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## INTERRELATION OF BIOCHEMICAL AND PSYCHOPHYSIOLOGICAL PARAMETERS OF STUDENTS WITH THE LEVEL OF VEGETATIVE REGULATION OF THEIR ORGANISM

### Abstract

The purpose of our work was studying of interrelation of the level of vegetative regulation of students' organism with their biochemical and psychophysiological parameters, and also success of education in higher education institution. The established interrelations between the existence of syndrome of vegetative dysfunction (SVD) and the degree of its intensity with indicators of health, of well-being, a psychoemotional state and workability of students allow to recommend the questionnaire method of identification of SVD in mass hygienic researches for the characteristic of the level of general nonspecific disadaptation of various groups of the population.

### Keywords

syndrome of vegetative dysfunction, psychophysiological parameters,  
biochemical parameters, students' health

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### Introduction

The problem of functional psychosomatic disturbances gains great significance for students that is connected not only with age formations of psychovegetative pathology, but also to an educational factor which in modern conditions is followed by daily intellectual and emotional overstrains (Belik et al., 2014; Belik et al., 2015; Nazheva, 2016). The symptoms of vegetative dysfunction reflect the degree of intensity of adaptive processes in an organism, that is indirectly point to expression of a chronic stress and disadaptation degree to it (Belik et al., 2015; Belik et al., 2016). Accordingly identification of various indicators of functioning of an organism which could be considered as early indicators of a vegetative dysregulation and a stressful disadaptation of students is seemed actually.

**The purpose of the paper** was studying of interrelation of the level of vegetative regulation of students' organism with their biochemical and psychophysiological parameters, and also success of education in higher education institution.

### **Materials and Methods**

140 almost healthy first and second year students of the Rostov state medical university aged from 17 years to 19 years were surveyed on the basis of department of the general and clinical biochemistry No. 2. We examined 74 first-year students and 66 second-year students.

For identification of a syndrome of vegetative dysfunction screenings by means of "The questionnaire for identification of signs of vegetative changes" were conducted (Veijn, 2003). The questionnaire includes 11 questions which in points characterize manifestations of dermal vegetative reactions, disturbances of a vegetative regulation of heart, respiratory and digestive organs, cerebrovascular regulation, and also reveal increased fatigue and sleep disorders. The existence of the syndrome of vegetative dysfunction (SVD) at students was defined at a score from 15 and more.

The modified questionnaire of G.A. Goncharova was used for evaluation of a state of students' health (Goncharova et al., 1997). Manifestations of asthenic, neurotic, cerebro-asthenic, hystericalike, psychasthenic, patocharacterological syndromes, and also some symptoms of disturbance of functioning of ENT organs, cardiovascular, alimentary, genitourinary and immune system were determined quantitatively in conditional points in the form of the integrated coefficient (IC) by this method. Each of symptoms was estimated in points on the frequency of its manifestations (seldom - 1 point, frequent - 2 points, constant - 3 points) and on force of its expression (weak - 1 point, moderate - 2 points, strong - 3 points).

Psychoemotional intensity of students was studied by the test of state and trait anxiety suggested by Ch.D. Spilberger (Stoljarenko, 1999). The following approximate estimates of anxiety were used: to 30 points - low, 31-44 points - moderate; 45 and more points - high.

For the purpose of a hygienic assessment of influence of psychological factors of education on a state of health of students we used the test WAM (Stoljarenko, 1999) for evaluation of well-being, activity and mood at surveyed.

One of the main criteria reflecting the change of a functional condition of students' organism is the mental working capacity. The method of correction task of V.Ya. Anfimov was used to an evaluation of mental working capacity in dynamics of education. The test was carried out with Anfimov's tables by the standard technique within 2 minutes (Kuchma, 2010). Results of correction task were estimated by quantity of the signs seen by students, number of the made mistakes in terms of 500 signs, and an integrated indicator - the efficiency of correction task (ECT).

The rate of switching of attention was estimated by means of Shulte-Platonov tables (Kuchma, 2010). For this purpose students were offered to show for time (in seconds) in the table in the order of digit (only red or only black) from 1 to 25, calling them aloud.

The psychological structure of the person of students was investigated by means of the reduced multifactorial questionnaire for research of the person (RMQP) (Stoljarenko, 1999). It contains 71 questions and 11 scales, 3 of which are estimative. High marks on all scales are the estimates exceeding 70, and low - lower than 40.

Besides the level of middle-mass molecules (MMM), quantitative content of nucleic acids and uric acid were determined in saliva of students.

Saliva was collected in 20 minutes after rinsing of a mouth by the distilled water. All biochemical researches were conducted in the morning on an empty stomach.

Rising of the level of MMM in the conditions of an emotional stress can be considered

as compensatory reaction of an organism to a short stress (Avetisyan, 2003) as MCM of protein nature can include antioxidative substances in the structure. The principle of a method of definition of MMM in saliva consists in a deposition by 15% trichloroacetic acid solution of particulate proteins with the subsequent detection of the eluted fractions with lengths of waves from 240 to 300 nanometers (Pustovalova, 1999). The level of MMM was expressed in units quantitatively peer to extinction indicators. On the basis of the received values of extinction we plotted spectrograms. The partition coefficient of MMM ( $K_{mmm}$ ) was counted as the relation of the level of MMM measured in ultra-violet range at a wavelength of 280 nanometers to level of MMM at 250 nanometers.

The quantitative content of nucleic acids in saliva was determined by the method of A.S. Spirin in L.M. Pustovalova's modification (Pustovalova, 1999). The method is based on extraction of nucleic acids by a hot perchloric acid with the subsequent definition of absorption by solution of ultra-violet light at 270 and 290 nanometers.

Uric acid was determined by a spectrophotometric method (Pustovalova, 1999). The principle of a method is based on light absorption measurement by a protein-free filtrate of saliva at a wavelength of 289 nanometers.

The results of researches were analyzed taking into account students' performance which was estimated by results of passing an examination and academic ranking. Students were conditionally divided into 2 groups: low-performing students and high-performing students.

Statistical processing and analysis of data were carried out by methods of variation statistics by calculation and comparison of arithmetic-mean values, definition of frequency and structural characteristics; reliability between groups of comparison was estimated by Student's t-test. In work elements of the correlation analysis by a method of the moments of Pearson made in the module of the Statistica 6.0 program were also applied. Significant results with the size of a statistical mistake ( $p$ ) less than 0,05 were accepted (5%).

## Results

SVD was revealed at 78% of examined students. The correlation analysis showed that SVD correlates with sex of students ( $r=0,35$ ): SVD at girls was found significantly more often than at young men.

In the analysis of results of research of SVD depending on academic ranking of students it was revealed that among low-performing students the share of persons with SVD was slightly higher ( $83,3\pm7,8\%$ ), than among high-performing students ( $74,2\pm8,0\%$ ), however these differences weren't significantly ( $p>0,05$ ). At the same time, indicators of the current performance at students without SVD were significantly higher in comparison with students with vegetative dysfunction ( $3,96\pm0,37$  against  $3,30\pm0,15$  points;  $p<0,05$ ) that is confirmed by existence of negative correlation relationship between academic ranking of students and existence of SVD at them ( $r = -0,52$ ). Results of examinations were also significantly higher at students without symptoms of vegetative dysfunction in comparison with students with SVD signs:  $3,58\pm0,40$  against  $3,24\pm0,18$  points respectively ( $p<0,05$ ). The return correlation between an examination mark and existence of SVD ( $r = -0,45$ ) was also observed. And, the degree of intensity of SVD in points at students was higher, the progress indicators - an academic ranking ( $r = -0,42$ ) and results of examination were lower at them ( $r = -0,48$ ).

An average frequency of diseases in a year at students with SVD had significantly higher ( $240,0\pm14,8$  against  $175,0\pm23,8$  cases on 100 students without SVD), and indicators of a pathological prevalence were rather higher ( $90,0\pm9,1$  against  $75,0\pm15,6$  cases on 100 surveyed). Existence of strong direct correlation relationship between the frequency of diseases and the degree of expression of SVD at students ( $r=0,79$ ) was established (table



1).

**TABLE 1. COEFFICIENTS OF CORRELATION OF INDICATORS OF HEALTH BY GONCHAROVA'S QUESTIONNAIRE AT STUDENTS WITH VEGETATIVE DYSFUNCTION**

Sl. No.	Parameters	SVD	SVD points
1.	Asthenic syndrome	0,06	0,58*
2.	Neurotic syndrome	0,02	0,1
3.	Hystericalike	0,00	0,35
4.	Psychasthenic syndrome	0,25*	0,11
5.	Patocharacterological syndrome	-0,12	0,35*
6.	Cerebro-asthenic syndrome	0,03	0,35*
7.	ENT organs	0,21	0,32*
8.	Cardiovascular system	0,09	-0,14
9.	Immune system	0,23*	0,25*
10.	Gastrointestinal tract	0,34*	0,28*
11.	Genitourinary system	0,41*	0,39*
12.	Other diseases	0,26*	-0,22*
13.	Incidence of disease	0,42*	0,79*
14.	Pathological prevalence	0,20*	-0,19
15.	General level of mental illness	0,05	0,50*
16.	General level of somatic illness	0,30*	0,13

Remark: \* - statistically significant differences ( $p < 0,05$  ...  $p < 0,001$ )

The total indicator of expressiveness of symptoms of a mental illness at students with SVD ( $110,5 \pm 12,6$  points) was slightly higher in comparison with students without syndrome ( $90,0 \pm 7,4$  points;  $p > 0,05$ ). The intensity of manifestation of symptoms of somatic character at students with SVD ( $48,7 \pm 9,4$  points) was twice higher in comparison with students without symptoms of vegetative dystonia ( $23,0 \pm 3,4$  points;  $p < 0,05$ ).

The intensity of SVD at students is directly connected with the general level of a mental illness ( $r = 0,50$ ), especially, to expression of asthenic ( $r = 0,58$ ), hystericalike ( $r = 0,35$ ), patocharacterological ( $r = 0,35$ ) and cerebro-asthenic ( $r = 0,35$ ) syndromes.

The degree of intensity of SVD directly correlates also with the intensity of signs of a somatic illness, especially with a symptomatology of ENT organs ( $r = 0,32$ ), immune system ( $r = 0,25$ ), gastrointestinal tract ( $r = 0,28$ ) and genitourinary system ( $r = 0,39$ ).

Activity indicators at the students having symptoms of vegetative dystonia ( $4,32 \pm 0,06$ ) were significantly lower than the level of activity at the students who haven't got SVD ( $4,87 \pm 0,09$ ;  $p < 0,05$ ). The indicators of well-being and mood at students with SVD ( $4,60 \pm 0,06$  and  $4,65 \pm 0,07$  points) were also lower in comparison with students without symptoms of vegetative dysfunction ( $4,80 \pm 0,09$  and  $4,85 \pm 0,10$  points respectively), however, these differences weren't significantly ( $p > 0,05$ ). But the correlation analysis revealed negative association of existence of SVD with well-being ( $r = -0,30$ ), activities ( $r = -0,43$ ) and mood ( $r = -0,29$ ) of students.

The average levels of state and trait anxiety at all examined students were  $49,0 \pm 2,1$  and  $46,8 \pm 1,4$  points respectively that allows to speak about their high level of anxiety (Stoljarenko, 1999). The level of anxiety didn't differ significantly by the sex of students ( $p > 0,05$ ), however it is necessary to notice that levels of state and trait anxiety at girls were slightly higher than ( $50,1 \pm 2,6$  and  $48,3 \pm 1,7$  points) in comparison with those at young men ( $46,8 \pm 3,8$  and  $43,8 \pm 2,4$  points respectively).

Results of research showed that the level of state anxiety was rather higher at persons with SVD in comparison with students at whom signs of SVD aren't revealed ( $48,8 \pm 3,8$  against  $46,0 \pm 4,1$  points;  $p > 0,05$ ). It is interesting that concerning the level of

trait anxiety tendencies opposite to these are noted: at students with SVD signs the average level of trait anxiety is slightly lower, than at persons without syndrome ( $44,9 \pm 2,1$  against  $46,4 \pm 3,4$  points;  $p > 0,05$ ).

When comparing data of RMQP test (table 2) significantly differences on a D scale of a depression were revealed:  $54,1 \pm 1,7$  points in group of students with SVD against  $44,5 \pm 3,0$  points at students without SVD signs ( $p < 0,05$ ). The average points on other scales were also higher at students with SVD, however, these differences weren't significantly ( $p > 0,05$ ).

TABLE 2. RMQP TEST RESULTS AT STUDENTS WITH VEGETATIVE DYSFUNCTION

Sl. No.	Parameters	SVD = 1	SVD = 0
		X $\pm$ m	X $\pm$ m
1.	L - false scale	$42,0 \pm 1,0$	$41,4 \pm 1,6$
2.	F - significance scale	$54,5 \pm 2,4$	$48,5 \pm 0,7$
3.	Hs - hypochondria scale	$50,4 \pm 1,0$	$47,9 \pm 2,6$
4.	D - depression scale	$54,1 \pm 1,7$	$44,5 \pm 3,0^*$
5.	Hy - hysteria scale	$54,7 \pm 1,9$	$49,6 \pm 2,2$
6.	Pd - psychopathy scale	$46,5 \pm 2,2$	$40,4 \pm 3,3$
7.	Pa - paranoia scale	$54,9 \pm 2,2$	$54,6 \pm 1,6$
8.	Pt - phrenasthenia scale	$20,0 \pm 1,8$	$45,0 \pm 1,5$
9.	Sch - schizophrenia scale	$53,8 \pm 1,9$	$53,8 \pm 1,7$
10.	Ma - hypomania scale	$56,9 \pm 1,7$	$56,1 \pm 3,4$

Remark: \* - statistically significant differences; X - arithmetic mean value;  
 $\pm$  m - error of arithmetic mean value

The average values of correction task received as a result of the conducted researches were: the quantity of the seen signs -  $328,7 \pm 2,7$ ; the number of mistakes on 500 signs -  $6,5 \pm 0,3$ ; the efficiency of correction task was  $9,3 \pm 0,4$ .

The comparative analysis of indicators of efficiency of students depending on sex revealed authentically higher quality of correction task at girls in comparison with young men: the quantity of the made mistakes in terms of 500 signs at girls was  $5,7 \pm 0,3$ , and at young men -  $7,6 \pm 0,5$  ( $p < 0,05$ ).

In the analysis of correction task depending on students' performance it turned out that all indicators of correction task were authentically worse at low-performing students (the number of the seen signs -  $321,7 \pm 4,1$ ; the number of mistakes on 500 signs -  $8,0 \pm 0,05$ ; ECT indicator -  $7,5 \pm 0,5$ ) in comparison with high-performing students (the number of the seen signs -  $334,2 \pm 3,5$ ; the number of mistakes on 500 signs -  $5,2 \pm 0,4$ ; ECT indicator -  $10,8 \pm 0,5$ ;  $p < 0,05$ ). In the correlation analysis it is established that there is reliable direct link between an average value of ECT and the results of passing an examination ( $r = 0,18$ ), and also between an indicator of ECT and academic ranking on discipline ( $r = 0,21$ ). The negative correlation connection was established between the number of the mistakes made by students in correction task and results of passing an examination ( $r = -0,25$ ), and also - academic ranking on discipline ( $r = 0,29$ ).

