.

Even if these commissions are created in the municipalities, in practice, they often have a formal character, largely because of the episodic nature of their work, due to the fact that the sole reason for the meetings is the received information of a personal interest, which results or may result in conflict of interest: no information - Commission does not work [15]. In addition, the

advisory decision of the Commission provided for by the legislator, also contributes to its fruitful work. The inability to apply certain measures against violators of the legal regulations will reduce to zero the coefficient of efficiency of the commission, as any municipal employee will know in advance about a mere formality decisions adopted by the Commission, the absence of adverse effects due to violation of provisions of the law and liability as such, and he did not be motivated (as opposed to the situation in the area of the rules governing disciplinary, administrative, or, especially, criminal liability) to prevent conflicts of interest.

Thus, the main subject of prevention and settlement of conflicts of interest on municipal service remains leader. Legislator should have been provided is collegial, not the sole solution to the question of whether or not a conflict of interest.

Measures to prevent conflicts of interest, including preventive, can act to improve the system and structure, the organization of local government; avoidance of duplication, specification and optimization of the power of state and municipal authorities and officials; Improve the management of municipal resources, placing orders for the procurement of goods, works and services for municipal purposes; Requiring individuals holding municipal offices, similar to those identified for municipal employees duties, restrictions and prohibitions; development of legal and institutional mechanism to transfer municipal employees in trust securities, the shares (stakes in the authorized capital of organizations); continued the practice of providing information about the income, property and property obligations by all employees, not just included in the list established by normative legal acts of the Russian Federation; increase in salaries of municipal employees, motivation effectively discharge their duties; providing legal and social protection of employees; legislative strengthening list of situations in the event that a municipal employee shall notify their immediate supervisor of the conflict of interest or the possibility of its occurrence; settlement of conflicts of interest are independent of local authority committees [16].

In conclusion, we note that a conflict of interest in the system of municipal services cannot be considered a one-sided, as a simple conflict of personal interests of the employee and society, citizens and their associations. At its heart are a variety of factors, some conditions for the execution of municipal employees duties, institutional uncertainty in the organization of municipal services and others. Only prohibitive and advisory measures to eliminate the appearance of conflicts of interest in the municipal service is not possible [3, p. 29].

It is necessary to pay attention to the development of an adequate state, municipal, public interest internal and external environment of the municipal service, professional personality municipal employee, based on the official motivation of behavior which will be the principles of service to society, the rule of law and respect for civil rights and freedoms.

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## PREVENTION OF STUDENTS' INVOLVEMENT IN DESTRUCTIVE RELIGIOUS SECTS IN EDUCATIONAL INSTITUTION

**Abstract.** The paper deals with a problem of prevention of youth involvement in religious organizations of destructive orientation. The author gives the pedagogical model and proves the conditions of prevention of youth involvement in destructive religious organizations in educational institutions.

**Keywords:** religious sectarianism, pedagogical prevention, prevention of youth involvement in destructive religious sects.

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Distinctive feature of spiritual processes in Russia of the last decades is reevaluation of traditional values and standards of behavior, social stresses and loss of life meaning, demoralization of personality and dehumanization relations, change of family relationship, ethnic and political, international and religious conflicts. Economic, social and political crises in the country create favorable circumstances for replication of nonconventional religious ideas among the population.

The analysis of philosophical, theological, psychological, sociological and social and psychological literature on the problem of religious sectarianism allows drawing a conclusion that existence of religious sects has cultural and historical conditions. However, modern religious sects with disruptive signs lead to alienation of youth from family, educational institutions and society. Religious sects are form of search of youth social statement and form of leaving from the problems, complicating social adaptation of an individual. Values and standards of behavior, which young people acquire in such organizations, negatively influence on the formation and evolution of a personality. The world outlook, activity and existential vacuum define the need of pedagogical activity, directed on prevention of student's involvement in destructive religious sects, as people processes of vital self-determination, full self-expression and self-improvement are being broken under the influence of such sects on young.

Estimating the disruptiveness of religious sect and existence of psychological and/or other type of violence over the personality in its activity, traditionally consider such parameters as nature of leadership, contents and structure of the doctrine, requirement of membership maintenance in a group.

Sharing the points of view of I.A. Galitskaya and I.V. Metlik [1, 29-42], we consider that the main criteria of religious organization disruptiveness are:

- 1) requirement to brake off the social communications with the immediate environment, first of all with relatives, friends and people, who are in the sect;
- 2) rejection of rational, critical thinking at adherents of the religious organization;
- 3) declaration of exclusive wisdom, divinity of a leader and indisputable absolute validity of doctrine;
- 4) cultivation of dependence on sect and creation of obstacles for a free exit from it;
- 5) distorted interpretation of humanity ideas.

The prevention of youth involvement in destructive religious sects is a complex social problem, which successful solution is provided with integrated and interdisciplinary approach. Therefore, the concept of the prevention of youth involvement in religious sects has to cover medical, pedagogical, psychosocial and legal models of prevention.



The medical model is focused on overcoming the medical and social consequences of the stay in religious sect. It provides informing a man about negative influence of sectarian activity.

The main goal of psychosocial model of prevention is development of psychological skills of opposition on pressure and manipulative influence; formation of psychological immunity, abilities to resolve the conflicts and make a right choice in a recruitment situation.

Legal model provides improvement of legislative base of the Russian Federation about religions and freedoms of worship.

Pedagogical model of prevention is based on educational activity methods of educational institutions specialists and is directed on formation of knowledge of social and psychological consequences of involvement of youth in destructive religious sects for formation the firm anti-sectarian installation and refusal of involvement in sect as to an unacceptable way of personal self-realization.

The pedagogical model is presented in the form of three interconnected blocks: theory-methodological, psychology-pedagogical and technological.

The theory-methodological block reflects the purpose of the pedagogical model – creation of optimum pedagogical conditions for the maximum satisfaction of the pupil's needs for self-development, self-determination, self-education and self-realization, based on system, activity, complex and humanistic approaches.

The psychology-pedagogical block defines pedagogical conditions and the content of work, account of personal and age features of pupils.

The pedagogical conditions, providing efficiency of prevention process, are the following:

- identification of young people, who could be involved in religious sects;
- carrying out systematic anti-sectarian actions for pupils and their parents;
- increase of the level of teachers' professional competence and scientific and methodical ensuring of preventive activities;
- increase of psychological and pedagogical culture of parents for their involvement in anti-sectarian education;
- realization of pedagogical model of prevention.

This model is applicable to different organizational structures of pedagogical process (educational process in general, educational subject, educational lesson) and can be realized both on material of any training course, and within the whole educational process.

The technological block is presented diagnostics, stages of model's realization consistently reveal, each of which is focused on achievement of specific goals.

The pedagogical model of prevention synthesizes three preventive components:

- psychological (formation of knowledge about a person, feelings, abilities; formation of an adequate self-assessment, positive "self-concept"),
- educational (formation of knowledge about healthy lifestyle, abilities to make a choice, set the vital purposes of humane character and seek for their achievement),
- social (formation of skills of communication, self-realization, self-affirmation).

The purpose of pedagogical model of the prevention is creation of optimum pedagogical conditions for the maximum satisfaction of requirements of self-development and self-realization of a child's identity.

The goal is concretized in the following tasks: increase of pupils' consciousness; formation of critical thinking and ability to make a right choice; upbringing of healthy lifestyle culture; formation of active living position; inclusion in the positive social relations; inclusion in independent creative activity; identification of the reasons of personal deformation; activation of explanatory and educational work among pupils and parents; coordination of activities of all departments and experts.

Subjects of work are pupils, parents, teachers (social teacher, class teachers, subject teachers, educational psychologist, deputy director in educational work, tutors, additional education teachers, school librarian).

Educational tools are different types of activities: training, game, work, sport, creativity, communication and relations.

For creation of the pedagogical model the prevention, it is necessary to define its functions in ensuring development and functioning of pedagogical process. There are diagnostic, educational, organizing, predictive, preventive and communicative functions.

The main stages of model's realization are:

1. *Organization of psychology and pedagogical supervision and diagnostics.* The purpose of this stage is collecting data about pupils, complex psychology and pedagogical diagnostics for revealing the problem spheres. It assumes the inspection of pupils; identification of risk group; monitoring of pupils' adaptation; registration of social passports of class and school; analysis of the obtained data; registration of pupils, who are systematically skipping classes or having various violations of behavior; identification of families, which are in social and dangerous situation and not coping with performance of educational functions. Pupils with single violations or without any problem are the object of preventive work. Pupils with systematic violations of behavior or with problems of various etymology, with needs in psychological and pedagogical help and correction, become the object of individual work.

2. *Preventive work with pupils* is organized for the purpose of possible behavior deviations prevention, including preventions of involvement of pupils in religious sects. In educational institutions, the subjects of educational process are engaged in primary and partially secondary prevention.

The problems of primary prevention provide purposeful pedagogical activity of teacher, social teacher and psychologist: formation of pro-social behavior and life meaningful reference points (formation of positive self-assessment; activation of critical thinking; development of abilities to resist group pressure; formation of skills of constructive permission of conflict situations; organization of legal education of pupils; carrying out councils of prevention; control of observance of the rights and duties of pupils; self-government development; organization of cultural leisure and social directed activity of pupils; organization of volunteer activity; participation of certain pupils, class and school in school, regional and city competitions); formation of installations and skills of healthy lifestyle (medical and sanitary education; prevention of addictions, involvement of pupils in sports sections; associations of additional education; involvement of pupils to participation in school and city campaigns; sports contests; carrying out organizational and methodical actions, promoting formation of healthy lifestyle of pupils – class hours, round-table discussions with involvement of narrow experts; carrying out training occupations for pupils' mental health strengthening; organization of individual psychological and pedagogical consultations).

For the organization of prevention process, it is possible to use the prevention models, offered by A.G. Makeeva [2].

Information model focuses attention to negative consequences for physical and mental health of person and has the intimidating character. Owing to age mental features of pupils, such tactics is ineffective.