The analysis of results of correction task revealed lower level of mental working capacity at students with existence of SVD in comparison with students without symptoms of vegetative dysfunction: the average of mistakes (on 500 signs) was respectively  $7,3 \pm 0,4$  against  $5,1 \pm 0,8$  ( $p < 0,05$ ), ECT values -  $8,9 \pm 0,5$  against  $11,3 \pm 1,1$  were lower. The correlation analysis also confirmed that the integrated level of correction workability is back connected with the existence at students of SVD ( $r = -0,66$ ).

The average values of test received as a result of a research with Shulte-Platonov's

tables were  $39,9 \pm 0,4$  seconds. The comparative analysis of results of Shulte-Platonov test on a sex has shown that attention indicators at girls ( $39,8 \pm 0,6$  seconds) and the young man ( $39,9 \pm 0,7$  seconds) practically don't differ. In the analysis of average results of test indicators of attention of second-year students were slightly better, than at first-year students ( $39,2 \pm 0,7$  against  $40,3 \pm 0,6$  seconds) though these distinctions were statistically doubtful ( $p > 0,05$ ).

Comparison of the obtained data depending on students' performance has shown that time of performance of a task with Shulte-Platonov's tables at high-performing students ( $38,2 \pm 0,6$  seconds) was considerable smaller in comparison with low-performing students ( $42,0 \pm 0,6$  seconds;  $p < 0,05$ ). The correlation analysis has confirmed that there is a reliable negative communication between duration of performance by students of a task with Shulte-Platonov's tables and results of passing an examination ( $r = - 0,20$ ), and also the academic ranking on discipline ( $r = - 0,22$ ). It means that the higher is the attention of students, the higher is academic ranking on discipline and results of an examination.

Significantly higher rate of switching of attention (by Shulte-Platonov's technique) at students without SVD in comparison with students with vegetative dysfunction is noted:  $35,4 \pm 1,0$  with against  $40,4 \pm 0,6$  with;  $p < 0,05$ , at the same time, standard tasks time directly correlates with the existence of SVD ( $r = 0,28$ ).

The average values of the level of MMM in saliva of students presented to table 3 can be considered as standard levels of MMM in saliva for this age group (17-20 years).

TABLE 3

Sl. No.	Parameters	N	X $\pm$ m
1.	MMM at 240 nm	88	$175,8 \pm 19,2$
2.	MMM at 250 nm	88	$148,0 \pm 14,0$
3.	MMM at 260 nm	88	$182,6 \pm 13,6$
4.	MMM at 270 nm	88	$284,4 \pm 16,8$
5.	MMM at 280 nm	88	$353,4 \pm 20,2$
6.	MMM at 290 nm	88	$289,0 \pm 18,6$
7.	MMM at 300 nm	88	$128,2 \pm 10,5$

Remark: N - number of observations; X - arithmetic mean value;  
 $\pm$  m - error of arithmetic mean value

The quantitative content of nucleic acids in saliva of students in the conditions of a background was  $128,0 \pm 12,5$  mkg/ml. This value is similar to normal value of quantitative content of nucleic acids in blood serum of the adult - 80-100 mkg/ml.

The comparative analysis of biochemical indicators in saliva of students with a syndrome of vegetative dystonia revealed at them significantly higher quantitative content of nucleic acids (table 4) than at students without SVD ( $148,7 \pm 9,4$  mkg/ml against  $110,4 \pm 8,9$  mkg/ml) that is confirmed by direct correlation relationship between the content of nucleic acids in saliva of students and the existence of SVD signs at them ( $r = 0,28$ ). Though the level of MMM and content of uric acid in groups of comparison practically didn't differ, but direct correlation relationship between expression of SVD in points and the partition coefficient of MMM in saliva students ( $r=0,37$ ) is revealed.

TABLE 4. PARAMETERS OF THE BIOCHEMICAL STATUS AT STUDENTS WITH A SYNDROME OF VEGETATIVE DYSFUNCTION

Parameters	Students with SVD		Students without SVD	
	N	X ± m	N	X ± m
MMM at 240 nm	168	348,8 ± 18,7	49	357,2 ± 36,5
MMM at 250 nm	168	225,4 ± 11,2	49	242,6 ± 23,5
MMM at 260 nm	168	225,4 ± 9,6	49	237,8 ± 21,7
MMM at 270 nm	168	305,4 ± 10,6	49	320,1 ± 26,8
MMM at 280 nm	168	373,3 ± 12,8	49	394,0 ± 32,7
MMM at 290 nm	168	304,8 ± 11,1	49	317,5 ± 29,4
MMM at 300 nm	168	145,9 ± 6,7	49	157,1 ± 16,7
K <sub>mmm</sub>	168	3,74 ± 0,54	49	4,47 ± 1,7
Nucleic acids	207	148,7 ± 9,4	51	110,4 ± 8,9*
Uric acid	206	0,47 ± 0,02	53	0,50 ± 0,03

Remark: \* - statistically significant differences; N - number of observations;  
X - arithmetic mean value; ± m - error of arithmetic mean value

### Conclusion

It is revealed that students with a syndrome of vegetative dysfunction have significantly higher content of nucleic acids in saliva and lower indicators of activity, mental working capacity and concentration of attention in comparison with students without manifestation of vegetative dysfunction. The established interrelations between the existence of SVD and the degree of its expression with indicators of health, well-being, a psychoemotional state and workability of students allow to recommend the questionnaire method of identification of SVD in mass hygienic researches for the characteristic of the level of general nonspecific disadaptation of various groups of the population.

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## CAREER COMPETENCES

### Abstract

The prevailing factor in career development is education. Before higher educational institutions students should - give an enormous task necessary knowledge and abilities which they will use in case of the solution of the tasks set for them to provide career development. Young specialists even during training of an institution shall be sure of educational that their intellectual potential will be demanded. At them it shall be well created requirement to self-realization and self-expression. The research purpose consists in development of the methodical tools aimed at assessment of career competences of the personality. The leading approach in case of a research of this problem it is chosen competence-based as it is not only the leader now, but also promotes more complex studying of professional activity of the individual. In article the sociological problem of career development of the personality is considered and the main component of this process are career competences. Availability of career of the worker partially depends on the level of their formation. Objective assessment of this phenomenon is necessary for the correct career development. Results of the provided research can serve as material for evaluating at the entities for the purpose of identification of the worthy applicant for a post.

### Keywords

competence, managerial competence, competence, young specialist, career, professional development, official growth

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### Introduction

The personnel are an important link of any organization. From personnel, its qualification, personal installations, knowledge and abilities finally success of the entity can depend. In this regard development of such model of staff evaluation of the organization which could be used for the different directions of personnel management is represented very urgent: selection and acceptance of personnel, its certification, job development, etc.

The happening changes in a field of activity of the companies require increase in the level of development of employee competences. But actually the system of professional development existing in most the Russian companies not fully provides requirements of the organization for a personnel with a certain level of development of competences. The majority existing today at the Russian entities of systems of professional development



have no sufficient succession with the higher and secondary professional education of employees, are fully not capable to provide implementation of continuous professional development of employees. The management isn't considered by professional and creative bents of employees, don't observe their private interests that eventually doesn't allow the employee to realize fully itself and the professional opportunities, don't promote his individual creative development.

It follows from this that at the present stage the management of most the Russian companies needs to review own approach to the organization of process of the professional development aimed at improvement of quality of a labor power to problem definition and is more whole than professional development, its priorities

It most full, in our opinion, professional qualities, knowledge and abilities of the specialist can be determined on the basis of competence-based approach, i.e. on the basis of identification at each specific employee of competences and assessment of their level.

Competence-based approach appeals to a modern paradigm cross-disciplinary (post-disciplinary) science and education. Therefore it isn't surprising that the principle of competence arose within one of specific sciences and subsequently it was extrapolated as the scientific method applicable to various spheres of knowledge. Competence-based approach represents system of the indicators which are based on an employee competence rating. This approach has the professional oriented nature and unlike traditional approach is intended to estimate the level of formation of capabilities to solve professional problems, but not set of standard knowledge, skills.

Value of competence-based approach is very important for education and the employer as it is a basis for development of the system of employment relationships which would connect requirements of business, the work of personnel and a task facing a modern education system. A considerable part of the entities already implement own approaches to assessment of labor potential of personnel which are very similar to personnel management methods on the basis of assessment of competences.

Thus, competence-based approach is the base allowing to develop the system of employment relationships connecting requirements of a workplace and a task of modern educational system.

### **Methodological Framework**

Interest in competence-based approach is caused by a number of the objective reasons, one of of which change of the production sphere is. Changes in production demand from the worker a number of the following qualities, such as the high education level, a work experience, universality, competence.

Competence as a basic element of competence-based approach represents a multi-level and multidimensional concept. For the most complete disclosure of its essence and content we will consider the main approaches, characteristics competence, its structure, we will reveal identities and distinctions with related terms.

The first approach to determination of competences is based on correlation of this concept with a certain sphere of activity of the subject and characterize borders of these activities, i.e. an activities implementation condition.

According to Yu. G. Tatur competence represents the single property of the individual causing it desire and capabilities to realize the equity for a successful labor activity in a certain professional area. According to S. Uiddet and S. Holliford, competence represents no other than the description of working tasks. From the point of view of R. Boyatsis, competence is a set of capabilities by which are created at the specific individual and which determine his behavior according to requirements of work and achievement of desirable results.

Thus, proceeding from the analysis of determinations becomes obvious that competence is a set of knowledge, skills of rather professional activity. Let's agree the first approach to call "objective".

Within the second approach competence is identified with personality characteristics workers. The most general definition of competence is given by A. V. Rastyannikov. He considers competence as "a capability of the subject to work adequately, in compliance with situation conditions, and in the direction of receipt of the results having a certain value" (*Rastyannikov, Stepanov, Ushakov, 2002*).

The analysis of the points of view of supporters of this approach, it is necessary to allocate the fact that, formulating competence determination, each author opens not only a substantial part of this concept (certain structural components, their interrelation), but also intrinsic (operating with characteristics of this structure).

So, according to A. V. Rastyannikov feature of a substantial part of competence is the subject's capability, and the intrinsic basis of this concept is determined through the characteristic of adequacy of competences in relation to a certain situation, operating already with such term as competence sales terms (that in our understanding is characterized by the term of competence).

Other authors expand a concept of competence, supplementing a substantial part with other elements. O. V. Ivanov turns on behavioural indicators (*Ivanov, 2004*) in structure of a concept. The capacious substantial part including several elements is reflected at such authors as E. F. Zeer, O. N. Shakhmatova, V. S. Bezrukova, M. A. Choshanov: they include professional knowledge and abilities, methods of accomplishment of professional activity in structure of competence.

The researcher in the field of management of personnel G. Kannak (France) (*Kibanov, 2012*) treats competences as a rational combination of knowledge and capabilities considered on a small period which are possessed by employees of this organization. One of the main conditions of successful implementation of these elements is compliance of employee competences to the current tasks of the organization.

I.A.Zimny determines competence as the internal, potential, hidden psychological new growths which include knowledge, representations, programs (algorithms) of actions, and also systems of the relations. Competences are shown and staticized in behavior, activities of the person

Thus, within the second approach - "subjective" - competences are identified with personality characteristics and capabilities of the subject of activities.

In this work not all points of view of scientists on the concept "competence" are provided. But even this small list of determinations shows that there are different views on this concept and general in them is the understanding of competence as capability and readiness of the individual on the basis of the acquired knowledge and abilities to cope with various tasks. This determination would be not complete if wouldn't be included set of knowledge in structural content of the concept "competence", skills which are necessary for readiness for the solution of a specific objective, for action in a specific situation.

Generalizing the above, we note that competence has resource character, i.e. is a component of set of combinations of properties of the subject of activities by means of which application the effective objective is achieved. Competence carries, on the one hand, conditional nature, i.e. designates operating conditions of the subject of activities as is the characteristic of interaction of the environment and the subject, and with another - resultant nature, i.e. is a result of manifestation and use of resources by the subject of activities determining efficiency of these activities. Apparently from the analysis, competences and competence - the concepts interconnected and interdependent, but not identical.



Allocated in the course of the analysis essence and distinctions of concepts of competence and competence will allow to build competently interrelation of subsystems of personnel management for the purpose of creation of a single effective personnel management system.

According to authors, the concept of competence needs to be considered in a complex, uniting two approaches in single it is subjective also objective as competence includes along with availability of knowledge, abilities, skills motivational, ethical, social and behavioural components, concerning a workplace. If knowledge, abilities, skills assuming action by analogy with a sample, then competence assumes experience of independent activities on the basis of encyclopedic knowledge.

Competence is a related concept of competence. Most of scientists understand a set of competences as competence. From the author's point of view competence represents the resultant parameter received as a result of interaction of two elements: sets of competences and motivational component.

In forming of qualities and abilities, important for future career, competence-based approach helps with an education system. Orientation to forming of professional competence acts as a main goal of the higher school today. In modern conditions competence-based approach of level of education is determined not so much by amount of knowledge, how many a capability to solve professional problems and problems of various levels of complexity on the basis of already available knowledge. Such principles as are the cornerstone of competence-based approach:

- the educational program includes not only development of a certain profession, and, in more degree, core basic competencies which will allow young specialists to react to work market changes quickly;
- a continuity of improvement of professional knowledge during all human life;
- flexibility of professional education.

Differences of competences from other results of educational process consist that they: are the integrated result; allow to solve the whole class of tasks; exist in the form of activities, but not just in the form of knowledge of activities methods. All competences are expressed through actions. They imply that the student will acquire necessary skills and knowledge in practice, and not just theoretically, that is through the analysis, estimation, planning, designing, etc. In forming of key qualities and abilities competence-based approach very well helps with an education system. Therefore it is very important to strengthen a practical orientation of timely education. Therefore it is very important to strengthen a practical orientation of modern education.

## Results

The result of professional readiness of future specialist within competence-based approach will be considered as "a capability to activities" which assumes a capability to set the purpose and to reach it in activities, to solve problems, to be able to analyze, estimate the activities, a capability to a reflection.

## Discussions

In literature the set of classifications of competences is described. For different activities allocate different types of competences (N. V. Kuzmina, A. K. Markov, L. A. Petrovskaya, etc.). However I. A. Zimnyaya in the article "Social and Professional Competence as Complete Result of Professional Education (Idealised Model)" emphasizes that any of classifications can't be perfect.

Also general are most often allocated professional (professional oriented) (key, basic, universal, nadprofessionalny, etc.). This approach found reflection in educational

standards of the higher education in Russia. In new FGOS IN competence are broken into three groups: common cultural, professional, all-professional.

Most precisely about a role of common cultural competences of training of university graduates, and, above all for their follow-up labor activity and personal development E. V. Leonova wrote: "In modern post-industrial society for professional success the university graduate needs to be ready to life-long education during all life, to activities in constantly changing work market conditions. He shall be able to analyze quickly information, to make creative decisions in an uncertainty, to have communicative competence. All these qualities are a part of professional and common cultural competences which formation, along with the acquired knowledge, skills, is result of higher education".

The tool basis of professional competences is sokstavlyat by professional knowledge, abilities, skills (qualification) - степень and a type of professional training of the graduate for accomplishment of opkredeleenny work.

The motivational basis of professional competence is aspiration to a labor activity in this professional sphere, aspiration to enhancement of these activities. The professional ethics express a valuable and semantic basis of prokфессионаlnoy competence of the subject of activities as a priverzhenkost to professional values, responsibility for social poksledstviye of professional activity.

Forming of all-professional competences implies mastering knowledge, abilities and capabilities necessary for work on a certain specialty (profession). However now the role of management of people and the relations which becomes a special type of professional activity increases in all types of professional activity.

According to authors, the classification given above is peculiar to the educational environment. When moving from the educational environment to production the individual faces the specific competent environment. We consider it expedient to carry out classification of the competences widespread in the production environment. Thus, in the production environment basic competences, specific competences, career competences are distinguished.

Basic competences - a set of knowledge, skills necessary for implementation of simple labor functions. Receipt of such skills is confirmed by official documents (the diploma, the certificate, the certificate, etc.) which require employers in case of employment. Basic skills are closely connected with features of mentality and social skills. They help to achieve success in career.

Specific competences - set necessary for implementation of professional activity. It is possible to refer knowledge, abilities, skills of the worker to specific competences, for example, knowledge of foreign languages, skills of work on the computer and other purchased capabilities.

Career competences represent set of knowledge, abilities, skills necessary for implementation of the professional and career development. Also it is possible to refer qualities of the personality to managerial competences, for example, skill to communicate, leadership skills, analytical skills, ability to create and perform projects, a capability to set the purposes and to reach them, etc.

In this context deserves a special attention career competences as a set of the qualities necessary for career development. Often in higher education institutions don't pay a due attention to purposeful forming at students of this competency group.

Group of scientists under the leadership of E. A. Mogilyovkin understand meta-ability of the specialist to operate masterly with knowledge and tools giving the chance to solve, in addition to the main, atypical and non-standard career tasks and also to effectively build a career way as career competence.

It should be noted that career employee competences are the qualities necessary for effective implementation of professional activity on higher (in comparison with taken at present) official position.

Many employers put in employee development, the occupied on executive positions, considerable funds. But sometimes the trainings, seminars training programs don't bring the necessary result. That is why, before developing career competences of the head, it is necessary to carry out quality standard of skills and personal qualities of the candidate for an executive position. The correct assessment will give the chance to develop those qualities which are at a low level, or, on the contrary, to refuse the chosen candidate.

Management represents process of development, acceptance and implementation of management decisions and is directed to optimization of activities of people by means of economic, administrative, psychological and pedagogical influences on requirements, valuable orientations, installations of the personality, group, collective and, finally, - increase in effectiveness of professional activity.

Career competence acquires high relevance, and forming of career competences is one of tasks of professional education realized in case of development of various educational programs.

Basic principles of determination of career competences:

- competences are determined, proceeding the purposes and tasks of the company, show what abilities and business qualities the managerial structure of the company for business goal achievement shall have;
- all competences shall be described in the form of behavioural indicators.

Competences are usually designated by a certain name which is given the corresponding description.

Career competence allows to focus periodically in the perception own career practices, and then it is correct to calculate and in time to make the career transition removing it on the expected level in career. It does it successful in a career field in comparison with those at whom the level of managerial competence is lower, and they don't know when to concentrate and when it is necessary to be resolute and prompt in career. The combination of the career competences which are available for the person determines his further way of development including a certain career scenario.

Before choosing an evaluation method of the candidate for an executive position, it is necessary to be determined what career competences of the head will be estimated. Certainly, at each entity a set of professional competences of the head will be a miscellaneous. It will depend on to what position you take the candidate: line manager, top management or project manager, and also fields of activity of the company. For example, for the top management of important skills there will be strategic and analytical thinking, ability to manage efficiency and changes. For the line manager - managerials ability, ability to delegate and set tasks, for the project manager - ability to accurately divide strategy into tactical tasks and to place priorities. By the way, the leading line item is higher, the stronger personal qualities will exert impact on efficiency. The leading line item is higher, the more attentively it is necessary to approach assessment of managerial competences of the head and personal qualities.

The model of career competences includes a number of competences, such as:

- communicativeness;
- a capability to perceive and process information;
- high level of mobility and adaptation;
- organization; confidence;
- commitment;
- resistance to stress;
- ability to work in team;

- ability to delegate powers;
- creative capabilities.

The aspects which are marked out above give the chance to create a set of criteria for assessment of career competences of the head as covers a wide range of the certain types of activity connected with a management activity.

### Conclusion

In modern economic science there is a problem of competency evaluation of personnel. The existing techniques differ in labor input of accomplishment. Authors, during the research made an attempt to develop universal methodical tools, aimed at assessment of career competences. This technique is based on a method of rating estimates. The importance of competences is estimated in the expert way. Final values of rating are determined by summing of the work of values of criterion on its expert evaluation. The technique of assessment of level of formation of career competences consists of a number of stages:

1. Development of the polling questionnaire, two-piece. The first part of the questionnaire is aimed at receipt of social and demographic information about the respondent. The second part of the questionnaire is aimed at assessment of level of formation of career competences at employees of the company.
2. Poll of respondents.
3. Calculation of the individual level of career competences.
4. Poll of the employer or direct head for the purpose of identification of level of formation of career competences at the worker.
5. Comparison of the received estimates of level of formation of competences by the worker and the employer.
6. Creation of an average profile of career competences.
7. Based on the obtained data planning career employee development of the company.

Let's provide more detailed assessment procedure by the worker of level of formation of career competences. Assessment is carried out on five to a ball scale from 0 to 5. 0 points - competence are absent; 1 point - competence is shown not considerably; 2 points - competence are shown poorly or in rare instances; 3 points - competence are shown sometimes and is expressed brightly; 4 points - competence are shown often and is expressed brightly; 5 points - competence is created completely, is shown always and is expressed brightly.

TABLE 1. EXAMPLE OF ASSESSMENT OF CAREER COMPETENCES

Career competences	Assessment of level of formation of competence
skill to communicate	
ability to perceive and process information	
high level of mobility and adaptation	
organization	
confidence	
commitment	
resistance to stress	
ability to work in team	
ability to delegate powers	
creative abilities	
Total	

Assessment of career competences is carried out not only by the worker, but also the employer (the direct head). Assessment the employer is carried out to reveal and eliminate disagreements, subjectivity of assessment from the worker

In a consequence the profile of formation of career competences is built.

The developed technique underwent approbation at leading enterprises of Altai Krai. More than 1560 employees of the entities participated in a research. The example of results of i-go of the worker is representable in table 2.

TABLE 2. RESULTS OF THE RESEARCH "X" OF THE WORKER

Career competences	Assessment of the level of formation of competence worker	Assessment of level of formation of competence employer	Divergence of Values
skill to communicate	4	4	0
capability to perceive and process information	5	4	-1
high level of mobility and adaptation	4	3	-1
organization	3	3	0
confidence	4	3	-1
commitment	4	3	-1
resistance to stress	5	4	-1
ability to work in team	4	4	0
ability to delegate powers	4	3	-1
creative capabilities	3	3	0
Average value of level of formation of managerial competences	4	3,4	

On a graphics the competence-based profile of the worker is built (in particular career competences) and proceeding from it the applicant for career development is determined.

According to a research it is possible to draw a conclusion that the most important show such competences as high level of mobility and adaptation; resistance to stress; ability to work in team, ability to delegate powers, creative capabilities.

### Recommendations

Considering the possibility of development of career competences in students of older years and young specialists who develop further in career competence, it is necessary to determine at the first stage:

- 1) to what professional sphere the received specialty belongs;
- 2) availability of business and personality characteristics which would allow to realize the chosen career scenario and to reveal in the chosen field of activity;
- 3) level of formation of motivation to training in missing skills and necessary technicians.

The modern higher education institution has an opportunity to create conditions for forming of system of development of universal competence in students already in training process, since the first rate. For implementation of this task development of universal competence in students shall enter the purposes and tasks of training. For this purpose it is necessary to satisfy a number of conditions.

1. To reconstruct curricula of specialties in a sootvetkstviye with development programs and practices of professional competences.

2. In training process for the purpose of assessment of level of formation of professional and managerial competences it is possible to enter a number of control points.

3. To implement in educational process as additional educational programs trainings on an operating time of necessary psychological qualities, in other words, to create the comprehensive program of psychological maintenance of career of the young specialist on the basis of the differentiated approach.

4. To create conditions in higher education institution for direct business contact of students and the achieved considerable career progress of professionals.

6. To provide a possibility of accumulating career порт-фолио the student - a set of the documents confirming achievements in various fields of activity. Such student's career portfolio shall develop into the professional's portfolio.

In a consequence at the entities it is necessary to carry out assessment of career competences for the purpose of increase in efficiency of activities of the entity. As or the entity in general depends on the one who heads division activities of all entity. The task of assessment of career competences consists in identification of more effective managers.

It is also necessary to note that in case of the choice of the candidate for a position it is also necessary to carry out assessment not only career competences, but also to estimate also professional competences of the applicant for a position. The technique provided in article underwent approbation at the entities and showed the viability. Objectivity of assessment of workers will allow to increase overall performance at the entity.

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## MODERN MECHANISM OF LABOR MARKET FUNCTIONING

### Abstract

The paper deals with the concept “labor market” as an economic system. The author defines the basic elements of the labor market mechanism. The relevance of the problem is caused by the problem of effective labor market functioning in conditions of lack effective mechanisms. The purpose of the paper is to define the main elements and components of the labor market mechanism. The leading approach to the problem is analytical-research approach. The paper views conditions and basic elements of labor market according to the labor demand-offer model (labor, competition, offer, demand and price). The author analyzes pricing factors of labor, influence of the labor market mechanism on volumes of offer and demand. The labor market mechanism is viewed as the unity of two components: spontaneous regulators of labor offer and demand and the regulating influence of the government on its state. The paper can be useful for practical activities in increasing efficiency of the modern labor market mechanism and in traffic control of labor at the state and regional levels.

### Keywords

labor market, labor, demand, offer, price, competition

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### Statement of a Problem

Understanding of the current situation of labor market, disclosure of historical and national roots of the existing contradictions and problems make a priority when developing a new labor market model. For this reason, scientists and labor market specialists need to carry out detailed study of the main features and regularities of the labor market mechanism, its elements and segments.

### Methodological Base

To study the research object we used the methodology of the system analysis that allowed to unite the advanced development of classical and modern researchers in questions of labor market taking into account features of their regulation at the present stage. Set of the used methodological base allowed to provide reliability and validity of conclusions and results.

### Discussion

Such foreign scientists as G. Bracci, S. L. Brue, M. Woodcock, E. G. Dolan, R. Lund, T. Peter, J. Sachs, P. Samuelson, F. Taylor, S. Fischer, F. Hayek, etc. studied theoretical, methodical and applied aspects of the problem. Without belittling a scientific contribution of the specified scientists-economists to the labor market problem, we should emphasize the existence of certain unresolved questions.

Labor market, as well as any other system with moving subjects, regulates their volumes and directions, influences them by the elements and functioning mechanism. To study the influence, it is necessary to define the system and its elements. For today there

is no uniform point of view concerning definition of labor market and its borders that predetermines the need of further researches in this direction.

B. A. Rayzberg, L.M. Lozovsky and E.B. Starodubtsev, the authors of the economic dictionary, define labor market as the sphere of formation of labor offer and demand (*Rayzberg, Lozovsky, Starodubtsev, 1998*).

I. Kichko defines labor market as a place, where there are purchase and sale of labor, thus the worker has to be able to work, should not have necessary livelihoods and there has to be a buyer of his work (*Kichko, 1998*).

L.A. Kostin, G.M. Zushchina and R.M. Sultanova consider labor market as a mechanism of relationship between employers and hired workers interacting within certain economical space (*Kostin, Zushchina, Sultanov, 1997*).

V.A. Pavlenkov recommends to include the market of workplaces at the labor market, because of the stable demand and offer of workplaces at the labor market (*Pavlenkov, 2004*).

V.M. Petyukh considers incorrect the statement that labor market covers unoccupied employable population and those employed, who wants to change job or to receive additional earnings (*Petyukh, 1999*). But such approach can narrow the borders of labor market, because these categories have rather considerable impact on labor market condition and on volumes of labor streams.

L.G. Gorelyi says that labor market provides workers with jobs and coordinates decisions in the sphere of employment (*Gorelyi, 1998*).

We offer the following definition of labor market: labor market is a system of economic relations concerning purchase-sale of labor, which forms offer and demand on it, coordinates the price between subjects of market and covers three phases of labor reproduction (formation, distribution and use).

## Results

In regulation of labor market, as well as in economic practice, there is no any absolute algorithm of development of consecutive practical steps, which could be applied in each case. Character of the regulating decisions on balance of labor market follows from regional, branch, production-technological, tactical, economic, financial, legal, etc. features of process of labor market management. At the same time, there is possible to allocate a number of regularities and standard conditions, and necessary to use certain stereotypes, provisions, rules, conventions adopted in the international practice and approved by it, and the program-target approaches generalizing and systematizing separate techniques of operational and long-term management and forecasting, practical recommendations about their application.

High-quality change, essential expansion of the labor relations sphere, lack of an integrated approach in this questions demand radical reorganization of direct administrative process. Moreover, it is necessary to change psychological approaches of management and marketing, dissemination of knowledge about modern market instruments of achievement strategic and current objectives, introduction of practical techniques from foreign experience and the specific mentality peculiar to national labor market. Unfortunately, special and general fact-finding literature views these questions separately and inconsistently. There is no complex coverage of the modern mechanism of labor market functioning.

The labor sphere is one of the most important and multiple-factor branch of economic and social life of the country. It includes the market of labor and the market of workplaces, covers the movement of labor at the labor market in the course of its formation, distribution and redistribution. The labor cost, labor demand (workplaces) and



its offer are formed at the labor market. It reflects the main tendencies of employment, structure and scales of unemployment, mobility of labor and processes of labor migration.

Labor market is shown in the constant changing ratio of labor demand from employers and labor offer from the persons ready and capable to be hired.

The offer-demand ratio forms labor market condition. If demand exceeds offer, market condition is in short labor supply. When offer and demand coincide at the labor market, its condition becomes equilibrium.

The general labor market condition in the country consists of a set of market conditions of regions, labor spheres, economic regions, branches of economy, etc.

Labor market condition directly influences the price of labor and employment rate. At reduction of labor price (salary), labor demand and employment grow. Growth of salary increase labor offer.

Labor market condition is an offer-demand ratio in the market that determines the price of labor and employment rate. Constant mobility, variety of job types and categories of labor, considerable variability in time and space is peculiar to labor.

The offer-demand model at the labor market allows to define its elements: good "labor", competition, offer, demand and price.

There is no uniform point of view on what to consider as a good at the labor market: ability to work, labor productivity, results of work or labor? The listed parameters are components of the category "labor". The majority of authors prefers this category, therefore individual labor offered at the labor market is meant as a good. The individual labor is defined by set of physical and spiritual qualities of a person, which are used in the course of social production.