The model of the actual knowledge meaning, granting full and reliable information about religious sects, assigns to young people a passive part of listeners as the main forms of work are lecture occupations.

The model of behavioral skills is focused on formation of behavior certain skills in situations of risk in religious sect involvement, and also skills of overcoming negative social pressure, solution of problems of interpersonal communication. They assume studying of mechanisms of involvement of youth in sects and mechanisms of psychological protection. Forms of education organization at this model are trainings, role-playing games, etc., directed on development of certain behavioral schemes and skills of refusal.

In our opinion, the most productive is the constructive and positive model, as it has not prohibitive, but alternative character. The basis of constructive and positive prevention programs is formation of positive behavioral skills of constructive communication, rational choice and responsibility for consequences of this choice, decision-making in conflict situations, preventions of becoming ripe problems, overcoming stress, etc. by means of active forms of psychology and pedagogical interaction (communicative trainings, role-playing games, trainings of personal growth and etc.). It allows to pass from simple informing about negative consequences of involvement in religious sects to psychological and pedagogical technologies of formation of life meaningful orientations, valuable attitude towards health (physical and mental) and active psychological protection in risk situations.

3. *Correctional work with pupils* of risk group is directed on early identification and prevention of deviations in development of personality and includes the following kinds of activity:

1) profound individual diagnostics and drawing up the card of personal development (studying of pupil – character accentuation, temperament, level of claims, uneasiness, self-

assessment); determination of level of intellectual development and pedagogical neglect; diagnostics of relationship in collective; studying of typical violations of behavior and identification of their reasons;

2) drawing up the individual program of correctional work, which is turning on two blocks of actions: individual occupations and conversations (correction of self-assessment, school uneasiness, aggression removal, training in adequate forms of behavior, ways of constructive resolution of conflicts), group games and trainings in class collective;

3) implementation of individual program with participation of parents, teachers, educational psychologist, social teacher and other experts.

4. *Work with pupils' families* is the integral condition of complex influence and is realized through the following directions:

- studying of relationship between parents and children, determination of style of family education, early identification of dysfunctional families;
- educational work: conversations, consultations, seminars, PTA meetings, parental general compulsory education, educational and explanatory activity, acquaintance with standard and legal documents, etc.;
- psychological and pedagogical maintenance for creation of optimum conditions for interaction and mutual understanding in a family;
- assistance and support in education of children, in overcoming family problems and difficulties in education;
- carrying out scheduled maintenance on the prevention of neglect of minors, assistance on elimination of a crisis situation in a family;
- promotion of culture of the inter-generational substantial leisure, directed on satisfaction of physical, spiritual and social needs;
- patronage of dysfunctional families.

Increase of psychological and pedagogical competence of parents for the purpose of their involvement in anti-sectarian education is provided by "school for parents", pedagogical family club.

5. *Tracking of work productivity* is the final stage and it assumes tracking the dynamics of personal development and the analysis of the reached results.

The special attention needs to be paid to the increase of level of teachers professional competence and scientific-methodically ensuring of preventive activities. Lack of information in the field of prevention and unpreparedness to scheduled maintenance in this direction are caused by lack of special literature on this perspective, lack of qualified methodical help, seminars, and conferences, advanced training courses raising the questions of religious sectarianism.

It is expedient to add programs of professional development of heads and teachers of all educational institutions with theoretical and practical training on the problem of prevention of youth involvement in religious sects. During preparation for carrying out scheduled maintenance, teachers have to realize personal responsibility for health and development of pupils, have adequate ideas of various aspects of religious sectarianism, direct readiness for realization of preventive actions. Special courses are necessary for both social teachers, psychologists, subject teachers and administration of educational institution. The teachers, who had special training, are capable to conduct lessons for positive prevention and reveal pupils of risk group.

The complex pedagogical activity, directed on assistance to pupils in their self-education, self-realization and search of life meaning promote disclosure of personal resources, support and youth help. During the work, pupils realize humanistic values of life, importance of self-education, self-realization and dialogical communication.

Pedagogical prevention of pupils' involvement in religious sects as part of general educational system is directed on formation of humanistic valuable orientations, positive self-assessment and culture of behavior. It promotes the increase of personal autonomy and the maintenance of psychological protection in risk situations, on development of opposition skills in situations of group pressure, constructive solution of conflict situations and skills of healthy lifestyle for younger generation.

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## DIALOGUE OF MALE AND FEMALE IN THE WORKS OF HERMANN HESSE

**Abstract.** The paper deal with the nature and dynamics of the interaction between male and female as an important aspect of Hermann Hesse's philosophy. Duality of female nature at different stages of works aroused ambiguous attitude of the writer and was a source of ideological and philosophical quest. The problem of relationship between generations, men and women, the natural and the spiritual principles in a human are presented are viewed as the aspects of the single worldview problem, continuing relevance at the present stage of culture and society.

**Keywords:** worldview, figure of a mother, love, nature, spirituality

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## I. The image of a mother in H. Hesse's works.

Modern media, films and literature are filled with plots, happening against of painful irreparable destruction of intergenerational relationships and interactions. If earlier conflicts between daughter-in-law and mother-in-law, son-in-law and mother-in-law were typical, now we can see plenty of horrific stories about the way the different family members (including mothers and children) hate, betray, maim and kill each other. Today Hamlet's phrase "...The time is out of joint" became apparent and tangible meaning.

One can neither overestimate nor appreciate the role of a mother in a person's life, and the German writer Hermann Hesse in his work honored the memory of his extraordinary mother's by sets of rows, full of love, devotion, tenderness and prophetic reticence.

The paper tries to trace the transformation of the writer's views on females and to consider their intersection with the statements of some German and Russian philosophers.

H. Hesse's stories and novels, written in the period up to 1918, are largely autobiographical and full of sincere gratitude to parents, and especially to mother, for warmth, wisdom and care, warmed the author during his lifetime. After travelling, you can go back home with new experiences and changes in your mind, and meet the most important thing, without which no one can live, – mother's love: «И теперь мама смотрела на меня своими прекрасными глазами и читала то, что было написано на моём лице, и, возможно, обдумывала, что она должна сказать и спросить» [2: 74]

Characters of young, beautiful, full of life and love of mothers fill the early Hesse's works: «Как чудесно звучит мягкий, лёгкий и звонкий, как птичья трель, голос матери! Он такой добрый и приветливый, и по-особенному благородный, как и сама мать». [2: 285]. However, the beauty is not a single advantage, because these women are endowed with foresight, can easily penetrate into the depths of their children souls and sometimes find themselves wiser and harder than their husbands. In the story "Walter Kämpf" (1906), the mother of the main character had guessed that he should not be a trader, as his father desired, because «... тот самый внутренний нерв, который составляет истинную суть человека и таинственным образом влияет на его судьбу, эту искру жизни он получил от матери» [2: 170]. His mother had a poetic character. Full personal crash, which foresaw his mother: disbelief, material and spiritual ruin, indifference to

himself – Walter grasped precisely, because he did not follow his true aspirations and natural inclinations. The real mother does not only mend clothes and give new wool socks before a long journey; she finds the right words to talk about the most important things with an adult son, for example, about faith in God and love: «Постепенно ты сам узнаешь, что без веры жизнь не прожить, ведь знания ничего не значат. ...Человеку нужны доверие и уверенность. И тогда лучше идти к Спасителю, чем к профессору, или к Бисмарку, или ещё к кому-нибудь... Вера проходит не через рассудок, так же, как и любовь» [2: 100].

However, thankful and enthusiastic attitude to the mother, seen in early novels and stories, had gradually transformed, and the women, who can cripple the life of their children, came on the pages of his works. The fairy tale “August” (1918) unfolds the man’s soul, who was almost killed by his mother’s love. Boy’s godfather was a magician and musician and allowed a mother to make a wish for a son. The wish was very simple and, at first glance, a perfect «Сыночек, желаю тебе, чтобы все люди любили тебя» [2: 354]. Sincere intentions to benefit very often cause great evils: August grew up in a selfish man and, eventually, became deeply unhappy and completely lonely.

The more terrible story describes the novel “The Glass Bead Game” in the short story “The Indian Biography” (1943). Pravati, a wife of Rajah and a mother of a future Rajah, persuades her husband to start a war with their neighbors to save, and then expand their holdings. The battle was lost, the boy died and the Dasa has a terrible picture: «Он ещё видел, как сидит Правати, высокая, неподвижная, с поседевшими вдруг волосами, а на коленях у неё лежал её сын, он лежал как добыча, словно она сама задушила его, его руки и ноги вяло свисали с её колен» [1:т.4: 528]. An eerie figure of a mother-killer, who unknowingly dealt with her entire family, suggests that H. Hesse had to meet different mothers and rethink the role of a woman in life of a son, husband, brother, i.e. in a men’s life.

Memories of a childhood, rosy-comfortable, happy and clean, had never left the German writer. Describing his growing, the character of the story “Cyclone” (1916) feels the end of something very important and light in his life: «Я замечал только странное оскудение, грозившее со всех сторон, ужасное угасание привычных радостей и мыслей, ставших дорогими». Он ясно понимает главное: «Меня не ждёт уже ни одно истинное удовольствие» [2: 236].

Despite the undeniable influence of Freudianism, which is manifested, for example, in the numerous plots of dreams (“Unusual News from Another Star”, “Dream”, “The Indian Biography”, “Journey to the East”, etc.), the relationship with mother in H. Hesse works can be hardly interpreted in the plane of sexual attraction, famous Oedipus complex. This is rather about reverence, love and irrevocable happiness, which granted to a child with a loving mother: «Мама! – крикнул я, но звука не было. Между ней и мной было стекло. Моя мать медленно шла дальше, не оглядываясь, погружённая в свои прекрасные, заботливые мысли, смахнула рукой невидимую нитку с платья, нагнулась над своей корзиночкой со швейными принадлежностями...Я кричал отчаянно и беззвучно. Я шагал и не двигался с места! Потoki воспоминаний, время любви!» [2: 408].