The price of labor acts in the form of a salary. It provides possibility of existence and reproduction of ability to work, certain level of spiritual and material benefits, maintenance of a family.

The market mechanism represents unity of two components: spontaneous regulators of labor offer and demand (therefore, the prices of labor and competition) and the regulating impact of the government on these processes.

Price level of labor at the labor market is formed by interaction of the certain factors: economic, social, legal, territorial, climatic, demographic.

The economic factor is a decisive factor, which forms a ratio of labor and workplaces. The price of labor falls if the labor offer exceeds demand.

The social factor is shown in organization of a work force on protection of cost payment, in fight against pay cut below a living wage.

The legal factor regulates governmental security of the workers' rights from encroachments of employers. The minimum wage, conditions and order of salary payment, responsibility for violations in its charge and payment guarantee the real level of compensation, timeliness and regularity of its receiving to workers.

The territorial factor forms various needs for the material and spiritual benefits, which are a part of labor cost, results in distinctions in its price in the different countries.

The climatic factor causes distinction of material benefits for existence of the worker and his family depending on environment (in roast and frigid climate the price of labor does not coincide even if other conditions are equal).

The competition arises because of security easing by the state of the right for work and rest irrespective to recognition of results of this process by the market. Stability of work on one workplace is succeeded by objective need to fight for favorable workplaces in the changing economy. The knowledge gained earlier becomes outdated very quickly, the role and value of improvement of knowledge and skills raises, mobility, ability to adapt to the changing market conditions quickly comes out on top.

Competitiveness is a set of qualitative and cost characteristics of specific good "labor" that provides the satisfaction of employers' specific needs for workers of certain qualification, profession.

Actually, competitiveness is defined by condition of offer and demand of labor at the labor market. The demand for these or those workplaces in the absence of the adequate offer is higher, the level of competition of these workplaces is higher and competitiveness of workers that find a job is higher.

The offer of labor acts in the form of number and structure of the available work force. It is defined by the birth rate level, growth rates of number of able-bodied population, its gender and age structure, and finally influences labor pricing.

Demand acts in the form of need for labor in branch, region or separate enterprise.

The labor market mechanism represents unity of two components: spontaneous regulators of labor offer and demand and the regulating influence of the government on labor market condition.

Components of the labor market mechanism are subjects, object, purposes, tools and means of influence, functions, structure and infrastructure of the market.

The main subjects of labor market are employers and hired workers.

An employer is the owner of an enterprise, establishment or organization, irrespectively from ownership form, kind of activity and branch, or the authorized body or a person, who use wage labor according to the legislation.

A worker is a person, who works at the enterprise, establishment, organization or person, using wage labor, according to the employment contract.

It is necessary to allocate self-occupied people, who act in one person as the main subjects of labor market.

The subjects of labor market are also intermediaries between the main subjects - labor unions, labor exchanges, recruitment agencies and authorities (public service of employment, the Ministry of Labor, territorial public administrations).

The regulating function of the state is to pull together labor demand (from employers) and offer of the efficient population as much as it is possible.

As the object of management, labor market includes three interconnected elements: offer, demand and labor price.

The key purpose of labor market regulation is the optimum combination of high labor efficiency to the maximum employment of population and providing social guarantees in unemployment case.

One of the tools that stabilizes position of the hired worker at the labor market is the system of the state provision of pensions, social security and unemployment insurance. The tariff contract, which is signed by representatives of hired workers (labor unions) and employers (or their unions), acts as the major tool.

Based on foreign experience and specifics of domestic labor market, it is possible to allocate four main programs of state regulation of labor market:

1. Program of stimulation of employment growth and creation of workplaces.
2. Program of labor preparation and retraining.
3. Program of hiring assistance.
4. Program of social insurance.

The following methods of regulation are applied: forecasting of employment and labor market structure, measures for regulation employment and social protection, stimulation of new workplaces and employment of unoccupied population, information support and monitoring.

Regulation of employment happens at the labor market by means of active and passive methods.

Active actions include creation of additional spheres of employment and new workplaces, assistance of self-employment, organization of public works, career guidance, preparation and retraining of population, development of labor market infrastructure, subsidizing expenses on employment assistance, strengthening of labor mobility, and achievement of balance at different levels. The passive policy consists in payment of a dole and in social protection of unoccupied population.

The passive policy provides two aspects - creation of social insurance system and social security. The first aspect means payment in connection with unemployment; the second - providing the help to members of families, who are on the unemployed maintenance, providing financial support to persons with long terms of unemployment or to persons, who are in a serious financial condition.

The direct performer of actions regulating labor market and social protection of population is public service of employment.

Measures of indirect regulation of labor market are measures of all-economic regulation through condition in the country. Thus, modern state regulation of labor market represents a complex of economic, administrative, social, legislative, organizational, protective, guarantee, etc. measures.

It is possible to allocate types of state regulation of labor market:

- directive - influence of government on labor market taking into account interests of population;
- economic - achievement of equilibrium of labor market condition by means of financial actions;
- restrictive - exception of actions of separate groups or persons concerning advantage over others;
- stimulating - encouragement of participants of labor market for the purpose of employment growth and creation of workplaces;
- protective - restriction of actions leading to vulnerability of population;
- social - actions for social protection of population.

The main functions of labor market are as follows.

Function of public division of labor consists in differentiation of worker and employer, distribution of workers on regions, branches, spheres of work, professions, qualification.

Pricing function is realized through the law of cost, which acts on the market. The ratio between offer and demand determines labor cost. There is a recognition of labor expenses on reproduction of labor and its abilities to work at the market. The insignificant physical and mental ability to work can provide the worker by low compensation or the status of unemployed. Thanks to the competition, workers have opportunity to receive the highest price, if they have qualitative advantages before other hired workers.

Mediatorial function establishes interrelation between employers and workers, who seek to buy-sell labor more favorably. An employer has opportunity to pick up shots for the put-forward criteria from the offer existing at the labor market, satisfying the need for goods. At the same time, a worker has an opportunity to choose an optimum workplace, which is equitable to his desires, interests and requirements (working conditions, salary, employer's requirements, professional loading, social security, etc.).

By means of information function, the market gives the chance to the subjects to receive information support concerning offer and demand of labor and workplaces, levels of compensation, working conditions in different spheres and branches. Modern variability of labor market provides the high importance of this function. However, it should be noted that information quickly is outdated, overwound and incomplete in modern conditions.

The stimulating function has impact on all participants of process of purchase and sale. Labor market makes certain demands to quality of labor, stimulating workers to

improve it for favorable realization at the market, to increase competitiveness in variability of market condition. At the same time, the market stimulates employers to the better use of labor for the purpose of maximizing and optimization profitability of activity.

Influencing all spheres of economy, labor market carries out the regulating function. On phases of distribution and redistribution of labor, it regulates streams of manpower between regions, branches of economy, separate enterprises, i.e it creates their optimum placement and rational use.

The developed of market infrastructure is necessary for ensuring effective functioning of labor market. The infrastructure of labor market can be presented as the sphere of regulation of salary and labor market (laws, agreements, employment contracts), different funds and services (social insurance funds, pension fund, migratory service, bodies of labor protection), employment service, labor unions and unions of employers, system of career guidance and reorientation of labor, sphere of dole providing, commercial recruitment agencies and exchanges, etc.

The main task of these institutes is to minimize transactional expenses, i.e. to cut down expenses of time, material and financial resources on worker's search of suitable workplace, and employer's search of the worker. Therefore, one of the most important functions of labor market infrastructure is overcoming "opacity" of the market, information imperfection of workers and employers, because absence of information leads to growth of transactional expenses.

The most widespread forms of the function implementation on macro- and micro-levels are the following: creation of databanks on vacancies taking into account requirements to vocational level of workers; the scientific analysis of labor market current state and forecasting prospects of its development; advertising-publishing activity and professional orientation; improvement of perfect tests for professional suitability of potential workers and entrants of educational institutions; the latest developments of psychology, physiology, ergonomics of typical "signals", which allow to cut down hiring expenses, etc.

It should be noted that the institutional economy understands the institutes as not only the organizations, which are engaged in formation of conditions and restrictions of activities, but also as legislatively issued or historically created moral standards, habits, traditions, bases influencing economic behavior of people.

The system of self-control of labor processes, movements, employment and unemployment is based on formation of the social-economic sphere and working conditions influencing market condition.

Labor market is the only real appraiser of labor, forming and revealing the natural price of work. It stimulates a worker to improve quality of work to sell it more expensively at the labor market and to sustain the competition.

The price of labor represents a set of employer's expenses connected with use of labor, ensuring its necessary reproduction. Quite recently, the labor was not considered as good in our country, while millions of people entered the relations concerning its purchase and sale.

Labor cost consists of the volume of the vital benefits necessary for ensuring normal activity of the person: maintenance of a family, support of working capacity, spiritual development, receiving necessary vocational preparation, etc.

Determination of the price and cost of labor is the most important mechanism of self-regulation of labor market. If the labor cost (i.e. the amount of the investments necessary for its reproduction) exceeds suggested price, the offer of unoccupied labor would grow and the labor market would extend.

Theoretically, salary increase is counterbalanced by corresponding changes of the prices that has no essential impact on the extent of unemployment and employment.

Actually, the mass growth of the labor price can create conditions for reduction of need of the maximum employment of efficient family members, having weakened this intensity at the labor market. Thus, the price of labor depends on labor market condition, offer and demand.

Indicators of the labor price is the wage level, personal income, purchasing power of population, etc. The first two indicators reflect labor price of a hired worker, the third one reflects the real size of the gained monetary income.

Purchasing power of population (P) it is calculated by the formula:

$$P = (MI - NCP') / I_p, \quad (1)$$

where MI - monetary income of employees of enterprise, branch or the region;

NCP' - non-commodity payments: utilities, expenses on transport, obligatory payments;

I<sub>p</sub> - a summary retail price index.

The labor price consists of salary and employer's expenses on labor.

Its monetary and natural payments are a part of salary: official salary, tariff earnings, awards and remunerations, extra charges and surcharges, food, use subjects, free housing, motor transport, mobile communication, etc.

The part of employer's expenses are the following:

- social payments (sick-lists, mothers' payments, pensions for operational injuries and disability, severance pay, payment of holidays, cost of medical and sanitary care);
- expenses on professional preparation and development, selection of shots and career guidance;
- obligatory taxes and expels from compensation fund, which act in the form of labor expenses (income tax, social contributions);
- social service of workers (canteens, cultural actions, objects of social infrastructure, sanitation of workers).

### Conclusion

Thus, labor market is a component of market economy structure. First, it is a system of public relations on purchase and sale of good "labor". Moreover, labor market is a sphere, where labor offer and demand is formed; its attraction, consumption and reproduction is carried out. Labor market can be characterized as the mechanism of coordination of labor price and working conditions, which subjects are workers and employers.

Labor market, submitting to offer and demand laws, represents the specific market on a significant amount of components, it has a number of essential differences from other markets. Its regulators are not only micro - and macroeconomic factors, but also social and psychological factors, which do not always influence on pricing of good "labor".

### Recommendations

The paper is useful for scientists, experts in the sphere of labor relations, researchers of labor market problems, workers of labor market infrastructure, teachers and students of economic specialties.

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## INDICATIVE MANAGEMENT IN ECONOMIC MANAGEMENT OF THE MUNICIPALITY (ON THE EXAMPLE OF THE CAUCASIAN REGION OF KRASNODAR KRAI)

### Abstract

Relevance of the chosen subject is caused by the increasing interest in a role of indicative planning in management of economy. The purpose of article consists in studying of theoretical aspects of indicative planning, and also in studying of this type of planning on a concrete example. The leading approach to a research of this problem is studying of the regulatory base and the analysis of statistical information. Specification of the Order of development of the indicative plan of social and economic education the Caucasian area, and also expansion of the Investments group in indicative development plans for the Caucasian area by introduction of new indicators, such as "Commissioning of objects of the social sphere", "Construction in progress" and "Volume of construction and surveying works" is offered. This article has value for the regions introducing indicative planning in the activity, and also for those subjects which already in the practice work with system of planning and indicators.

### Keywords

indicative planning, economy, management, indicator, municipality,  
social and economic development

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### Introduction

#### 1.1 Relevance

As a result of acceleration, complication of processes of social and economic development of territories, and also owing to increase of a role of social responsibility of business municipal authorities began to direct the activity to creation of certain conditions, namely: achievement of development by municipalities of definite purposes. In this regard the priority of indicative approach as main instrument of management of social and economic development of municipal territories increases.

### 1.2 Theoretical aspect of planning

Planning - an integral part of bodies of the state and municipal authority, and also the enterprises of various forms of ownership. If to connect activity of executive authorities and activity of economic entities, then this interrelation can be presented in the form of the indicative plan as its basis - strengthening of economic and social situation of the population. Process of planning includes the principles, definition of the priority purposes, in this case - indicators, and also control of implementation of plans, the accounting of external and internal factors.

### 1.3 Need of studying of indicative planning

Distinctive feature of process of indicative planning - creation of hierarchy is more whole when planning social and economic than system to which it is applied, and also definition of indicators on the basis of which it is possible to estimate dynamics of development of this system. Indicative planning gives the chance for ensuring effective management process of municipality and acceleration of social and economic development of territories.

Need of use of the most effective introduction of opportunities of indicative planning in the conditions of domestic economy, deepening and specification of theoretical and methodological questions of indicative planning, an insufficient readiness in domestic economic literature of questions of practical realization of this type of planning in the Russian conditions, and also problems of synthesis of the accumulated experience of application of indicative planning at the regional level caused relevance of the chosen subject.

## Methodological Framework

### 2.1 Research problems

In the course the following tasks were set: 1) studying of theoretical base of aspect of planning, 2) consideration types of planning are also studied, 3) profound studying of indicative planning is carried out, 4) the social and economic system of the municipality the Caucasian area is considered and analysed, 5) process of indicative planning in administration municipal education the Caucasian area is considered, 6) ways of increase in efficiency of indicative planning for improvement of social and economic development of the Caucasian area are offered.

### 2.2 Purpose, object and object of research

Research objective - studying of indicative planning and increase in its efficiency in the municipality the Caucasian area. A research object - administration of the municipality the Caucasian area. An object of research - indicative planning.

## Results

### 3.1 Planning stages

Planning is the purposeful activity consisting in development and practical implementation of the plans defining future condition of an economic unit, ways and means of its achievement.

Planning is a process therefore the stages, namely:

- 1) collecting, assessment and analysis of information,
- 2) formulation of the purpose, tasks,
- 3) decision-making, development of the program,
- 4) documenting,
- 5) approval of the plan,
- 6) control over the implementation.

Thus, we see that process of planning consists of six stages, each of which has the value. Therefore respect for the sequence in planning is a necessary condition (Glagoleva, Sychanina, 2016).

### 3.2 Indicative planning as state tool

Planning is closely connected with process of budgeting is not dependent on whether state it is the budget, the budget of the subject of the Russian Federation or the budget of the municipal district. Development of the budget for next year has to be based on reliable estimates of the income and expenses. As we know, the budget is accepted taking into account the indicative plan of social and economic development of the territory. Implementation of indicative planning as shows international experience, includes both creation of special planned bodies, and investment with a certain planning functions of various ministries and departments. Experience of application of indicative planning shows that in each country - to indicative planning as process - the lines are inherent in it.

Indicative planning as a method of state regulation of economy has more than fifty-year history of development. France, Japan, China, Norway, the USA became the first countries applying indicative planning in management. Joined them India and others later. What is regarding our country, it is possible to tell that practice of application of indicative planning began to be applied late enough.

At the time of CCCC preference it was given to directive planning, the economy had directive character, plans were obligatory. However in 1994 the State Duma Committee on economic policy adopted the bill "About Indicative Planning of Social and Economic Development of the Russian Federation". In accepted in 1995. The federal law "About the State Forecasting and Programs of Social and Economic Development of the Russian Federation" conceptual approaches to the state forecasting are reflected. He regulates process of development of the system of the state forecasts and programs of social and economic development of the Russian Federation, establishes their contents. In this law the state forecasting is considered as "... system of scientifically based ideas of the directions of social and economic development of the Russian Federation based on laws of market managing".

Acceptance of strategy of social and economic development of regions of the Russian Federation which was developed in 2002 by the Ministry of Regional Development of the Russian Federation became the following step of development of indicative process in Russia. Coordination of plans at all three levels was for the first time provided in the new document: federal, regional and local. Work was built on creation of the principles of indicative planning.

For creation in Russia systems of indicative planning it is necessary to solve, first of all, legal problems. It assumes development and adoption of the following normative legal documents:

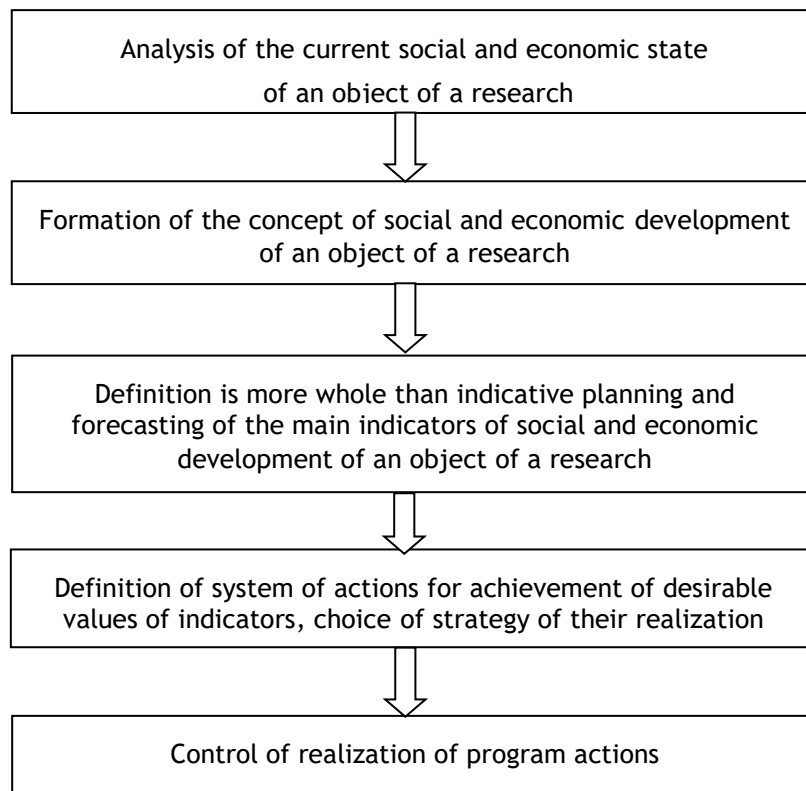
- federal laws on indicative planning and on system of bodies of forecasting, indicative planning and forecasting
- laws on modification and additions in civil, bank, budgetary, tax, customs, labor and corporate legislations taking into account introduction of indicative planning.

For development of the effective indicative plan it is necessary to pay important attention to its previous phase - forecasting as process of planning is objective and natural continuation of forecasting. In municipal management indicative planning includes in itself coordinating of interests of municipality with interests of local business.

The indicative plan of social and economic development of territories consists of system of the certain indicators opening social and economic a condition of the territory, quality of life of the population, infrastructure and quality of the environment. The central concept of system of indicative planning is the indicator - the integrated indicator



which is quantitatively defining qualitative characteristics of this or that event, process, the phenomenon. Besides, for each of indicators so-called "corridor" in which borders they have to be is defined. And if the indicator goes beyond the established framework of "corridor", it already testifies to need of adoption of the correcting administrative decisions and corrective actions. In a general view process of indicative planning of development of social and economic system represents the sequence of the stages presented in the figure 1.



**FIGURE 1. PROCESS OF INDICATIVE PLANNING  
OF DEVELOPMENT SOCIAL AND ECONOMIC SYSTEM**

Indicators (i.e. indicators), depending on features of the subject, can vary, be supplemented, change. The system of indicators of social and economic development is one of the most important elements of indicative planning and proceeds from the purposes and priorities of territorial development. This system has to be flexible and adaptive, has to consider specifics of the territory and to be based on urgent statistical data. Indicators of system have to be clearly formulated, measurable, comparable and achievable.

Indicative planning is the main working tool on realization of the objects set in the strategic development plan for the country taking into account specifically developing economic and socio-political situation. Indicative planning is process of formation of system of parameters (indicators) characterizing the state and development of national economy corresponding to the public social and economic policy and establishments of measures of the state impact on social and economic processes for the purpose of achievement of the installed indicators.

Indicative planning represents a method of regulation of economy which basis is a set of the balanced and interconnected purposes of management developed as a result of forecasting and if to tell more particularly - indicators which need to be reached during the determined time period.

### 3.3 Indicative planning in the Caucasian area

The Caucasian area is one of structural divisions of administration of the municipality department of economic development to which the following functions are assigned:

- formation uniform municipal policy of social and economic development of the Caucasian area;
- providing interaction of the structural divisions of administration of the municipality interested territorial authorities of federal organs of the executive authority, Kropotkinsky city and rural settlements concerning development of forecasts and indicative plans of social and economic development of the territory of the municipality, develops the indicative plan of social and economic development of the Caucasian area;
- carries out indicative planning with preparation of the proving social and economic calculations of development of the municipality for the three-year period;
- carries out quarterly monitoring of implementation of the indicative plan;
- will organize development of the program of social and economic development for three-year term as instrument of realization of strategy and indicative development plan for the territory for a long-term outlook.

In the course of indicative planning the department of economic development of administration of the Caucasian area closely interacts with representative body of the municipality - with Council of the municipality the Caucasian area. The main form of work of Council - sessions at which the issues carried to its competence by the legislation and the charter of the municipality the Caucasian area are resolved.

Council consists of 30 deputies elected on municipal elections on the basis of general equal and direct suffrage at confidential voting. The term of office of Council makes 5 years. Council has rights of the legal entity. Sessions are convened by the chairman of the board as required, but at least once in three months.

The charter of the Caucasian area in article 24 enshrined exclusive competences of Council which I represent the following directions:

- 1) adoption of the charter, introduction in it of changes and additions;
- 2) approval of the local budget and report on its execution;
- 3) establishment, change and cancellation of the local taxes and collecting according to the legislation of the Russian Federation on taxes and fees;
- 4) adoption of plans and development programs of the municipality Caucasian area, approval of reports on their execution;
- 5) definition of an order of management and the order of the property which is in municipal property of the municipality the Caucasian area;
- 6) definition of an order of making decisions on creation, reorganization and liquidation of the municipal enterprises, and also about establishment of tariffs for services of the municipal enterprises and institutions;
- 7) definition of an order of participation of the municipality the Caucasian area in the organizations of intermunicipal cooperation;
- 8) definition of an order of material and organizational support of activity of local government bodies;
- 9) control of execution by local government bodies and public officials of local self-government of powers according to the solution of questions of local value;
- 10) making decision on removal of the head of the municipality the Caucasian area in resignation.

### 3.4. Importance of indicative planning

Krasnodar territory, unlike other subjects of the Russian Federation, uses indicative planning more than 15 years. An initiator on introduction of this type of planning is the representative body of edge - General Court of Krasnodar Krai.

Indicative planning in the region is presented by 3 levels, namely:

- at the level of settlements;
- at the level of areas;
- at the level of the region.

Relevance of use of plans in work of municipalities is obvious: any head of the settlement has to know not only as in what volumes is in the territory entrusted to it what security of the population with infrastructure facilities, in particular - a social infrastructure, an opportunity and threat, but also to have the document which contains all this information systematizes it, and also gives an idea (in percentage measurement) of performance or non-performance of the set indicators.

The system of indicators in respect of social and economic development of territories is collected so that in details to disclose aspects of both the economic, and social sphere in this connection it is recommended to municipalities to bring "the" indicators reflecting features of this or that municipality.

Development of the indicative plan in the municipality the Caucasian area is carried out according to provisions of the Law of Krasnodar Krai of 06.11.2015 No. 3267-KZ "About strategic planning and indicative plans of social and economic development in Krasnodar Krai" and in the order approved by the resolution of the head of the municipality the Caucasian area of 30.12.2015 No. 1676 "About the statement of an order of development of the indicative plan of social and economic development of the municipality the Caucasian area". The indicative plan which is annually developed in municipality is the document establishing the planned values on system of indicators of social and economic development of the territory of the municipality the Caucasian area.

The indicative plan is developed in a branch section on the basis of the analysis of a situation in economy and the social sphere of the municipality the Caucasian area according to a macroeconomic situation and scenario conditions of development of economy of Krasnodar Krai in general.

For control of implementation of the indicative plan authorized body:

1) quarterly, to the 30th following the reporting period the Caucasian area submits in Council of the municipality the report on implementation of the indicative plan for last quarter;

2) annually, till September 30 of the year following the reporting period the Caucasian area submits in Council of the municipality the report on implementation of the indicative plan for last year.

Decisions of Council of the municipality the Caucasian area about the course of implementation of the indicative plan are published in media.

For assessment of indicative planning in the Caucasian area it is necessary to present results of planning in a tabular form (table 1).

TABLE 1. ASSESSMENT OF EFFICIENCY OF INDICATIVE PLANNING IN THE MUNICIPALITY THE CAUCASIAN AREA

Index	2012 r.			2013 r.			2014 r.		
	plan	report	% performance	plan	report	% performance	plan	report	% performance
Social sphere. Population level of living									
The average annual number of resident population (on the end of the year) - everything, one thousand persons	125,1	124,555	99,6	124,4	123,992	99,7	124,1	123,947	99,9
Number of registered unemployed persons, persons	685,0	540	78,8	634,0	493	77,8	550,0	448	81,5
The number of places in institutions of preschool education, piece	4029,0	3821	94,8	4039,0	4194	103,8	4550,0	4248	93,4
Industrial activity									
Production and distribution of the electric power, gas and water, million rubles.	1009,3	917,1	90,9	1090,3	965,2	88,5	1068,8	493,6	46,2
Production of main types of production:									
Meat, t.	117,7	97,0	82,4	90,0	41,5	46,1	224,0	27,69	12,3
Whole-milk production, thousand tons.	17,3	14,7	85,4	15,0	7,8	51,9	10,5	5,3	50,5
Agricultural industry									
The volume of agricultural production in all categories of farms, million rubles.	4737,70	5097,3	107,6	4814,20	5167	107,3	5800,40	5786,4	99,8
The number of number of cattle on the end of the year in all categories of farms, the heads	7840	8142	103,9	8410	7206	85,7	8300	6932	83,5
Investments									
The volume of investment into fixed capital at the expense of all sources of financing, million rubles (on the large and average organizations), in the prices of the corresponding years	850,00	1522,7	179,1	1580,00	1479,5	93,6	1711,00	849,4	49,6
Transport complex									
Volume of services of large and medium-sized enterprises of transport, million rubles	4428,3	3481,1	78,6	3708,9	3402,6	91,7	3384,9	4482,4	132,4
Commodity markets and services									
Retail trade turnover, million rubles	7533,8	8439,7	112,0	8943,7	9543,3	106,7	10283,8	10757,7	104,6
Volume of paid services to the population, million rubles	2429,40	3247,9	133,7	3523,40	4054,4	115,1	3875,00	4367,2	112,7
Resort and tourist complex									
Total amount provided resort and tourist (taking into account volumes of the small organizations and natural persons), million rubles.	11	21,1	191,8	21,8	21,82	100,1	23,5	21,1216	89,9
Small business									
The total amount of expenses of the local authority budget on development and support of small business counting on 1 small enterprise (within the municipal target program), rub.	411,3	493,8	120,1	516,6	527	102,0	514,1	527	102,5
Finance									
Losses on all kinds of activity, million rubles	85,2	81	95,1	43,6	134	307,3	30,2	464,5	1538,1

From table 1 we see that for 2012-2014 the percent of performance of indicators of the indicative plan varies. In the social sphere there was a population growth that caused increase in percent of performance of this indicator. The percent of performance of such indicator as "the number of registered unemployed persons" increased; the indicator "the number of places in institutions of preschool education" was exceeded in 2013 for 3,8%, however further the indicator decreases. In industrial activity recession of the presented indicators is noted that involves failure to follow the plan in the field of such group of indicators as "industrial activity". Production of main types of production, namely meat and milk was sharply reduced that it is possible to connect "Agricultural industry" with reduction of number of cattle in the Caucasian area in group of indicators. "The volume of investment into fixed capital at the expense of all sources of financing" was also reduced, the performance percent throughout the studied period is reduced: in 2012 it made 179,1%, in 2013 - 93,6%, in 2014 - 49,6%. This indicator cannot be disregarded as the contribution of investors to development of the Caucasian area is very important. In a transport complex the percent of performance has positive dynamics throughout all studied period. The percent of implementation of the plan of the indicators entering into the "Commodity Markets and Services" group is reduced, however does not cross 100,0% that demonstrates performance of the set parameters in this area. The same tendency is noted also in small business. In a resort and tourist complex sharp falling of implementation of the plan, however opposite dynamics at group of indicators "Finance" is noted. On the basis of studying of efficiency of indicative planning in the municipality the Caucasian area we suggest to recognize it satisfactory as the percent of implementation of the plan has under itself the reasons which at further process of indicative planning will be considered. It is also necessary to note that on indicators, the plan for which was not reached, the subjective factor which is occurring in all world economy and introduced the amendments - an economic crisis - affected that needs also to be considered.

Within the studied subject we revealed the following shortcomings:

1) in the indicative plan of social and economic development of the municipality the Caucasian area, in our opinion, the group of Investments indicators is insufficiently revealed. In this group only one indicator "The Volume of Investment into Fixed Capital at the expense of All Sources of Financing (on Large and Medium-sized Enterprises)" expressed in one million wheels in the prices of the corresponding years is specified. It, in our opinion, is not enough as the Investments group for more precisely analysis of an investment situation in the indicative plan of social and economic development of the area demands the specifying indicators in this group of the plan;

2) as development of the indicative plan of social and economic development of the municipality the Caucasian area in point 2.3.1. "Annually in time and in a form, established by authorized body, provide it the information necessary for development of the indicative plan" concrete terms of delivery by economic entities of information in authorized body are not determined that, in our opinion, complicates work of the experts who are engaged in indicative planning. It complicates process of development of the plan as information from all subjects in a certain form, volume and to concrete term is necessary for a sverstka of the final document; process of development of the indicative plan of social and economic development of the area can be dragged out sine die because of expectation of data.