The limited expansion and metaphorization, symbolization of a mother’s figure occurs in the story “Narcissus and Goldmund” (1930). A priest and an artist dispute about the nature of such phenomena, as art and religion, science and love being, where one man learns life through the prism of high ideas, and the other man understands the death and pleasure as the one thing. «Матерью была Ева, она была источником света и источником смерти, она вечно рожала и вечно убивала, в ней любовь и жестокость были едины, и её образ становился для него олицетворением и священным символом, чем дольше он носил его в себе» [1: v.3: 144]. Interweaving, conscious blending of many symbols in this quote give a ripple effect/ First of all, the combination of names “mother” and “Eve”, which are contrasted in the Christian context, as the usual, traditional associative is “mother – Mother of God” and “Eve – the Fall”. Here the semantic dominant and a common noun – Eve – is interpreted in a very untraditional way: there is no stigma of the Fall, but there is complexity, incomprehensibility and extraordinary power, which can be explained by the polarity of its trends, such as creation and destruction.

Apparently, this huge potential fascinated the author, and the inner view of weary wanderer artist evidenced it: «И всё-таки одно оставалось: вечная мать, древняя и вечно юная, с печальной и жёсткой улыбкой любви. Опять он увидел её – великаншу, со звёздами в волосах, мечтательно сидящую на краю мира; рассеянной рукой обрывала она цветок за цветком, жизнь за жизнью, заставляя их медленно падать в бездну» [1: т.3: 159].

This figure has mythological foundations and infernal coloring. Life (woman, Eve, mother) is Maya, “mother”, patroness of fertile land [4: 158], the love and the joy of love, Maya is a whole life, but, according to ancient Indian mythology, this life is *an illusion* [5: 38]. The figure of Maya is an archetype one; many cultures have a goddess of fertility (Demeter, Isis, Ceres, etc.) and they are connected via the unconscious into a coherent sense of power and ubiquity of life. In this case, on the one hand, we can talk about the impact of the Jung’s concept, his ideas of archetypal symbolism and theory of the collective unconscious. On the other hand, there is the analogy with the works of Friedrich Nietzsche, who looked into life’s eyes and heard from it the following: «Я только изменчива и дика, и во всём я женщина, и притом не добродетельная. Хотя я называюсь у вас, мужчин, *глубиною* или *верностью, вечностью, тайною*». [3: 92] Lifestyle, created by Nietzsche, is speculative, while Hesse’s lifestyle is more concrete, tangible, mysterious and beautiful.

The duality of the female nature allows Hesse and his characters to overcome chilling fear of death, to realize dialectic unity of births and death, their cyclic predetermination: «Я верю, что смерть – это большое счастье, такое же огромное, как счастье первой любви. Я не могу отделаться от мысли, что вместо смерти с косою придёт моя мать, которая возьмёт меня к себе и вернёт в невинность бытия» [1: v.3: 262]. Mother can do the things, impossible for the others – clarification, release from sufferings, and return of happy “childishness” of life.

No wonder that children’s memoirs take in G. Hesse’s works such the important place and one of his philosophical idols Friedrich Nietzsche wrote «всё в женщине – загадка, и всё в женщине имеет одну разгадку: она называется деторождение» [3: 56].

## II. Shapes of sensual love.

Richness of love, its irrationality and unpredictability can both help to understand the phenomenon’s complexity and remind that love is always a door to other world; it is the other dimension, other opportunities and circumstances. “Stereo effect” of love, first of all, consists of the impossibility to capture it for once, describe in one thought or definition, in inability of the person to cope with love as he can cope with anger, laughter, failure or any other feeling. Whoever a man is – Casanova, an artist, a miller or a priest – this or that kind of love (parental, sensual, contemplate or divine) does not avoid him: the opposition of sexes is the cornerstone of life.

The basic form of love is love between a man and a woman – for Hermann Hesse it is the form of full communication of souls when a look, a word and a touch is enough to express all completeness of feelings and thoughts. However, by closer examination, this completeness and wellbeing appear to be the source of metaphysical pain from constant division, continuous war between male and female, existing from world’s origin. Souls of people at all their closeness are not capable for full interpenetration: «У каждого человека своя душа, ей невозможно слиться ни с какою другой. Двое могут повстречаться, говорить друг с другом и быть рядом. Но души их как два цветка, выросшие порознь, каждый из своего корня; они не способны сблизиться, не то им пришлось бы оторваться от корней... Они только посылают свой аромат и свои семена, ...но куда попадёт семечко, это зависит от ветра, а он прилетает и улетает, как хочет». [1: v.2: 51]. Love to a woman sometimes appears to be a deception, a mirage in a desert of reflections about human’s essence and mission, because a woman has too much aspiration to external beauty, household and material business. That is why H. Hesse has wrote about «...пропасть между мужчиной и женщиной, между *да* и *нет*, между душою и телом» [1: v.4: 521]. The bridge of passion, thrown through this abyss, makes a woman be almost almighty person: «Не лучше ли попасть в руки убийцы, чем в мысли страстной женщины» [3: 45]. Different philosophical concepts as Nietzscheanism, Ancient Indian and Chinese philosophy influenced on philosophical and esthetic views of Hermann Hesse about a woman. Hardly it is possible to call the steady associations and characteristics fixed in a gender picture of the world and relating directly to femininity consolatory and complementary for women: *chaos, unpredictability, inability to self-checking, extremism, irrationalism, excessive humility, excessive patience, weakness of will, immoderation*, etc.

In the short story “King Yu” (1929), a woman was the cause of death of the whole kingdom because her husband indulged her weaknesses. The same situation was described in “The Indian biography”, and the destructive character of male’s submission to a female becomes obvious to the reader: «...мужчина в глубине души только зол, а женщина – дурна» и «...у женщины нет ничего невозможного». [3: 57]. Hermann Hesse does not blame women for their disruptiveness:

«она не виновата, она не причина, а жертва, что её красота и его любовь к ней – не её рук дело, что она лишь пылинка в солнечном луче и ...что только он сам должен был отрешиться от женщины и от любви, от жажды счастья...и преодолеть несовершенное в себе тайным путём йоги». [1: v.4: 524].

Moreover, in works of the German writer we can see the lines full of puzzled admiration of woman's hardness and integrity. In the story "Marble Workshop" (1907), a girl commits a suicide because of the unwillingness to marry the unloved person. Her father, the groom, the beloved do not even imagine the deeds the girl is capable for, and the marble workshop of her father is the crypt constructed for the only daughter, a metaphor of male coldness and estrangement. The image of an unusual girl is created in the fairy tale "Iris" (1918), where the bride sets a surprising task for her groom – return to himself and find completeness of life, because their full harmony is impossible without it: «Если мне предстоит жить с женщиной, то его внутренняя музыка должна сливаться с моей в тончайшей гармонии, и сам он обязан желать одного: чтобы его музыка звучала чисто и была созвучна моей» [2: 432].

H. Hesse's thoughts about man and woman confrontation, ways of perception and natures of interaction with the world are closely connected with classics of world symbolism and philosophy, the doctrine about Yin and yang: «Ян есть тепло, свет, мужественность. Инь есть холод, тьма, женственность. Ян есть также и небо, а Инь - земля. Из силы Ян происходит Шен (shen), небесная часть человеческой души, а из силы Инь происходит Квей (kwei), земная часть души. Таким образом, человек, в качестве микрокосма, является и соединителем пар противоположностей». [7:87] If a person is involved in one of the extremes (spiritual or material), it causes the internal dissonance of himself, and balance saving is guaranteed only by Dao's existence. The symbols of man and woman, based on understanding of their contrast, execute the classifying function in creation of the world's model. Polarity demands active, creative interaction of opposites, as it is the creative beginning realization. At the level of culture, a set of phenomena, subjects and ideas can be presented either as man's, or as woman's.

But Karl Jung spoke in favor of free reflection to the maintenance of any symbols, so the symbol is multilayered, fluent and multiple-valued. This way of interpretation of the well-known Ancient Chinese symbol is used by Hermann Hesse, ennobling the opposition of Yin and yang to an antagonism and an incessant dialog of the Nature and Spirit.

### III. Dialog of natural and spiritual in H. Hesse's heritage.

The spiritual category is one of the fundamental positions in art and epistolary heritage of H. Hesse, and the idea of the nature acts as a counterbalance. In the story "Narcissus and Goldmund", the main characters are connected with the world characters-categories-entities inclinations and a way of life. The difference between young men is the same, as between the maternal and fatherly beginning, between soul and Spirit: «Дух любит твёрдое, оформленное, он хочет полагаться на свои знаки, он любит сущее, а не становящееся, действительное, а не возможное. В природе дух не может жить, только вопреки ей только как её противоположность». [1: v.3: 56]. This statement sends us to Christian need to overcome the creature nature and to like the Holy Spirit to reach the God's Kingdom. Not very attentive reader can pay attention only to idea of spiritual eminence and machismo in H. Hesse's works. But there are mentions of certain bisexual entities or characters standing on a side of male and female, uniting both beings ("A steppe wolf", "Narcissus and Goldmund", "Piktor's Transformation", etc.) and the speech goes not about a hermaphroditism here, but about *the visual contrast* of male and female. Especially bright, this illusory antinomy is shown in works of art, i.e. in results of creative activity of a person: «всё подлинное и несомненное, что было создано художником, имело опасное улыбающееся двойное лицо, женско-мужское, где инстинктивное совмещалось с чистой духовностью» [1: v.3: 145].

However, the antinomy perception of the world is the human feature of the world judgment, aspiration to give an assessment to everything, to appropriate the name, to carry to any class, while only two paints cannot color life, which does not consist of top and a bottom, good and evil, etc. H. Hesse understands **conditional and absurd nature of male and female opposition**, their dialectic continuity, determined by simple and unbiased fact: *without both of them* the existence of mankind would be impossible. Therefore, we find surprising semantic intersections with V.S. Solovyov's reflections about entity of love in the stories of the German writer.