By preparation of work the standard documentation connected with indicative planning was studied. Because exact terms of providing information in authorized body are as it should be not established, there can be the following problem: branch bodies and (or) economic entities can submit the required information when it is convenient to them. That is expectation of data can drag on. Or on the contrary, data while branch bodies of

administration and (or) economic entities are not ready to provide them will be urgently necessary for department of economic development. Therefore we consider that standard fixing of terms of granting the filled forms will help to make process of planning in the Caucasian area more exact that will allow to improve process of indicative planning. So, as it should be, in our opinion, one of points demands specification, namely:

2.2. When developing the indicative plan by authorized body data of the state statistics (in case of its absence - the departmental statistical reporting), branch (functional) bodies of administration of the municipality the Caucasian area, subordinated local government offices of the municipality the Caucasian area and the economic entities which are carrying out activity in the territory of the municipality Caucasian the area are used.

2.3. Branch (functional) bodies of administration of the municipality Caucasian area:

2.3.1. Annually in time and in a form, established by authorized body, submit it the data necessary for development of the indicative plan.

2.3.2. Quarterly carry out monitoring of implementation of the indicative plan regarding the competence: in terms and in a form, established by authorized body, also send it information on implementation of the indicative plan.

2.4. The draft decision of Council of the municipality the Caucasian area about the indicative plan of social and economic development of the municipality the Caucasian area as an initiation of bills is introduced by the head of the municipality the Caucasian area till December 10 of the year preceding the next financial year.

As in subparagraph 2.3.1 the concrete term of granting the municipality by branch bodies of administration the Caucasian area in authorized body is not established; in subparagraph 2.3.2. also there is no concrete date of the direction in authorized body of information on implementation of the indicative plan for implementation of monitoring of implementation of the plan, suggest to make to these subparagraphs the Order changes owing to which their formulation will be following:

2.3. Branch (functional) bodies of administration of the municipality Caucasian area:

2.3.1. Annually till March 1 of the year preceding the next financial year and in the form established by authorized body provide it the information necessary for development of the indicative plan.

2.3.2. To the 10th day of the first month of every quarter carry out monitoring of implementation of the indicative plan regarding the competence in the form established by authorized body and send it information on the course of its performance.

In our opinion, in the second section of the Order of development of the indicative plan of social and economic development of the municipality the Caucasian area it is necessary for it is necessary to fix granting terms in authorized body and for economic entities. Therefore we suggest to make point 2.4. point 2.5., and in point 2.4. to enter the following information:

2.4. The economic entities which are carrying out activity in the territory of the municipality the Caucasian area till March 1 of the year preceding the next financial year and in the form established by authorized body provide it the information necessary for development of the indicative plan.

2.5. The draft decision of Council of the municipality the Caucasian area about the indicative plan of social and economic development of the municipality the Caucasian area as an initiation of bills is introduced by the head of the municipality the Caucasian area till December 10 of the year preceding the next financial year.

All made changes for convenience and presentation are reflected in table 2.



**TABLE 2. SUGGESTIONS FOR IMPROVEMENT OF PROCESS OF INDICATIVE PLANNING OF SOCIAL AND ECONOMIC DEVELOPMENT**

"An order of development of the indicative plan of social and economic development of the municipality the Caucasian area" of 30.12.2015 No. 1676	Project "Order of development of the indicative plan of social and economic development of the municipality Caucasian area"
<p>2.3. Branch (functional) bodies of administration of the municipality Caucasian area:</p> <p>2.3.1. Annually in time and in a form, established by authorized body, submit it the data necessary for development of the indicative plan.</p> <p>2.3.2. Quarterly carry out monitoring of implementation of the indicative plan regarding the competence: in terms and in a form, established by authorized body, also send it information on implementation of the indicative plan.</p>	<p>2.3. Branch (functional) bodies of administration of the municipality Caucasian area:</p> <p>2.3.1. Annually till March 1 of the year preceding the next financial year and in the form established by authorized body provide it the information necessary for development of the indicative plan.</p> <p>2.3.2. To the 10th day of the first month of every quarter carry out monitoring of implementation of the indicative plan regarding the competence in the form established by authorized body and send it information on the course of its performance.</p>
2.4. The draft decision of Council of the municipality the Caucasian area about the indicative plan of social and economic development of the municipality the Caucasian area as an initiation of bills is introduced by the head of the municipality the Caucasian area till December 10 of the year preceding the next financial year.	<p>2.4. The economic entities which are carrying out activity in the territory of the municipality the Caucasian area till March 1 of the year preceding the next financial year and in the form established by authorized body provide it the information necessary for development of the indicative plan.</p> <p>2.5. The draft decision of Council of the municipality the Caucasian area about the indicative plan of social and economic development of the municipality the Caucasian area as an initiation of bills is introduced by the head of the municipality the Caucasian area till December 10 of the year preceding the next financial year.</p>

All offered changes will allow to make process of preparation of the indicative plan more exact, not indistinct, concrete and obligatory. Positive sides can be defined as follows:

- accurately established periods of granting by branch bodies and economic entities of the data necessary for development of the indicative plan;
- fixing of responsibility about timely providing information by branch bodies and economic entities by establishment of concrete terms;
- decrease in risk of falsification of data in a consequence of their obligatory granting;
- decrease in load of specialists of department of economic development of administration of the municipality Caucasian area, indicative plans, responsible for drawing up.

### Discussions

Indicative planning attracted interest of many scientists. The theoretical base and a methodological basis of indicative planning were formulated by both domestic, and foreign researchers. In domestic science A. Petrov, B. Shogenov, N. Ananov, T. Kochuymanov, Yu. Vertakova, I. Usmanov, V. Pakhomov, T. Morozova, A. Pikulkin were engaged in studying of the matter, L. Demidov, S. Klimov, G. Shcherbakovsky, L. Pavlova and other scientists. Now thanks to S. Glazyev, Yu. Petrov, V. Dudkin, A. Evgrashin, M. Shakkum, R. Ilyina's works basic provisions of use of indicative planning in modern Russian conditions are formulated, development of methodological tools is begun. S. Batchikov,

V. Dementiev, D. Zemlyakov, S. Kapkanschchikov's works, V. Kistanova, I. Komarova, V. Leksina, D. Chernikova, A. Shvetsova are devoted to the solution of a number of specific objectives of indicative planning. Separate aspects of indicative planning were considered by V. Zaytsev, Yu. Osipov, N. Fedorenko and other researchers. Questions of indicative planning were formulated in scientific literature of the western countries by such scientists as E. Malenbo, T. Peru, K. Landauer, J. Cara, P. Dubois, R. Solow, G. Myrdal, Ya. Tinbergen, G. Denton, V. Lutz, R. Frisch and others. The leading role in formation of the theory of indicative planning was played by theoretical views of L. Valras. A starting political economic basis of the theory of indicative planning are J. Hicks's works, K. Errou and G. Debre. Important theoretical bases of indicative planning were developed by P. Masse. J. Meade finished analytical execution of the concept of indicative planning.

### **Conclusion**

We carried out the analysis of process of indicative planning of social and economic development in the municipality, and also ways of increase in efficiency of planning in the Caucasian area were offered.

For the solution of problems us specification of the Order of development of the indicative plan of social and economic education the Caucasian area, and also expansion of the Investments group in indicative development plans for the Caucasian area by introduction of new indicators, such as "Commissioning of objects of the social sphere", "Construction in progress" and "Volume of construction and surveying works" was offered that will bring during the next positive moments:

- increase in overall performance of the experts who are engaged in indicative planning in department of economic development of administration of the municipality the Caucasian area;
- increase in living standards of the population of the municipality the Caucasian area by commissioning of objects of the social sphere;
- a possibility of monitoring of jobs in the municipality the Caucasian area, and also influence on their quantity.

### **Recommendations**

This article has value for the regions introducing indicative planning in the activity, and also for those subjects which already in the practice work with system of planning and indicators.

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## WAYS TO IMPROVE THE COMPETITIVENESS OF THE ENTERPRISE IN THE MARKET ECONOMY

### Abstract

The paper deals with the ways of improving the enterprise competitiveness in the market economy.

### Keywords

competitiveness, enterprise, business, market factors, resources, customers, product economy

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### Introduction

The urgency of the problem

The popularity of the theme that we have chosen is gaining every year a big turnover. This article is focused on a detailed study of the conditions and factors, the competitive positions of the enterprise and to understand what conditions are best suited for a decent competition. The leading approach to the study of this problem was to study all the pros and cons of the competitiveness of the enterprise and its variants.

### Materials and Methods

In the context of a very tense and stiff competition from foreign manufacturers to Russian companies it is very important to learn all sorts of methods of competition, which will correspond to foreign manufacturers. An indicator of the economic situation of the production and evaluation of its bankruptcy should be the level of competitiveness of the enterprise. The ability to correct and rational management of competitiveness is the most important for the existence and successful development of domestic enterprises. In a market economy it is hard enough to succeed and bring your business to a leading level, if you do not plan to detail the effectiveness of development opportunities and prospects in such a competitive environment. The success and high competitiveness of a company is largely dependent on the consumers of their satisfaction, the absence of complaints, the company's reputation and willingness to buy this product again and again.

### Results

Summing up all the above, we can draw a conclusion, that the competitiveness of the enterprise - it is primarily the maintenance of the enterprise at a high level with the use of all possible means of marketing. Quality production and high sales of goods is an important task of the enterprise on which it operates continuously. Most important at this point in connection with the sanctions is a question of competitiveness between countries. The executive power, business, private entrepreneurs have its part to support domestic

producers from all sides help to upgrade agriculture has long been obsolete agricultural machinery and the use of modern scientific and technological progress, as well as help in eliminating the negative impact from the monopolists.

### Discussion

So, we can now give a definition of competitiveness of the enterprise - this is a special feature, and by using it one company differs from the other in the satisfaction of human needs, and the ability to stay in tight market conditions, and with all this to make a profit, which will be enough to improve production and product quality and firmly establish it at a high level, as well as quite a few important incentives for employees. Or in simple words can be considered as the competitiveness of the degree of attractiveness of the product to customers, which is able to determine the satisfaction of the whole complex of requirements.

Let us analyze the following definition of "competitiveness of the enterprise" data by some authors.

Fatkhutdinov RA formulate a competitiveness - a special property of the object, which is characterized by the degree of actual or potential to meet their specific needs in comparison with other similar objects represented in this market. It defines the ability to withstand competition in comparison with similar facilities in this market.

Ivakhnik DE deciphered the concept of competitiveness of industrial enterprises in this way - this is a common characteristic of a business entity for a certain period of time in a particular market, reflecting the superiority over its competitors for a number of determining parameters - financial, economic, marketing, production and technology, human resources and environmental, and the ability to timely adaptation to changing environmental conditions. To summarize the conclusions of these authors, it is possible to say that any company for various characteristics compared with competing businesses. However, it has disadvantages:

- 1) if you do focus on a comparison of performance of competitors, while the focus is lost from such an important factor as the adaptation of enterprises to changing environmental conditions;

- 2) lack of systematic evaluation of the competitiveness. All parameters of the enterprise compared without intra-relationships and the dynamics of change;

- 3) the choice to compare one or more companies competing can distribute the competitive position of the analyzed companies, but at the same time reduces the possibility of an objective assessment of the state of the industry;

The above definition of this category of "competitive enterprise" as the value of a constant, but it is not alone, as the company may in certain period of time to be competitive, and in the next period (when changing market and changing ambient conditions) - are not competitive. That is the company's competitiveness -. The category, which depends on many factors and varies over time.

Marketing departments have a special place and is very important for companies. They analyze consumer demand, it changes preferences, assess the prospects of production and planning to improve the competitiveness problems. At the forefront of the successful development of the enterprises are located internal factors controlled by the management. Traditionally, the business theory of such factors include the selection and motivation of the personnel policy, the creation and training of the team, realized the policy in the field of marketing and management, a strategy, etc. These factors, when properly used, produce significant benefits for the enterprise.

The main production work for the implementation of the plan or the order in time is absolutely necessary to pay premiums: for the implementation of the plan (25%), for exceeding the plan (35%), for particularly important production targets (5%), for the

creation and implementation of its own project ( 10%), the winners of the competition in the internal activity (3%), with the leadership of the trainee (5%) of the original, non-standard solution Award, which brought the company profits (10%). There are also indicators of activity for which the employee may be submitted to the awarding is:

- the absence of complaints and disciplinary actions by the employee for the work period;
- payment provided an efficient organization of work in a calendar year, managers, professionals and employees of the organization an additional lump-sum premium in the amount of average monthly salary at the expense of profits.

Not a small role in the organization of production has a logistics department. Logistics - a management tool that contributes to the achievement of these objectives - strategic, tactical and operational. And the organization effectively reduce the cost of production and the satisfaction of end-users on the quality of products, as well as the management of financial, informational and material flows. Creation of the logistics department in conjunction with the operation of the transport department, where the activity of the enterprise to achieve competitive advantages will emerge from the "six rules of logistics."

- Cargo - the right product;
- Quality - the required quality;
- number of - in the required quantities;
- Time - to be delivered at the right time;
- place - at the right place;
- costs - with minimal costs.

The communication strategy of the company are a means of improving the competitiveness of

Information strategy in its own way is a key element of the marketing strategy. The main objective of the communication strategy consists in bringing to the audience the main competitive difference between the goods that affects the selection and purchase of goods

The main objective of the strategy of marketing activities - is to form a preference to products to remind consumers about the product and where it can be ordered. For prospective customers to get their attention, arouse positive decision and the desire to have your product, lead to action. For constant - increase the prestige and image of the company.

With the help of advertising and communication strategy will be realized.

Advertising (creative) strategy is determined by way of an advertiser's use of creative complex, which in turn comprises:

- The target audience;
  - The concept of the product;
  - Means of disseminating information;
- advertising message.

The target audience is a specific group of people, which is addressed advertising. The main objective of the strategy - form a preference to products to remind consumers about the product and where it can be ordered. For prospective customers to get their attention, arouse positive decision and the desire to have your product, lead to action. To the power of desire exceeded reluctance to part with the money and get a nice benefit. The main objective of cooperation with the media is to inform the population about the future prospects of production, future plans and the most important results achieved in recent months. The media make it possible to best form a real idea of the existing product.

- participation in specialized exhibitions and industry. The most important goal of the exhibition - the exchange of ideas, theories and techniques with the simultaneous implementation of commercial interests, by demonstrating the advertised vehicles;

- publishing in print and other media;

- preparation of brochures and booklets, CD - ROM presentations with their further spread among stakeholders;

I propose to systematically promote and optimize the site - this will allow the Internet -The take the top positions in the search results of Russian search engines and directories.

These Internet - Activities will special attention from visitors to the site, namely the target audience response.

One of the important conditions in order to identify the presence of a competitive competition. Basically, the competition is carried out in the conventional place of purchase and sale of certain types of goods, transactions with mandatory compliance with all ethical, economic and legal norms. Also, the significant role played by the commodity's ability to compete - it is an opportunity of goods or services to meet all the needs of consumers, compared to other similar products. It can be identified by several factors: price, quality, fashion, the need for this type of product (demand), the season, advertising, utility ratio of "price-quality", trust the manufacturer.