The Russian philosopher, in particular, regards love as the only *way of restoration of the person's integrity*: «Любовь есть нечто только благодаря своему смыслу, или идее, как восстановление единства или целостности человеческой личности, как создание абсолютной индивидуальности [6: 56]. Чувство любви само по себе есть только побуждение, внушающее нам, что мы можем и должны воссоздать целостность человеческого существа». Thus division into the male and female appears in "Sense of love" as «...состояние дезинтеграции и начало смерти. Пребывать в половой раздельности - значит пребывать на пути смерти, а кто не хочет или не может сойти с этого пути, должен по естественной необходимости пройти его до конца. Кто поддерживает корень смерти, тот неизбежно вкусит и плода ее». [6: 19]. for this reason, together with the hero of Hesse's story a reader gets into a paradise garden where everything and everybody are capable for transformations in each other, where all forms of life are combined in immeasurable harmony and the surprising beauty reigns and where the main transformation is the one, where Piktor becomes Victoria, both of them become a tree, it becomes a person and a bird, but the main thing is that «в любом обличье он воплощал собой целое, был парой, был солнцем и месяцем, мужчиной и женщиной и вставал на небе двойной звездой». [2: 444]. So the paradise was reached, because the love in understanding of the Russian philosopher and German writer indicates *androgyny of all real* and it is a *way of eternity finding*.

V. Solovyyov treats the problem mainly in a religious key, that, in K. Jung's opinion, points to its exclusive importance: "If any problem is understood "religiously", than, psychologically speaking, it means: "it is very considerable", "it is especially valuable", "in relation to the person in its whole", therefore and to its unconscious (The Kingdom of God, the other world etc.) [7: 18]. It is possible that Hesse calls the Spirit and the Nature the phenomena, that V. Solovyyov calls as the God and the Universe: «Для Бога Его другое (т. е. вселенная) имеет от века образ совершенной Женственности, но Он хочет, чтобы этот образ был не только для Него, но чтобы он реализовался и воплотился для каждого индивидуального существа, способного с ним соединиться. К такой же реализации и воплощению стремится и сама вечная Женственность, которая не есть только бездейственный образ в уме Божиим, а живое духовное существо, обладающее всею полнотою сил и действий. Весь мировой и исторический процесс есть процесс ее реализации и воплощения в великом многообразии форм и степеней». [6:34].

It is obvious that many problems of modern society are connected with power-semantic distortions in relationship of men and women. In society, where the clearness of gender characteristics is not welcomed, where the level of virtualization of the relations between sexes increases, problems with simple reproduction of the population are natural, internal problems of the personality are aggravated to a limit. Therefore harmonization of the systems *parents – children* and *a man – a woman* will naturally entail the positive impulse in the system *the nature – spirituality*, and the beginning of this process is inside each personality.

Complementarity of male and female realized and repeatedly mentioned by the great German writer Hermann Hesse in his art heritage, perhaps, is not only a philosophical problem, but also that universal solution of tasks, different in form and difficulty, which humankind faces today. The rationality of modern society, in fact, led it up a blind alley. Gradual penetration of women into big-time politics and economy only proves that the idea of a saving feminine realized in different models of world art and culture (the virgin, water of life, etc.) becomes more and more actual. Recognition of uniqueness, importance and inescapability both poles (man's and female) each other, cultivation of mutual respect in the interpersonal sphere, failure from the senseless competition in a social field will be opened by huge opportunities and will expand prospects of sociocultural dynamics.

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## USING THE VALUE ADDED INDEX IN INDIRECT TAXATION

**Abstract.** Object of research are problems of formation and the value added taxation, a research objective is development of theoretical provisions and methodical recommendations about the value added taxation in the conditions of improvement of tax administration. The article deals with the methodological aspects of the value added formation from the point of view of foreign and Russian authors. The paper covers the possibility of using value added index for the assessment of the taxation burden of an economic entity. The author gives an expanded interpretation of the added value that can be used when forming the tax base in indirect taxation.

**Keywords:** tax, price, value added, consumption, economic entities, gross domestic product.

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Indirect taxation has a force of attractiveness in many respects: it is a reverse-charge mechanism upon sale for manufacturers and entrepreneurs and a stable source of revenue to the budget system; and in the presence of a set of indirect taxes and differentiated rates for them it is possible to get a progressive and, therefore, a fair method of income taxation of different social groups. M.N. Sobolev says about indirect taxes that these taxes have always been very profitable for the state because they cover items of mass consumption [1]. From a psychological point of view, the growth of direct taxes is always less preferable than an increase in indirect taxes. Since it is necessary to distinguish between the objective (loss of resources for a taxpayer) and subjective taxation burden [2], on the basis of a subjective assessment of the burden of taxes, payers and politicians may prefer 'invisible' indirect taxes to the direct ones. The fact that indirect taxation, unlike income tax, under certain conditions, has minimal negative impact on savings is also can be used in favor of strengthening the role of indirect taxation.

Modern indirect taxes are value added taxes, excise taxes, sales taxes and customs duties. Value added tax (VAT) is one of those taxes that form the structural component of budget revenues and is the least dependent on commodity prices [3]. Value added tax is one of the most difficult for calculation, payment and control on the part of the taxation authorities.

Value added index lies in the basis for calculating the value added tax [3]. When considering the value added index the principles and methods of its formation and taxation are interpreted differently. Modern scientists, considering the mechanism for calculating the value added tax at the level of economic entities, treat the concept of value added as follows: value added is the difference between the cost of sold goods, works and/or services and the costs of material inputs related to production and distribution [4]. Ultimately, the dependence between the rate of the created value added and the amount of its withdrawal to the budget weakens. Insufficient development of the issues of value added formation, methods of its assessment and withdrawal of its part to the budget determine the relevance of this study. This paper presents the principles and methods of value added index formation and their use in taxation.

There is no generally recognized unambiguous interpretation for the nature of added value in economic theory yet. The most common ones are two contradictory theories. The first one is a classical concept of surplus value (Adam Smith, David Ricardo, Karl Marx), according to which the surplus labour of hired workers is the source a new cost [5]. According to the theory advanced (or invested) capital is divided into two parts which have different purposes. One part goes to form the means of production (past labour) and the other goes on wages payments (living labour). That part of the capital, which is converted into the means of production, i.e. in raw material, auxiliary materials and instruments of labour in the production process does not change the value of its

cost. On the contrary, the part of the capital, which is converted into labour power in the process of production, changes its cost. It reproduces its own equivalent and, moreover, the surplus, surplus value [5]. Accordingly, it is recognized to distinguish the necessary labour (the equivalent of the cost of labour) and the surplus labour (the equivalent of surplus value).

In accordance with the other concept (Jean-Baptiste Say, John Bates Clark) labour, capital and nature are involved in the creation of cost. According to the factor model the following factors Nature, Capital, and Labor are involved in the formation of a new cost. Value added is formed by the repeated multiplication of past labour, or rather by its intellectual part, embodied in capital and production potential of a person, plus the cost of nature extracted by living labour.

Goods usually go through several stages of manufacturing and sales before they get to the end consumer. In the production of goods (works, services) the cost of the consumed in the production process fixed assets, intangible assets, labour costs, producer's surplus is added to the original staples of production (raw materials, supplies). Newly created cost added to the cost of the acquired material resources is value added. The price of goods (works, services) is formed taking into account the abovementioned items. In general, value added is the market price of the total output produced by a company minus the cost of the consumed raw materials, purchased from a supplier.

Russian statistics determines the value added index by means of a calculation at the macrolevel. At the microlevel (in the practice of accounting or tax accounting management at enterprises and institutions) the value added index is not calculated. In the System of National Accounting (macrolevel) GDP index when calculating it using production approach, is estimated as the sum of gross value added in all sectors/industries of economy plus net taxes on products, which include VAT, excise taxes, customs duties; the term 'net' means that the subsidies on products are already withheld, i.e. the value of the gross domestic product is equal to the sum of macrolevel value added, value added tax, excise taxes, customs duties.

Thus, the sum of gross value added in all sectors is less than the gross domestic product of the country. The gross value added at an industry level is a gross cost output of goods (services) of the industry under consideration less the value of their intermediate consumption.

State authorities in countries with market economy focus on gross domestic product, the amount of which directly depends on the value added produced by enterprises. The amount of the produced value added affects the amount of returns received by economic entities. Thus, theoretically various interests at the micro- and macrolevels of economics are in harmonical unity.

Value added at macrolevel is the whole complex of the newly created by all the economic entities of the state value in all sectors of the economy, the value of collective public services and net consumption taxes. Differentiation of these concepts is of great importance for determining the value added part, withdrawn to the budget.

In order to use value added index in indirect taxation, it seems appropriate to distinguish between value added at macrolevel and value added at microlevel describing it as follows: value added at microlevel (of economic entity) is included in price newly created in production process (sale) value related to products sold to consumers, to the produced but not sold end products, to the products which are in the process of the production. At this, value-added index of economic entity is equal to the sum of the above mentioned indexes.

The formation of value added at the microlevel, taking into account production in process and unsold final products, makes it possible to apply the direct method of VAT calculating [6].

Based on the calculation of GDP in terms of revenue and expenditure components of the system of national accounts, from the economic point of view, there are three ways of calculating value added tax [7].

The vast majority of the countries, using the value added tax, calculate value added tax liabilities according to the recovery method (indirect deduction method) [8]. The proponents of this method explain its application by the following reasons:

- firstly, when using this method the incurrence of tax liabilities is closely connected with the moment of conducting an economic transaction, and the invoice is a document confirming it;
- secondly, the application of this method facilitates tax control and allows arranging cross-checks;
- thirdly, only this method allows collecting VAT at several rates;

– fourthly, the recovery method suggests using any tax period, while the accounting balance-sheet methods allow calculating tax liabilities only for the period of submitting accounting reports, that is their main disadvantage [8].

Imputation mechanism, which allows avoiding negative cascading effect of the accumulation of indirect tax in the price of goods at their multiple resale, differs VAT from other indirect taxes.

In case value added tax functions as consumption tax, the ultimate price paid by a consumer for goods, should be equal to value added at all the stages of goods production and sale. For VAT as consumption tax, the volume of retail sales will be the basis for imposition of VAT at macrolevel. Thus, if VAT has a form of consumption tax, its amount is equal to retail sales tax, collected by installments at each stage of production process and sales. The main difference is that the tax is withheld once at the phase of realization of goods to a final consumer, which is a disincentive factor for retail sales development.

The cost of goods sold in retail, exceeds the value added in the production process and realization of these goods in the country. When selling goods for export directly opposite problem turns up: the value added in the country of production is not included in the amount of retail sales, that is why, the amount of the value added in the country exceeds domestic retail sales.

With regard to the budget losses due to value added and sales tax evasion, it is believed that the budget losses are higher due to value added tax evasion than due to sales tax evasion, but the probability of early detection of these abuses is also significantly higher [9].

On the other hand, the possible VAT evasion in quantitative terms should be lower than single-stage retail sales tax evasion, due to the fact that the payment of the amount of tax on the entire value added is distributed by stages of operating cycle in the production process of goods (services). This leads to the fact that one VAT evasion causes only a loss of a part of the total amount of tax for the state budget, while the fact of single-stage retail sales tax evasion does not allow replenishing the entire amount of applicable tax liabilities to the public treasury [10].

Value added index can be used for assessment of the tax burden of an economic entity (microlevel). The method of assessing the tax burden of an economic entity using value added index allows determining the amount of value added created by an economic entity and given to the state. The value added created by an economic entity can be considered as its income and, hence, as a source for paying taxes. When using this method of assessing the tax burden of an economic entity, value added index allows averaging tax burden assessment for different entities and ensuring its comparability.

The existence of the problem of choosing between the value added tax and sales tax can be explained by the absence of enacted at the legislative level effective measures to prevent illegal inclusion of the tax deductions, which encourages the growth of VAT claimed for reimbursement from the budget [11].

Thus, the transition to VAT payment according to the destination principle, the tax base is reduced to final consumption of home economics and government non-salary expenditures on goods and services, i.e. becomes equivalent to the retail sales index. When calculating value added at microlevel it is necessary to distinguish between the concepts of value added related to products sold to consumers, value related to produced but not sold end products, the value added related to the products which are in the process of the production. The formation of value added index at microlevel will allow reliable determining of the taxable turnover for value added tax and simplifying the methods for tax calculation.

When calculating the tax payable to the budget from the amount of value added related to sold products, under elastic demand, the tax burden is shuffled off on a consumer, lowering the tax burden on economic entities.

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## CRIMINAL "FACE" OF MINOR PROSTITUTION IN THE CONTEXT OF DEVELOPMENT OF CRIMINAL-LEGAL MEANS OF ITS EXTENSION IN MODERN RUSSIA

**Abstract.** Prostitution, being an 'unsinkable' iceberg of the modern criminal environment in the sphere of sexual exploitation of a person, demands radical innovative law-making decisions within effective fight against it at the level of law enforcement agencies. Today in Russia there is the regulatory legal base in the field of counteraction to development of sex services, however, in author's opinion, efficiency of right application of these norms is questionable. The number of prostitutes, especially, minor, grows every day, because victimological aspect of criminal law recognizes them as the victims of the circumstances, compelling to trade in own body. At the same time, the shocking data of official police statistics testify the steady growth of illegal sex trade in Russia that suggests the need for complex revision of the current legislation. The author, relying on long-term researches of the problems, connected with searches of effective measures of criminal and legal fight against prostitution of minors, reflects own vision of a number of questions, caused by scope of research, and makes separate offers on correction of standards of the criminal code of Russian Federation.

**Keywords:** prostitution, minor, criminal and legal means of fight, sex service, punishment, legislation, legal proposition.

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*"God loves people too much to watch indulgently the sins made by them.  
 Each of us has a chance to get out of a hole  
 and if a man passes fire and water, believes in absolute favor of the Lord  
 – only then he will enter the Kingdom of Heaven"  
 (Matfey, 1:05).*

O. Savelyeva marks that "in a civilized society the sexual sphere of life is a subject of legal regulation"<sup>1</sup>. In this regard, Russia is not an exception, possessing various regulatory legal base in the sphere of counteraction of prostitution – to the most ancient criminal phenomenon caused, de jure, by relative freedom, and, de facto, by absolute freedom in relationship of sexes. Today it is difficult to overestimate the negative, antisocial, illegal role, which is played by "paid love" in modern society.

The author notes that development and improvement of the legislation, directed on fight against prostitution, is carried out by the state, both within criminal and legal policy of counteraction of crime, and by entering the amendments into administrative branch of the right.

Nowadays sanctions of articles №240 and №241 of the criminal code of Russian Federation<sup>2</sup> prescribe punishment for the organization and involvement in prostitution. Besides, with receiving

<sup>1</sup> See: Savelyeva O. Dirty porno or winged Eros?//Business lawyer, 2000, No. 9.

<sup>2</sup> The criminal code of the Russian Federation of 13.06.1996 N 63-FZ (an edition of 21.07.2014) (with amendment and additional, in force from 04.08.2014)//Collection of the legislation of the Russian Federation, 09.06.2014, No. 23, Art. 2927.

new tools, namely, with adoption of the Federal law of 28.12.2013<sup>3</sup> №.380-FZ, clients of prostitutes are also criminalized and receiving sex services acts as penal act today.

At the same time, prostitutes, despite criminal and legal “shade” of the profession, have to pay penalty, imposed according to standards of Art. 6.11 of the Code of the Russian Federation on Administrative Offences<sup>4</sup>, that, according to the author, is contrary not only to the trampled norms of morals and to strengthening of measures of criminal and legal responsibility for sexual exploitation (for example, Art. 240.1 of the criminal code of Russian Federation). The question of innocence of “women of easy virtue”, offering the services, was already a subject of scientific interests of the author<sup>5</sup>.

The official statistical data of law enforcement agencies sounded, in particular, by I. Zubov<sup>6</sup> allow saying that approximately every 150th resident of Russia is involved in prostitution. The considerable share take minor young men and girls (the number of minor prostitutes, according to the provided data<sup>7</sup>, hesitates from 150 thousand up to half a million now).

As authors of the bill establishing punishment for a pimping believe (organization and involvement in prostitution), “pimps frequently by threats, blackmail and violence involve girls in prostitution and organize harbors”<sup>8</sup>. However, the author is not fully ready to agree with a legislator’s position. On the basis of own data, obtained as the result of the carried-out anonymous questioning, the significant amount of respondents (to 68 out of 100 respondents), first of all, minor prostitutes aged from 16 till 18 years, without third-party coercion, express a consent in prostitution.

It is obvious that today the problem of teenage prostitution reached the apogee, which is already followed by total moral decay of society. With continuous development of computer multimedia, prostitution “mutated” in a new, more sophisticated forms of body trade. So-called, “cyber scopophilia” (the term within the subject of the present paper is introduced by the author for the first time) represents demonstration of a naked body and includes elements of sexual role-playing games for payment with application of means of an erotic industry, without the actual physical contact. Girls and young men pose in front of the web cameras, carrying out client’s wishes, who paid a peculiar sex session, however tactile communication is absent.

In this connection, according to the author, based on the analysis of regulatory legal base in the sphere of prostitution counteraction, including, teenage one, an unsatisfactory picture of almost total absence of a conceptual framework of the studied phenomenon is formed. Therefore, the existing criminal legislation does not contain such categories as “prostitution”, “sensuality” and “pornography”, we do not even mention criminal and legal specifics of these terms in relation to qualification of criminal actions. It should be noted that the author within scientific publications has already paid attention to the specified circumstance<sup>9</sup>.

As L.A. Bondarenko notes, “sexual behavior of young people more often becomes a subject of household and speculative-publicist discussion or is exposed to the criminological analysis, however there are no complex pedagogical and psychological researches of sexual behavior and deviant sexual activity, taking into account gender and age dimorphism”.

At the same time, many researches show that such behavioral deviations as early sexual activity, commercial sex, same-sex communications, are observed even more often among the

<sup>3</sup> The federal law of 28.12.2013 No. 380-FZ "About modification of the Criminal code of the Russian Federation and the Code of criminal procedure of the Russian Federation"//Collection of the legislation of the Russian Federation, 30.12.2013, No. 52 (part I), Art. 6945.

<sup>4</sup> The code of the Russian Federation about administrative offenses of 30.12.2001 No. 195-FZ (an edition of 22.10.2014)//the Russian newspaper, No. 244, 24.10.2014.

<sup>5</sup> Stanskaya A.A. A current state and the directions of improvement of criminal and legal policy of measures of prevention in the sphere of counteraction of prostitution of minors//Modern scientific researches. Release 2 - Konzept. - 2014.

<sup>6</sup> The shocking data of the Ministry of Internal Affairs reported deputies of the State Duma: in occupation prostitution in Russia involved about one million people//“Ekho Moskvu”, 26.01.2013.

<sup>7</sup> In the same place.

<sup>8</sup> V. Sdelano’s sandpipers with loving care: it is offered to strengthen punishment for a pimping//the Russian newspaper. 14.10.2014.

<sup>9</sup> Stanskaya A.A. Problems and the directions of legal counteraction to formation of associative addiktivny sexual tendencies in behavior of female minors under influence of information space//Russia in the 21st century: Economic, legal and welfare prospects of development. MF I LIE of A.S. Pushkin. It is sent for the press – January, 2015.

senior schoolgirls. Moreover, these phenomena quite often considerably influence on personal formation, in many respects breaking processes of socialization, professional choice, formation of traditional family models"<sup>10</sup>.

Modern mechanisms of information exchange in network space, which are the subject of continuous growth and development, in view of the availability of wide audience of various gender and age categories, necessarily, from the author's position, create prerequisites to prostitution development. Especially it concerns minor consumers of multimedia network tools – Internet dating sites, social networks, etc. The system of correspondence between users, “closed” from a public inspection, in the shortest terms technically allows getting the “necessary acquaintances”, which are smoothly passing into secret meetings in in advance stipulated places.