. Arthur A. Thompson Jr. and AJ Strickland offered in the development strategy of the organization on the basis of the analysis of the industry and competition to identify the key factors of its success, such as:

- The quality and characteristics of the product;
- Reputation (image);
- production capacity;
- The use of technology;
- Dealer network and distribution capabilities;
- Innovative features;
- financial resources;
- Costs compared with competitors;
- customer service

David Krevens believes that the development of the strategic prospects of the organization's leadership must first of all determine the advantages of

- Competitive advantage;
- Universality (a competitive advantage in different situations);
- Duplication of complexity.

Techniques for evaluating the competitiveness of firms by means of which the individual criteria for the organization and production, expressed quantitatively combined into an overall assessment of the competitiveness.

As noted by Arthur A. Thompson Jr. and AJ. Strickland, to assess the competitive power company managers make a list of the key success factors of the industry the advantages or disadvantages. Then assesses the organization on all counts, and then these estimates are summed to obtain an estimate of the complex (total) index of competitiveness of the organization. A similar procedure is carried out for the strongest competitor organizations. A comparison of the estimates of complex indicators of competitiveness of the organization and the competition brings out an advantage or backlog of the organization in relation to competitors. More often than not, in practice, use normalized values of importance (weights) of individual indicators of competitiveness, ie their amount must be equal to one. Then the complex index of competitiveness will be measured on the same scale of measurement as the individual indicators of competitiveness.

The approach proposed by NE Svireyko to determine the competitiveness of products is simple and has the following advantages:

- Determine the number of indicators by which products are attractive, easier than to assess each indicator and the degree of its importance on a certain scale;
- It becomes possible evaluation of products both in quantitative and qualitative indicators.

In general, the method based on the use of the expression for determining the complex index of competitiveness of the organization, not much different from the above.

The specific sources of competitive advantages can be identified on the basis of all the data, but do not let out of attention and that they may be different in different industries and countries:

1. High availability of factors of production, such as a highly skilled labor force, the most advanced equipment and technology, financial capacity and their low cost, as the most unfavorable factor of the product or service is its high price.

But today, there is the opposite effect of this factor, as the abundance and low cost of production factors creates congestion and can lead to inefficient use.

2. The possession of unique knowledge, such as patents, licenses, know-how and strong contacts with scientific institutions. Using anticipate innovations, the rapid accumulation of resources and specialized skills, especially proceeding at an accelerated rate, with competitors passivity can provide leadership in the market.

3. Udobnoe territorial distribution and possession of the necessary industrial infrastructure.

4. Nalichie infrastructure and supporting industries, providing companies with material resources on favorable terms, equipment and information. To hold on to the world market, for example, the company will be able only when the supplier is also a leader in its field.

5. High level of the national demand for the company's products. It favors the development of the company and strengthens its position in the foreign market.

6. Having a comprehensive accurate information about the situation on the market such as the needs, trends and their changes, as well as major competitors, these factors allows to generate the right strategy and its successful implementation.

7. The availability of reliable distribution channels available to consumers, skillful advertising.

8. An enabling environment for the company and the presence of well-known brand.

9. Measures of state support of the production, communication management in economic and political circles.

10. High quality and wide range of products, low cost, good service organization. They form the most important advantage of the firm - a favorable attitude to her customers.

11. Constant innovation in technology, management and marketing.

Periodically assesses the competitiveness of the above figures comparing one product with competing. It is important to note the competitive advantage of firms, which is defined as: short-term, special recommendation, the property produced goods or brands that are specific for a firm advantage over other competitors. These characteristics can be made varied and relate both to the product (service) and to related services. The long-term benefit from the implementation of unique strategies, which can not be reproduced for profit by any of the competitors referred to as sustainable competitive advantage. Competitive advantages are part of the economic system, and can also evolve and change at various stages of their. They quickly lose their value if they use cheap labor or raw materials, the availability of methods and technologies that can be readily available to competitors. Most long to keep the competitive ability are reliable and patented



technology, unique kinds of goods and services, well-established distribution channels, highly skilled workers and high reputation of the firm. The types of competitive advantages are: the resource - which include suppliers, efficient use of resources and access to high-quality raw materials at the lowest possible price; to technology are patented technologies and modern equipment; in the market can be identified as the presence of advertising, efficient sales system over the years, a high market share; and finally to include the cultural proximity and cultural differences between the two countries have successfully streamlined export to neighboring countries. It is necessary to ensure a high and competitive goods and services, as this will help to raise the level of need and the competitiveness of enterprises. Following this, one may conclude that providing competitive one of the important problems, which includes a number of actions. For example, the improvement and the improvement of products and technologies of production, improve quality, lower production costs, promotion marketing works, certified maintenance, as well as the formation, establishment and maintenance of high bar for a long time. An entity that is committed to all kinds of advantages in marketing over its competitors, for the most part focused on the demands of consumers, as opposed to companies, which tend to cost advantage, although also can not ignore the consumers. Competitiveness can be external, and includes an external organization environment, input, output, feedback and communication with the external environment, as well as internal and consists of actions aimed at ensuring the competitiveness of the produced goods. In order to evaluate the effectiveness of marketing departments of the following criteria can be applied: the product and its quality, its packaging, the rate of sales, the level of prices, sales volume for vserazlichnymi areas, the size of the sales force, the level of promotional activity, which also has its own criteria - media which have been used for advertising, advertising budget and types of advertising. In order to achieve the company's competitiveness need to raise the level of competitiveness to global manufacturers, create decent competitiveness of the company's products in targeted market segments, establish the effectiveness of the marketing and management departments, have a decent financial position and profitability of sales. There are quite a few factors that can help you determine the competitive advantages of the company and the industry. First - this is the human resource, it includes a number of employees, their qualifications and cost. Second - it's physical resources is the raw material for the production of goods, the climatic conditions and geographic location. Third - is the infrastructure, the system of bank transfer payments, postal services, transport system ie everything that affects the nature of competition. Fourth - it's cash resources, the amount of capital that can be used in the production of goods. And the fifth - a resource of knowledge, which includes the entire amount of scientific information. All of these factors can be divided into two types: basic and advanced factors. Basic - a natural resource, unskilled labor, geographical location and debit capital. To include all the developed modern infrastructure and specialists with higher education. Also, the factors can be divided according to their specialization in the general and specialized. Common - highly qualified employees, the highway, and to include highly specialized dedicated staff, and a complex of interconnected structures, with which ensures the functioning of the system of certain areas of knowledge.

### **Conclusion**

This article discusses the theoretical aspects of competitiveness, its concept and essence, are the factors and criteria that affect the competitiveness of the enterprise, and are disclosed methodology for assessing the company's competitiveness.



### Recommendations

This article may be of interest to all interested people economically, especially for business executives and organizations that are trying to bring their production to the next level of the world market.

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## THE PROBLEM OF THE DEVELOPMENT OF THE FUTURE TEACHER'S PROFESSIONAL CONSCIOUSNESS

### Abstract

The article focuses on the problem of the development of the future teacher's professional consciousness. The findings of the research on the professional consciousness at the stage of the teacher's vocational training at the university are presented. A hierarchical system of psychological mechanisms optimizing the process of the development of the future teacher's professional pedagogical consciousness are defined during the experiment.

### Keywords

professional pedagogical consciousness, psychological mechanism, professional adaptation, pedagogical setting, professional reflection, professional self-esteem, goal-setting

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### Introduction

The concept "professional consciousness of the teacher" is an accepted notion in the modern psychology and pedagogics (Akopov, 2010; Isaev, Kosaretskiy & Slobodchikov, 2000; Mitina, 2004; Smolar, 2006; Ronzin, 1991; Yudina, 2001). The professional consciousness of the teacher can be defined as an intricate system of images, relationships and senses reflecting the individual vision, comprehension and feelings of external and internal relationships between the teacher, his alter-ego and constantly changing professional pedagogical environment. It accumulates both the knowledge of the

pedagogical reality, the person's professional competence, the subjective attitude to all professionally significant aspects of his activity and communication.

Based on the researches conducted by Russian scholars and their foreign colleagues, we define professional pedagogical consciousness as a particular individual formation that combines the teacher's understanding of the objective demands, specific features and difficulties of pedagogical phenomena and their correlations; subjectively axiological attitude towards them and their recognition at the level of personal meaning; the ability to behave and act properly; willingness to take responsibility for the quality of professional pedagogical activity.

The level of the development of professional pedagogical consciousness depends on the characteristics of the person's axiological and notional sphere. These are high moral ideals, responsibility to future generations that set the attitude towards pedagogical profession. Successful achievement of goals and solutions to problems of the younger generation's upbringing in the modern environment depends a lot on the quality of the teacher's professional training.

An important way to solve this problem can be seen in deep determinants, that is, psychological mechanisms which ensure the productive development of the future teacher's professional consciousness.

Thus, our research aims at revealing the system of psychological mechanisms that ensures productive formation of professional consciousness of the teacher in line with the demands of the modern society.

We hypothesize that there is a hierarchal system of psychological mechanisms productively influencing the development of professional pedagogical consciousness with a basic mechanism of *pedagogical setting* which is linked to the mechanisms of *professional reflection*, *goal-setting*, *professional adaptation* and *professional self-esteem*. It is possible to optimize the above mentioned mechanisms providing that specially organized integral learning with its active forms and methods is used.

### **Methodological Framework**

The problem of psychological mechanisms has been carefully investigated by a wide range of scholars. For example, studies of psychological mechanisms of motivation are prominent in modern psychology (Leontiev, 1992) as well as the man's emotional stability (Abolin, 1987) and mechanisms of cognitive regulation (Ivannikov, 1998). Studies of mechanisms of moral consciousness (Antilogova, 1999) and formation of the man's readiness to work (Sanzhaeva, 1997) have been carried out; researches on mechanisms of the emergence and regulation of thinking in real life activity (Krasnoryadtseva, 1996) and the teacher's professional competence have been conducted.

Across various approaches we have identified that the future teacher's professional consciousness in its unity with the psychological mechanisms functioning hasn't been the focus of multilateral research yet, although it is really necessary to regard this issue. Following our analysis, we discovered only separate studies of the future teacher's professional consciousness and the psychological mechanisms of its realization.

To cite but a few, studies of the role of pedagogical setting as a complex phenomenon that influences the success of the pedagogical activity trace back to the works of Javakhishvili (1988). The effectiveness of the mechanism of pedagogical reflection is described in the works of Bessonova (2000), Volkova (1989), Kalashnikova (1999). The mechanism of goal-setting is identified by Grigoriev (1998) while the mechanism of the future teacher's professional self-esteem is described by Asadullina (1986), Larionova (1999), Shafazhinskaya (1981). The mechanism of students' professional adaptation is researched by Golybeva (2004) and Ezieshvili (2005).

Although it is widely acknowledged that psychological mechanisms are a complex structural component of the integral part of consciousness, there is neither common definition of the psychological mechanism, nor summarized analysis of the psychological mechanisms of the teacher's professional consciousness in their unity.

We observe, for instance, that the conducted researches do not appear to introduce the process of the psychological mechanisms functioning which may influence the formation of the future teachers' professional consciousness in the system. As a result, there is almost lack of studies which focus on the issue of a hierarchical system of the psychological mechanisms of professional consciousness at different stages of pedagogical education. Neither correlation nor interaction of the analyzed phenomenon with basic components of the teacher's professional consciousness at different stages of professional training is reflected. Therefore, we conclude that it is essential to develop the concept of the future teacher's professional consciousness which could embody the interconnections between professional consciousness and the psychological mechanisms of its development.

Theoretical analysis of the researched question has showed that the psychological mechanisms function effectively in their interconnection with factors and mechanisms influencing the development of the future teacher's professional consciousness. Some scholars (Akopov, 2010; Isaev, 1998; Mitina, 2004; Smolar, 2006; Rogov, 1996) suggest that a sociocultural factor is a main external factor of the development of professional consciousness. Meanwhile, the level of the student's intellectual and emotional development, his motivation and the level of his professional self-consciousness are considered to be internal factors.

The sociocultural environment determines the character and the level of the individual's professional consciousness development. However, its influence is rather ambiguous. On the one hand, there are certain contradictions in real life and in a definite social environment. On the other hand, the personality is often formed at the intersection of multidirectional environments that influence the formation of the man's professional orientations and sets.

It is the environment, where the factors emerge and function, that defines the conditions of the formation of professional consciousness. Some scholars (Gurevich, 1998; Rean, 1990) emphasize the prestige and status of the teacher's personality and educational environment at the pedagogical university as the external conditions of the development of the analyzed phenomenon. The internal conditions are the axiological attitude towards pedagogical profession, pedagogical activity as well as the adequate structure of the future teacher's personal needs. It is also worth emphasizing that functioning of the teacher's professional consciousness is determined by a holistic system of factors (e.g. external/ internal; objective/subjective).

The literature review of the problem of psychological mechanisms represents various viewpoints of their definition. Thus, the mechanisms are observed as methods of transforming and organizing the personality (Antsyferova, 1999); as a regular correlation of factors, means and conditions (Antilogova, 1999); as a complex of inner logical links and procedures (Mitina, 2004). Different aspects of the problem of the future teacher's professional consciousness have been studied in the works of Bessonova (2000), Kalashnikova (1999) and others.

By analyzing and comparing various researches, we understand that the nature and content of the mechanisms of the development of the future teacher's professional consciousness during professional training still need a more adequate theoretical review. However, we are able to conclude that, firstly, the psychological mechanisms are not immanent but develop step by step during the person's assimilation of professional activity taking into account individual and typological features and social life factors. Secondly,

every mechanism is specific in its quality, and it has content and dynamic characteristics (Kalashnikova, 1999). Thirdly, the psychological mechanism as a phenomenon of *physco* represents an integrative psychological reality where qualitative certainty of the mechanism is demonstrated in its ability to act simultaneously as “mental process, mental property and mental state” (Guslyakova, 2006).

We suggest that the psychological mechanism is a complex, internal, integral structure of the personality's professional consciousness. It represents the set of inner mental transformations (structures, links, relations), which, considering factors and conditions, ensure the formation of professional consciousness and the emergence (on that basis) of changes in the future teacher's behavior and in the level of his professional potential. The backbone of the psychological mechanisms of the future teacher's professional consciousness is deep and internal work. It results in regrouping the elements of consciousness and transforming the structure of existing correlations that get a dynamic character through this process. System-building, content-rich characteristic is an inner mental activity. It leads to the reorganization of the future teacher's personality's semantic structures which are connected with the changes of the individual's consciousness that are necessary for ensuring the productive professional activity. As a result, the significant correlations between psychological mechanisms and structural components of the professional consciousness as well as between structural components of different spheres of the future teacher's professional consciousness grow and intensify encouraging the increase of its development level.

Every psychological mechanism of the future teacher's professional consciousness works in its correlation with mechanisms, specifically showing itself at different stages of professional training. The most important function of psychological mechanisms is to activate future teachers' consciousness that aims at achieving a higher level of professionalism.

Psychological mechanisms of the development of the future teacher's professional consciousness, based on a logical content analysis, which comes from the integrity of the personality and profession, are the following: pedagogical setting, professional adaptation, and professional reflection, goal-setting and professional self-esteem.