Thus, prostitution gains reserved lines, going to a cyberspace that creates difficulties for effective counteraction to it from law enforcement agencies.

The author believes that the scandalous slogan “sex, drugs, rock-n-roll”, which was once formed tendencies to carrying out leisure of the western youth, gains more dangerous lines in the modern world. Emergence of sophisticated forms of drug traffic (today drug dealers master the Internet for clients' search<sup>11</sup>) plays a significant role in prostitution development as many prostitutes, being drug addicted, unconsciously break the law.

However, this law, according to the author, is too soft in relation to those people, who by their own antisocial example promotes moral falling of society and bear threat for its health. The statistical data shows that 57,0% of the HIV-positive people with the established risk factors of infection, found in 2013, pointed out the use of drugs by unsterile tools as the major factor of risk (2012 – 56,3%, 2011 – 55,8%, 2010 – 56,0%, 2009 – 58,7%)<sup>12</sup>. The author notes that nowadays the similar statistics in the sphere of prostitution is practically absent, because there are no necessary instruments of implementation of their similar account

Nevertheless, according to the data, received by Russian Consumers' Supervision in 2012, 479 women, engaged in prostitution, but not using injecting drugs, had blood tests, which showed that 13% of prostitutes (mainly from Ukraine, Central Asia and Africa), were infected<sup>13</sup>.

Therefore, as the author notes, there is the real need for criminalization of prostitution. However, it does not make any sense to send all revealed prostitutes, especially minors, to places of imprisonment. It is important to begin formation of the combined policy in criminal and legal understanding, where there is real, but not ephemeral punishment and opportunities, from the State, of providing treatment for drug addicted prostitutes and also for those, who undergone sexual violence, or have addictive sexual behavioral tendencies.

It should be noted that today in Russia there is a small amount of specialized medical institutions for treatment of drug addicted prostitutes and centers for psychosexual adaptation (not of advisory, but of complex medical character). For example, in Vladivostok minor prostitutes are located in the social and rehabilitation center “Parus Nadezhdy”.<sup>14</sup>

Nevertheless, by structural elements at the level of Ministries of Health of certain territorial subjects of the Russian Federation make separate attempts; however, there is no systematic work directed on identification psycho- and drug addicted from prostitution persons, according to the author.

For example, similarity of preventive activity in the sphere of medical and social counteraction of prostitution (according to the materials, published on the official site of the Republican center of

<sup>10</sup> Bondarenko L.A. Prostitution of minors as a social and psychological phenomenon//Psychopedagogics in law enforcement agencies. 2014. No. 2 (57). Page 44.

<sup>11</sup> See, for example: Tkachenko E. In Chelyabinsk region two young men//news agencies of "ITAR-TASS" are condemned for sale of synthetic drugs. News of the Urals. 19.08.2014.

<sup>12</sup> Statistical data of the Center for prevention and fight about AIDS and infectious diseases. Access mode: <http://www.medportaldv.ru/?s=9>. Publication: Awareness – a necessary condition of prevention (release is prepared by office of epidemiology of TsPBSIZ of 30.06.2014 according to WHO materials, FNM, DV of the district and regional centers for prevention and fight about AIDS). Date of the address: 05.11.2014.

<sup>13</sup> Information Meddaily Internet portal. Publication: Rospotrebnadzor will count HIV-infected among homosexuals and prostitutes. Date of the publication: 02.08.2013. Access mode: [http://meddaily.ru/article/02aug2013/gse\\_vi4](http://meddaily.ru/article/02aug2013/gse_vi4). Date of the address: 05.11.2014.

<sup>14</sup> See: Minor workers of erotic salon from Vladivostok are sent to the Hope Sail center//“to the Message: Seaside”. Federal State Unitary Enterprise VGTRK State TV and Radio Broadcasting Company Vladivostok branch. 04.02.2014.

Ministry of Health of the Republic of Tatarstan for prevention and fight against AIDS and infectious diseases) is realized within the social work, which is carried out on the minibuses on streets. Employees of "Snizheniye vreda" provide education and training of prostitutes and their clients in less risky sexual behavior, promotion of condoms, carrying out an exchange of syringes among drug-addicted people, extend condoms and literature on prevention of HIV/STD.

One of the methods is involvement of pimps for promotion the methods of less dangerous behavior and distribution of condoms and other materials of decrease in risk of infection among prostitutes on a voluntary basis.

As features of work, life and attitude towards health of drug-addicted prostitutes do not promote health care, medical services are situated near the places of their "work" and accommodation.

First, the specialists in skin and venereal diseases give consultations both in an office, in a bus and in places of their activity. Secondly, there was blood sampling on HIV, hepatitises, syphilis for drug-addicted prostitutes in the bus.

Thus, it was found out that 23% of prostitutes are HIV positive. All of them pass test consultation on HIV prevention. In coordination with city skin and venereal diseases service, prostitutes with syphilis go for treatment to the entrusted doctor in GSMO "Dermatovenereology". Now the same system works in GSMO "Narcology" for treatment of drug-addicted prostitutes<sup>15</sup>.

However, as the author considers, the mechanisms of prostitutes' treatment, realized at the level of medical institutions, are not effective in the field of counteraction to this harmful criminal phenomenon, as they are directed only on protection of physiological health of prostitutes and their clients. Meanwhile, it would be more logical to pay attention to psychosocial aspect of a problem of prostitution, especially among minors.

Stories of minor girls and young men about lack of means and the drinking parents can hardly be considered as objective and reliable information in the context of the a prostitution today. Many prostitutes come to profession, because they want to have a "good" life: expensive cars, elite housing, magnificent foreign rest and other pleasures.

Undoubtedly, modern prostitution promptly changes its "shape" both in external surroundings and in preferences of "women of easy virtue". Today already "it is not trendy" to freeze on the street waiting for clients. It is simpler, according to the minor girl, to have a rich man or two. The same statement concerns young men. Rich women order youn men within the escort services<sup>16</sup>.

Besides, as M.S. Kulikov marks out, man's homosexual prostitution also gains gradual distribution. According to the data, obtained after the scientific researches, "about 2% of total number of homosexuals are engaged in prostitution. Thus it is necessary to consider that this figure is approximate as statistical data on persons, with homosexual orientation and engaged in prostitution, are not presented"<sup>17</sup>.

The similar scheme of the veiled prostitution, when youth actually sells the body not only for money, but also for other forms of material benefit (in the form of expensive gifts, education payment, or rented housing, etc.), generates difficulties in application of Art. 240.1 of the criminal code of Russian Federation. The only way of criminal prosecution of minor sex services recipients is the personal address of persons, rendering similar services that is unprofitable to them.

The material support, or other remuneration, not expressed in a monetary form, paid for the rendered services of sexual character, according to the author, should also be determined as prostitution. Besides, there is no legal formulation of a concept "prostitution" in existing criminal and legal legislation, and the author considers it expedient to carry any form of "the paid sexual contact" as prostitution.

It should be noted that now the legislator pays much attention to policy of formation of criminal and legal sanctions for the crimes, connected with prostitution without paying attention to development of the accurate and uniformly understood criteria of qualification of the considered criminal phenomenon. In this regard, it is reasonable, from the author's point of view, to determine the concept of prostitution in the existing criminal code of Russian Federation as any form of the

<sup>15</sup> Official site of GAUZ "The Republican Center for Prevention and Fight about AIDS and Infectious Diseases of Ministry of Health of the Republic of Tatarstan". Publication: "Technology of prevention among sex workers". Access mode: <http://www.infospid.ru/index.php?cat=sqaeq>. Date of the address: 05.11.2014.

<sup>16</sup> Men on a call/Women's online magazine "Elle.ru". Access mode: [http://www.elle.ru/otnosheniya/psikho/muzhchini\\_po\\_vyzovy/](http://www.elle.ru/otnosheniya/psikho/muzhchini_po_vyzovy/). 09.08.2010. Date of the address: 05.11.2014.

<sup>17</sup> Kulikova M. S. Homosexual prostitution as social phenomenon: history and present//TGU science Vector. 2010. No. 4 (14). Series "Right". Page 143.

sexual contact (and not just “classical” penis-vagina sexual act), which is carried out for material remuneration.

Without development of qualitative theoretical (first, conceptual) base and its competent introduction in standard legal support of criminal and legal counteraction of prostitution effective fight against this evil is impossible. In present time, in the lack of accurate qualification of this or that form of prostitution in the legislation, it is not possible, or is the extremely difficult, to call perpetrators to account. Sensitivity in aspect of ethics standards and morals on the questions connected with definition of key legal categories of prostitution is not pertinent as the urgent need ripened “to call things by their proper names”, because the main aim is health and psychosocial wellbeing of children and teenagers.

What is the efficient way to struggle prostitution and to grow up physically and moral healthy youth with family values, aspiration to science and creativity, continuous personal development and improvement?

First, it is important to consider all nuances of the criminal and legal nature of this criminal phenomenon. The author categorically does not agree with a position of the famous psychologist and psychotherapist, specialist in family problems R. Garifullin, who safely declares that “for me as for the scientist-psychologist, the concept ‘prostitution’ does not exist ... Any woman has the subconscious program on survival. It is the nature, against it you will not go. At a certain stage the woman is ready to offer everything – to feed the child, to pay for housing, to pay off with debts, credits”<sup>18</sup>.

Subconscious reflex sets of stereotypic behavioral tendencies push the person to the animal beginning, at all sweeping aside all concepts about morals, law and order. And if you do not to develop yourself as a personality towards education, enrichment of an inner world by cultural and moral values, aspirations to scientific and creative heights, degradation is inevitable. Besides, lack of appliances to existence should not be motivation to a choice of exclusively easy money at all – to rendering erotic services. Now, according to official statistics, in Russia there is no deficiency of workplaces, everyone, proceeding from the level of educational abilities, professional skills, experience, state of health and personal preferences is able to get a job and, thereby, to ensure the family by worthy earnings. As the Deputy Prime Minister of the Russian Federation for social problems O. Golodets notes, “Today there is lack of personnel. We have 1 million 500 thousand vacancies and 1 million 200 thousand unemployed”<sup>19</sup>.

High quality updating of cultural components of modern activity of society has to become one of the major directions in the field of counteraction of prostitution of minors, according to the author. Here also can be referred the dethronement of “cult of sex and violence”, strongly created by modern literature, photo and movie art, and also establishment of effective control behind distribution to the Internet of materials of erotic and pornographic character for the purpose of their timely identification and exposure of the guilty enters. However, sexual relations have to be under control, first of all, by individuals. In this connection, the perspective direction is the active family policy, social promotion of family values, care of carrying out leisure by youth, – it is important to provide moral improvement of youth in the risk group, dreaming of beautiful life without any efforts.

Other important step of legal character is criminalization of prostitution. The domestic legislator does not cease to surprise with unusual “innovative” approaches to formation of a legal framework of fight against the studied phenomenon.

Therefore, now the chairman of Committee on questions of family, women and children E. Mizulina, being one of the developers of the bill of elimination of administrative responsibility for prostitution, considers that “minors cannot be punished for prostitution. They are victims! In this case it is more correct to consider teenagers as the victims that also meets the international standards”<sup>20</sup>. Besides, Mrs. Mizulina notes “now in the administrative code it is said that prostitution penalty is set for the person, who reached 16 years. The minor can be punished for prostitution. This punishment in turn contradicts the Convention of the Council of Europe on protection of children from sexual exploitation and sexual violence. ... So, on the one hand, we criminally punish clients of minor prostitutes and, on the other hand, we punish the children – by penalty”<sup>21</sup>.

<sup>18</sup> To love or pay?//Rosbalt, 26.06.2010

<sup>19</sup> Golodets: The number of workplaces in the Russian Federation exceeds number of the unemployed//Rosbalt. 07.02.2013.

<sup>20</sup> See: Kozlova of N. Nevinovnye on age//the Russian newspaper. 14.01.2014.

<sup>21</sup> In the same place.



It turns out that if the minor, rendering erotic services for material remuneration, made the choice independently, the state is ready to recognize him as the victim of circumstances that sounds not only absurd, but also contradicts the common sense. Proceeding from this logic, minor prostitutes can "work" absolutely with impunity, actively promoting moral falling of society. The only way is to legalize same-sex marriages and to reduce age of marriage.

The present prostitution in Russia is beyond the law. The lawyer from Tolyatti D. Tretyakov organized own enterprise of escort services and submitted the claim to the Samara arbitration court. Tretyakov demands from officials and legislators to develop regulatory base for rendering sexual services and to decriminalize the organization of prostitution. He motivates it with desire "to bring this business out of a shadow that these women should have same rights, as other workers, pay taxes, have pensions, sick-lists, paid holidays and protection against an arbitrariness of any pimps and inadequate clients"<sup>22</sup>.

After the above-stated points of view on a prostitution problem in general, and minors, in particular, there are serious fears because of similar amendments of the current legislation (mainly, the criminal and legal sphere) prostitution will stop being the criminalized act. Earlier in scientific researches of minors' prostitution problems, the author puts forward the point of view, concerning the possibility of legalization of this phenomenon by analogy to many developed European countries.<sup>23</sup>

However, according to the author, it is hardly possible to realize this idea in Russia hardly, owing to promptly changing priorities in views of inhabitants and positions of legislators. The aspiration to full innocence of the minor, rendering sex services and, at the same time, criminal penalty for the person receiving these services, generates a certain imbalance in understanding of essence of regulatory function of the right. What punishment should have a person, receiving sex for money and being a minor himself? How to distinguish single sexual contact from systematic rendering of erotic services?

Answers to the matters, according to the author, is possible to receive only by strengthening the legal measures of fight against prostitution, as the antisocial criminal phenomenon. It is necessary to criminalize prostitution, according to the author, today. It is important to cease with a pity to "unfortunate children, became victims of circumstances", because all the modern generation does not know pity (as O. Afanasyev marks out, it is frequent to the crimes committed by minors, such lines, as excessive, nothing motivated cruelty are inherent<sup>24</sup>).

Certainly, this offer has to concern to the "children", who consciously chose paid erotic services as an earning source. For those teenagers, who was violently involved in prostitution, or involved by deception, blackmail and other illegal ways, it is represented to draw an analogy to measures of criminal and legal counteraction to human trafficking. Questions of differentiation of voluntary and compulsory participation in prostitution have to play an important role in the correct qualification of act. Moreover, if punishment for the minors, who are engaged in prostitution on coercion, can be limited to the placement to the specialized rehabilitation center, and if necessary, in medical institution. "Prostitutes on belief" have to bear responsibility fully (for example, in the form of a penalty, or restriction of freedom).

Based on the arguments stated above, the author suggests entering in the existing criminal code of Russian Federation of Art. 240.2 "Prostitution" and to state it in the following formulation: "Prostitution, single or systematic rendering of sexual character services for material remuneration, is punished by a penalty in the amount of 40 to 80 thousand rubles, or the room in specialized medico-rehabilitation institution. The same act, made repeatedly, is punished by restriction of freedom for a period up to 2 years". Besides, from the author's point of view, it is necessary to bring in the offered norm specification that the age of criminal prosecution under this article comes from 14 years.

<sup>22</sup> "Business deeply personal". The lawyer from Tolyatti demands to legalize prostitution and a pimping//the Internet portal "Lenta.Ra". 09.09.2014. Access mode: <http://lenta.ru/articles/2014/09/09/prostitution/>. Date of the address: 05.11.2014.

<sup>23</sup> Stanskaya, A. A., edging. *jurid. sciences, dots. Prostitution of minors - a social and legal problem of society* / A. A. Stanskaya. Association Legal center. - nauch. - prakt. prod. - SPb.: Legal Press center, 2005. - 326 with: tab.;

<sup>24</sup> See, for example: Afanasyeva O. *Prestupnost of minors*//Informative. 2013. No. 10.

Unfortunately, according to the author, presently only "Draconian laws" can make an effect. The modern youth often goes beyond all legal limits, without perceiving the well-known statement of Ch. Montesquieu "everything is authorized that is not forbidden by the law"<sup>25</sup>.

Post factum. It should be noted that the happy future of youth, filled with the joyful moments, pleasant impressions and positive emotions, the future in which such familiar concepts as family, love, diligence do not play a role of "hackneyed" clichés, but are the basis of human being. Future without dirt, platitudes and loathing, caused by prostitution, is in hands of teenagers. In addition, in the direction they should take many steps on the way to a celebration of provisions of the law and morals in everyday life as that is demanded from them by the modern many-sided civilized world.

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## THE ROLE OF FOLK COSTUME IN THE CONTEXT OF THE YENISEI REGION SONGS

**Abstract.** The paper attempts to systematic coverage of folk costumes and songs of the Yenisei region. The main attention is paid to a Siberian traditional costume, which is important for understanding a stage image of folklore performers.

**Keywords:** Russian folk costume; clothes; fabric; tradition; folk songs; the Yenisei region.

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A Russian folk costume is a significant part of national culture in breadth and depth of relationships and the richness of its expression. Figurative and stylistic structure of a national costume visibly reflected religious and magical, ethical and aesthetic ideas of the people, its temperament and character, level of spiritual and material culture.

A traditional costume as a folk and song art is an extremely rich and manifold phenomenon.

Collecting and studying of ethnographic material began only in the second half of the XIX century. Up to 40-50-ies of XX century Russian peasantry carried the ethnic specificity of the Russian people. A.P. Shchapov and S.S. Pashkov revealed the depth of culture and life of the Russian Siberians.

V.S. Arefeva and A.A. Makarenko studied a song theme in the traditional culture in the XIX century, F.F. Bolonyova, A.M. Mehnetsova – in the second half of the XX century. N.A. Novosyolova, K.M. Skoptsova, N.A. Shulpekova devoted the researches to the song theme in the Krasnoyarsk Region. The results of the researches are of a great interest from both scientific and practical points of view.

A Siberian traditional costume and folk songs have a clear differentiation, associated with the peculiarities of land settlement, located to the east of Kamen' (the Urals). The Russian population of Siberia can be divided into the old residents and re-settlers of the second half of XIX–early XX century by the difference in culture and dialects and time of resettlement. The end of exploration of the Priyenisian Krai formed a constant population, adapted to local conditions. On the one hand, these people maintained the “precepts of ancestors” and, on the other hand, they had to adapt to present conditions.

Old-residents appeared in the XVII–XVIII centuries and the national structure of settlers varied greatly. A North-Russian type of people predominated, what influenced on both national costume and single musical and ethnographic phenomena having with great stylistic features of community.

Re-settlers appeared in the Russian settlements in the XIX–early XX century. There are western Russian, central Russian and northern Russian stylistic directions, which combine the traditions of disparate communities with their original culture.

A Russian folk costume is an important mean of education. In those days, it was one of the elements of public education, as traditions, feasts, folk philosophy, ideology, folklore, neatness and beauty were educational elements of a folk culture. A folk costume is a source of creativity, factor of artistic, aesthetic, ethical attitudes and outlook; it was a proof of creative abilities and capabilities of the Russian people.

As a form of art, a Russian folk costume had a syncretic character, as it was an integral part of ritual syncretism, which also included such forms as song, dance, instrumental melodies, games, works of verbal poetry, ritual and household attributes.

Great song traditions of the Russian people have their roots in the distant past. The main feature of the folk music of the Yenisei Region is the variety of diverse musical styles, due to a complex process of formation of the different historical and cultural groups of the Russian population in the region. Songs depicted social and personal aspects of life reality – family relationships, manners and customs.

Siberian folk songs is a complex and ambiguous phenomenon in all its forms: historical, genre and ethnic. Both folk costume and Siberian folklore are poorly studied, as in past times collectors interested in clothing and folklore of indigenous peoples of Siberia.

In the XIX – early XX century peasants of the Yenisei Region produced clothes from homemade fabrics. In different parts of the Yenisei Region clothing was made of wool, hemp and flax.

The analysis of texts gives grounds to assert that round dance songs mounted in the folk processing knowledge in a word, and gaming activities helped developing work skills, needed for the younger generation to grow in a particular culture.

Rough and thin, harsh and bleached canvas was made from Linen. Cultivation and postharvest processing of flax were the most labor-intensive processes. Many songs describes a strict sequence of all operations of a labor process - sowing, weeding, “bran’ie” (harvesting), threshing (side-stepping), retting, beating, scutching, carding, spinning, weaving and sewing.

*Уж мы шили, мы шили ленок, / Уж мы шили приговаривали, / Да чуботами приколачивали, / С боку на бок поворачивали: / – Ты удайся, мой беленький! / Зворотися, дружок миленький, / То-та лен, белай лен, / Диво на горе, чудо на крутой. / Уж я сеяла, сеяла ленок, / Я сеяла, приговаривала, / Обутами приколачивала: / – Ты удайся, удайся ленок, / Ты удайся, мой беленький ленок! / Я полола, полола ленок, / Я полола приговаривала, / Обутами приколачивала... / Уж я дергала, дергала ленок, / Я дергала, приговаривала, / Обутами приколачивала... / Уж я стлала, я стлала ленок... / Я сушила, сушила ленок... / Уж я мяла-то, мяла ленок... / Я трепала, трепала ленок... / Я чесала, чесала ленок... / Уж я пряла-то, пряла ленок, / Уж я пряла, приговаривала: / – Ты удайся, удайся, ленок, / Ты удайся, мой беленький ленок!*

*Меня мама ругала, лён прясть заставляла. / Я ботиночки обула, на вечерочку удула, / Хоровод водила, эх, хоровод водила.*

In the late XIX – early XX century there was a transition from traditional clothing, manufactured mainly from homemade fabrics, to a new type of clothing, mainly made from purchased fabrics.

According to the studies of G.S. Maslova, L.M. Saburova, Siberia clothing was made of such factory fabrics, as -satin, velvet, fustian, baize, bursitis, calico, dub, dalemba, camlet, damask, kanfa, cashmere, rindyak, muslin, kitaika, calico, beet, calico, moleskin, nanka, obyар, brocade, pestryad, sermyaga, calico, stamed, broadcloth, taffeta, damask, fanza.

*Молодой парень ко девушке ходил, / Он не так ходил – гостиночки носил, / Шаль атласную, шаль атласную, / Шаль атласную на право плечо клал.*

*А на шейке платок, ровно аленький цветок, / Во кармане другой – батистовый, голубой.*

*Эх, мамка, я Ваньку люблю, да, / Кашамиру на рубашку куплю. / Уж, я вырежу косой вороток, / Насажу я сорок пуговок в рядок. / Насажу я сорок пуговок в рядок, / А сама стою, плачу у ворот.*

Yeniseisk strengthened the role of a leading center of crafts and trade. The August Fair Eniseyska attracted hundreds of Russian, Siberian and some foreign merchants. Merchants with Chinese goods arrived here. Mangazeya furs were also presented on the fair. “By this time merchants from Tobolsk arrived in Yeniseisk ... They mainly brought Russian goods: yuft, cloth, canvas, boots, various Russian fabrics ... shoes ... Krasnoyarsk merchants visited the fair in Yeniseisk ... and fishers from both ends of the Yenisei” [3, p. 78].

Almost all the adult population of huge Turuhansk in the Taimyr Region visited the June Fair in Turukhansk. The main item on the fair was furs: sable, squirrel, blue foxes, bears, glutton, foxes, and white wolves.

*Он уехал во степь степовать, / Он уехал лисиц добывать. / Девушкам на шубочки, / Расхорошим на юбочки.*

The word «степовать» means (in Siberian) to hunt wolves and foxes on shallow snow in the steppe. Fur skirts of the Siberians is a local feature of clothing that cannot be found anywhere else.

*Охотнички рыщут, черна бобра ищут. / Хотят бобра бить, хотят застрелить. / Маше шубу сшить, бобром опушить. / Опушка боброва, Маша чернброва.*

Both women and men wore woolen, broadcloth and homespun stockings. In the winter, they wore fur stocking: “kulemishki” – stockings of dog fell, “losinka” – elk stockings, “pup’iri” – stockings of calf or sheep fell.

*Мне не жаль башмачка, / Жаль бумажного чулка. / Мне бумажные чулочки / Сударь-батюшка купил, / Сударь-батюшка купил, / Друг сердечный подарил.*

*Ванюшка мой, миленький мой, / За что ты журишь, за что ты бранишь, / Или ты мне, чулочки купил, новенькие средил.*

Some songs saved the detailed descriptions of men's suits, their colors and traditional additions:

*На них шапочки собольи, верхи бархатные, / Еще смурые кафтаны кумачом подложены, / Астраханские кушаки полушелковые, / Пестрядильные рубашки с золотым галуном.*

*Голубой на нем кафтан, / Полы дуются да раздуваются, / Коленкорова рубашка алеется, / Коленкорова рубашка алеется.*

*Из широкой да из долины выезжает купчик, / На купчике рубашечка тонка полотнена, / На купчике рубашечка тонка полотнена, / Тонка, тонка полотнена, бела волокнена, / Тонка, тонка полотнена, бела волокнена, / Что не мать ему шила, не сестра кроила, / Что не мать ему шила, не сестра кроила, / Ему шила-вышивала купеченска дочка.*

Humorous and dance songs were mainly about a daring good fellow. The song “Ах, как по мосту-мосточку” also mentions a young man’s outfit:

*Ах, как по мосту-мосточку, по калиновому, / Уж как шел-прошел детинка, голубой на нем кафтан, / Полы машутся, раздуваются, / Миткалинная рубашечка белеется, / А на шейке-то платок - словно аленький цветок, / А в кармане-то другой - итальянский голубой. / Ему сшила-подарила красна девица-душа, / Красна девица-душа, Авдотьюшка хороша.*

The attitude to a hero is usually transmitted through his ambience, décor and clothing, which are usually hyperbolically glossed. Shirt is described as:

*Тонк, тонка полотнена, бела волокнена.*

Much of the clothing was kept constant both in whole and part descriptions of individual elements and parts of the Siberian clothing.

*...он надел: рубашку из паутинки, / Да штанишки из холстинки, / Душегрейку на пуху, / Да и шубейку на меху. / Обул красные сапожки...*

In the middle of the XIX century, such phenomenon as “couple” (skirt and blouse) appeared in the Yenisei Region folk. For a long time couple was a festive costume of young women and girls. Later it became clothes of girls, promised in marriage, due to the tradition of careful attitude towards the elegant clothes, which was rarely worn and handed down.

Made of a single material, it was often called “dress”. But when the fashion to sew skirts and jackets from different materials had established, the names “skirt” and “jacket” became widespread. Couples were satin, cashmere, worsted, rep, and satin, what depended on the wealth of people. The age of a woman was also taken into account. Girls and young women enjoy bright, colorful fabrics; mature women sewed couples from dark colored fabrics. Both girls and women had the same cut of couple – long cut, reaching heels.

At the end of the XIX century, under the influence of the mines the ankle length dress became widespread. They were tight in the waist, with puffs, ruffles, collar, cuffs and yoke and often made of black velveteen or satin. Girls and young women usually wore them. Fashion women sewed dresses with ruffles – “капоты” or “холодаи”, covering feet. Frill) was at the hem in two or three rows [5, p.161].

*Шкатулочка новобронз(ы)ваяя. / Ой, да я давно в тебе не бывывала. / Я давно в тебе не бывывала. / Ой, да светло платье не надёвывала. / Светло платье не надёвывала. / Ой, да потеряла трое золотых ключей.*

*– Ты прощай, моя щельмова, / Я куплю тебе обновку. / В сегодняшний день, / В теперешний час: / Черну шаль с кистями, / Две косынки с кружевами, / Платье с фонборой, / Носи щеголяй.*

The Siberians often wore tied kerchiefs. They were both triangular and quadrilateral: scarf was made of silk or calico and flirt was made of silk. Many kinds of knitted scarves were made of wool: fayshonka – a knitted scarf, podshalok – a shawl from “worsted wool” and others. Depending on the season, shawls were made of wool, chintz, silk and linen. Bezument or podvyazalnik were kerchiefs, folded in a band. There were many other hats: bonnet – a silk kerchief with fur; krasota – a strip of silk on a frame; kruglyash and malakhai – a casual fur hat; nakolka – a kerchief of silk on

a frame, chebak – a brocade hat with fur. Some hats were knitted from yarns by openwork viscous: cap “beleviy”, setka – a piece of colored thread, nazatylnik. According to S.M. Kazadaeva [2], the Siberians covered their heads by “nametka” (a piece of cloth from expensive imported fabrics, decorated with colored embroidery). Girls also wore festive decoration – “lenti”, composed of a bundle of colored ribbons.

*Свашенька, да молодая, да молодая. / На плечах ее шаль расписная, да расписная. / В косах лента, ой да голубая, да голубая. / Кофта белая да шелковая, да шелковая. / На ногах ботиночки шевровы, ой да шевровы. / Каблочки лакированы, новы, ой да новы.*

*Красна девка без шеленки, без шали.*

*За косынку ухвачу, / Алу ленту выплету, / Люли, люли, выплету, / Я на память положу.*

Today, the performances of folk groups open slightly rich diversity of folk songs, dances, tunes and traditional peasant costumes. Separate professional and amateur theatre collectives have been striving for the most complete reconstruction of folk art traditions, including, the suit. However, performers have different points of view on the problem.

The researcher of folk art M.A. Nekrasova wrote “The folk costumes are the past, living in the present and looking to the future by their dream of an all-time culture ... This cultural memory of the people is inseparable from the deepest aspirations of modernity” [4, p. 116].

Thus, folk song and folk costume fix some certain experience and folk wisdom. In the current environment, folklore is an elitist art, requiring the deepest knowledge in local and regional history, ethnography, music and language.

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