The pedagogical setting is considered to be the basic mechanism. In our opinion, it is the pedagogical setting on the teacher's profession that defines the aspects of the future teacher's professional development. It is observed as a potential and actual power ensuring the success of professional activity. The pedagogical setting does not only mean the individual's stable readiness to act in a certain manner in a certain direction, but also it correlates with all the singled-out mechanisms as a basic mechanism of the future teacher's formation of professional consciousness.

The effectiveness of the mechanism of pedagogical reflection in the formation of professional consciousness is expressed in the future teacher's ability to take an active research position towards himself and his activity. Pedagogical reflection makes the future professional understand his capabilities. He realizes his professional goals, tasks and conditions of professional and pedagogical activity. Links and attitudes, which are built during this activity, depend on the profession specific and the stage of the student's professional development. He also perceives the personal meaning of professional and pedagogical activity which appears in motivational and axiological attitude towards the profession and himself as a teacher and in his need for professional self-improvement.

Goal-setting is the mechanism which makes the future teacher reflect on his own activity, himself as a professional, on setting new goals. Owing to the perceived goal-setting, students' activity position is developed and their subjectness is formed which further results in adjusting their activity, the determination and persistence in achieving goals.

The mechanism of professional self-esteem means either the evaluation of separate individual's professional qualities and actions or his overall self-esteem as a professional. Firstly, this mechanism helps to organize and self-regulate professional and pedagogical activity and behavior based on rules and values in the professional society. Secondly, it influences the dynamics of mastering professional skills and adjusts the probability of goal achievement. Finally, it stimulates self-confidence, professional satisfaction and the success of professional adaptation.

The mechanism of professional adaptation encourages the future teacher in his self-discovery, in building new forms of interpersonal relationships, being a part of professional and pedagogical activity. It also helps to form an active professional position while solving pedagogical problems. Besides, it is the level of professional adaptation development that determines the general activity of professional consciousness and opportunities of its productive transformation.

The formation of the future teacher's professional consciousness is based on functioning of the hierarchically-built system of the singled-out psychological mechanisms that have a different level of generality and concretism at different stages of the university training.

### Results

Our research has defined the necessity to identify criteria for estimating the level of development of the future teacher's professional consciousness. Taking into account methodological and theoretical research bases, we have introduced three groups of the generalized criteria of the teacher's professional consciousness.

*The first group* consists of the criteria reflecting the structural and content aspect of professional consciousness (effectiveness of professional knowledge, the character of pedagogical values, the level of the personality's professionally important qualities, and the level of professional self-esteem). *The second group* includes the criteria which identify the need and motivational aspect of consciousness (the level of cognitive and personal needs, professional motivation, the level of pedagogical abilities, the level of professional aspirations). *The third group* represents the criteria revealing the functional and behavioral aspect of professional pedagogical consciousness (the level of behavioral self-management, the level of professional activity). Therefore, these three groups demonstrate three important spheres (components) of professional consciousness: cognitive, affective and behavioral. All these components function together from the very beginning.

In order to measure every criterion we have employed the system of methods and procedures based on: 1) observation, experiment and content analysis; 2) introspection and self-esteem; 3) projective techniques. The leading methods of mathematical and statistical data analysis are correlation and factor analyses.

The results of the research let us identify three groups of students according to the level of development of their professional consciousness.

The first group consisted of the students with the highest results of the above mentioned criteria (from 15 to 19%). Such students perceive themselves as subjects of pedagogical activity. They demonstrate the high level of development of the personality's professionally important qualities. They take a high interest in psychological, pedagogical and professional knowledge. The following significant professional values define their personal orientation: active lifestyle, interesting work, cognition, self-confidence, creativity, freedom and public recognition. The level of their professional self-esteem is adequate and it guides them to further professional development and self-improvement.

Future teachers try to find their personal sense in the profession. The professional activity is realized in the efficient work which the future specialist uses to satisfy his



needs in the professional self-realization. The teacher may be distinguished by a definite professional perspective, a high level of professional aspirations and self-confidence. Predominant motives for studying at the university are professional ones that direct towards mastering the pedagogical profession (e.g. “before entering the university I had been interested in this profession for a long time”, “the profession that I am mastering now, is the most important for me”). This proves the students’ adequate choice of the future profession and their satisfaction with it. The students of the first group have a developed ability of the professional reflexion. They show the high level of development of pedagogical abilities which, in particular, appear in the right solution to pedagogical problems.

The second group of students consists of those ones whose professional consciousness indicators were less marked (from 61% to 69%).

The third group represents the students whose psychological measures of the development of professional pedagogical consciousness are low (from 11% to 20%, taking into account the age, year of study and specialization). These students’ life plans are related to the pedagogical profession. We explain such a tier status of the future teacher’s consciousness by subjective and objective factors and mechanisms which have been identified during theoretical and empirical research.

The conducted research allows us to define the essence and content of every singled out mechanism, identifies their place and role in the formation of the future teacher’s professional consciousness.

By relying on the theoretical analysis and our own work experience at the university, we conclude that the selected psychological mechanisms are hierarchically built and have a different level of generality and concretism at different stages of the university training. The effectiveness of the psychological mechanisms on the formation of professional pedagogical consciousness increases when they act together in the system under conditions of specially organized training with active forms and methods of work. A formative experiment has been conducted to test this hypothesis.

The first and the second year students of the faculty of Science and Technology at Chelyabinsk State Pedagogical University took part in the research. The experiment lasted for three years (Guslyakova, 2006).

### **Conclusions and Discussions**

The results of the experimental verification let us draw the following main conclusions.

1. Professional pedagogical consciousness is the integral personal formation that characterizes the process of the individual’s structural and dynamic development at different stages of the professional education. The future teacher’s professional consciousness represents the correlation of structural components of cognitive, affective and behavioral spheres which appear and develop in the professional activity and in the relations with other individuals influenced by such psychological mechanisms as pedagogical setting, professional self-esteem, professional reflection, goal-setting and professional adaptation. The essence of professional consciousness is shown in the reflection of the professional pedagogical reality, in the perception of the teacher’s different sides of his “ego” and his professional activity; in setting the boundaries and perspectives of the personal meaning of pedagogical activity; in the solution of functional tasks of professional pedagogical activity.

2. The experimental research has proved the productive role of psychological mechanisms in the formation of the future teacher’s professional consciousness. The effectiveness of the psychological mechanisms on the formation of professional consciousness increases when they act together. The data of the experimental group of



students are qualitatively different from the results of the control group. It proves the effectiveness of the inclusion of active forms and methods of work during the future teacher's professional training in order to master the system of psychological mechanisms.

3. The character of the connections between psychological mechanisms and individual components of professional consciousness has the following peculiarities. At the initial stage of the professional training such psychological mechanisms as pedagogical setting, professional self-esteem and professional adaptation have the maximum number of significant correlations. In senior years of the university training the significance of the mechanism of professional setting remains stable while the strength and total index of the connections rise between the mechanisms of goal-setting, professional reflection and structural components of professional consciousness. It is also worth saying that the established hierarchical organization of the psychological mechanisms has reflected the general view on the productive formation of the future teacher's professional consciousness in our experimental group.

4. The results of the research show that at the initial stage of the professional training the level of development of professional consciousness does not have any statistically significant distinctions between the students of different types of education. Nevertheless, these distinctions become significant in senior years of the students' professional training. The students of the control group demonstrate the decrease of the effectiveness of the psychological mechanisms of pedagogical setting, professional reflection and goal-setting on the formation of professional consciousness which can be seen in the decrease of the level of their professional activity and orientation. The strengthening of the effectiveness of the psychological mechanisms of goal-setting and professional reflection in the students' experimental group optimizes the development of the individual's subjectivity which ensures the qualitative level of the future teacher's behavior and activity.

5. The maximum total index of significant correlations at all the stages of professional training is established between the mechanism of pedagogical setting and structural parameters of professional consciousness. Thus, we can suggest that pedagogical setting appears to be the basic mechanism of the development of the future teacher's professional consciousness. However, in senior years of the university professional training the degree of its effectiveness decreases in comparison with an intensive influence of the mechanisms of goal-setting and professional reflection.

6. It is found that the singled-out psychological mechanisms represent the hierarchical system productively influencing the formation of the future teacher's professional consciousness. Nevertheless, the structural and dynamic understanding of the hierarchy of the psychological mechanisms of the future teacher's professional consciousness includes the following statement: there is no unchangeable and stable hierarchy of the mechanisms (only a situational one). It is determined by psychosocial factors as well as individual characteristics.

7. The results of the research show that there is a dominant position in correlations between psychological mechanisms. In the first year of study it is the correlation between pedagogical setting and professional self-esteem that takes a dominant position. In the third year it is replaced by the correlation between pedagogical setting and goal-setting while in the fourth year the correlation between professional reflection and goal-setting is in a dominant position.

8. The results of the experimental study have proved our hypothesis of the optimization of the psychological mechanisms of the future teacher's professional consciousness. That is to say, the optimization is possible if a specially organized training with active forms and methods of work is used.

Summing up what has been said, the conducted research and its results broaden the conceptions of the particularities of the formation and further development of the future teacher's professional consciousness during professional training at the pedagogical university.

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## ANTHROPOCENTRIC CONTEXT OF LINGUISTIC COMPETENCE

### Abstract

The paper focuses on some aspects of linguistics and language education, associated with an anthropocentric ideologeme as the educational dominant of the European social cultural, social linguistic and economic space. Introducing a competency-based approach in education is noted to have synchronized with a grave crisis experienced by modern Western civilization. Military, terrorist threats and mass exodus turn to searching for effective mechanisms to stabilize the situation *inter alia* in education. In this regard, a lot of social and economic problems are established to remain undetermined while implementing a competency-based approach, that is indicative of difficulties faced by the educational community while setting a new educational paradigm. The main reason for the adverse trends is assumed to be in missing the point of the superconcept "human competence", forming the conceptual core of a competency concept sphere. In this context, and relating to language education there are analyzed some aspects of so called generative doctrine which has been created since antiquity and currently cultivated (Heraclitus, Isocrates, Humboldt, Heidegger, Chomsky); there are substantiated the notion that a human essence / competence is directly correlated with the essence of language. At the same time, it is stated that many simple issues in linguistics remain unexplained. Prospects for further development of competency-based approach in language education is conditioned by the extension of an anthropological trend and the awareness of the linguistic competence concept as a semantic centre of "human competence".

### Keywords

anthropocentric ideologeme, competence crisis, human competence, metahistory, language education

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### Introduction

The transformation of the European way of thinking, the birth of new, not fully conceptualized ideological foundations in the interior of Western civilization ensue on a number of legally formalized intelligible paradigms. One of them is a competency-based approach for arranging a social and economic space: the government and municipal authorities' functioning as related to material production, culture, education and science should focus on developing personal, professional, discipline-specific, environmental, civil, political, existential and other competencies. The human competence in various fields is brought to the level of basic criteria for measuring the efficiency of life. The concept of competence has been entrenched in education, among others, in language education, having gained the status of educational dominant idea. Hence, the strategy of the social changes accomplished in the European space, has been taken off as a result of a competence-centered civilizational choice.

The ambiguity of this choice is obvious. On the one hand, the surging integrative and economic affairs determine upgrading qualification standards for professionals as well as contribute to introducing the new types of competencies. On the other hand, the social and political, ethnocultural and, globally speaking, civilizational imbalance in Europe is

indicative of many problems which can hardly be solved through the instrumentality of competency-based model while implementing institutional reforms. Social inequality, discrimination on the ground of national origin, dilemmatic comprehension of ethnic identity, power confrontation, terrorist threats, the repartition of the geopolitical spheres of influence - all the situation points to the imperfection and, apparently, some conceptual inertia of the competency-based approach. But if we assume that this is not the case and a competence paradigm is quite optimal, then it must be admitted that the political quarters, the political and intellectual elites of Western Europe have manifested themselves incompetent grappling with critically dangerous challenges of modernity. In this regard, one would think that the very theory of competence and the way to perceive it as well as to understand and practically transform are far from perfect, as confirmed by the current events: terror, war, the evidence of the "decline of the West" and the transition to a metahistorical developmental system. This assumption is very likely for good reason.

### **Methodological Framework**

The methodological substantiation of investigating the issues regarding the crisis of a competence-oriented ideology in the imbalanced world order is determined by the works focusing on the anthropocentric essence of language. Indeed, just studying the nature of the individual / community - language / speech correlation offers the challenge for extending the concepts of language education resources of building a highly qualified, quite competent person. In this view the statements and writings dealing with the generative essence of language, which actively awakes the consciousness the individual, are of particular importance. The approximate - anthropological linguistic - ideas are found in such thinkers as Heraclitus, Isocrates, W. von Humboldt, R. Descartes, M. Heidegger, P. Florensky, N. Chomsky and others. Such a great variety of doctrines and the areas of expertise is quite consistent with the scale of modern education traditions. Therefore, a competency-based approach as a global educational paradigm is rather versatile research material that requires adequate methodological and methodical support, in particular, by reference to the terminological, sociological, anthropological and genetic methods of scientific reflection.

### **Results and Discussion**

The analysis of the new world order, performed by the author of the concept of language competence Noam Chomsky, conveys the suggestion that many transcribed ideologemes of the modern society are designedly cancelled out, deliberately unexpanded, left disembodied. From the point of view of the American thinker, this situation is appointed by transnational corporations and it is beneficial to very few people, possessing majority of the financial planetary resources (*Chomsky, 1999*). The establishment's interests center around the total control over the information space and, consequently, over the way and the prospects of worldview of billions of people; dominating people in a great number of varieties, as follows the "open", "democratic", "neo-liberal", "libertarian," "conservative religious", etc. societies, calls for expanding total ideological and psychological / neurobiological industries.

From this perspective, it can be assumed that introducing the idea of competence-oriented education is one of the technologies for mind control as early as at school and university. Indeed, this idea concentrates and, at the same time, preserves a limited logical algorithm: good education / self-education - productive labor - a lucrative business - emotional well-being. This algorithm is very simple and therefore, comprehensible for everyone. However, it should be noted that such a central element as the concept of

human competence has been withdrawn, this being the case the competency-based approach seems to be a conceptual simulacrum.

Let's get down to J. Delors' report "Learning: The Treasure Within", which has been taken as a conceptual framework in the scientific educational and expert community. The content-related quintessence of this document is in the following wording: learning to know, learning to do, learning to live together/ learning to live with others, learning to be (*Delors et al.*, 1996).

The first thing that stands out particularly is a consistent emphasis on the process of cognition / understanding / learning in order to achieve certain vital priorities, as follows to know, to do, to live together / to live with others, to live. The quality and structure of the stated priorities indicate the pragmatic and utilitarian nature of the whole document, the one-dimensionality of the competence theory axiological approach, wherein the ideas about education, qualifications are reduced to the vague, amorphous theoretical concepts, but called the vital ones. What does it mean "to know"? or what does it mean "to live"? There are no explanations. That makes sense, as there is no concept of human competence in the report, while the most impartial investigation of the history of civilization shows that the matter concerning the essence of man in his relation to the world, space, being etc. were always of many thinkers' great attention. Indeed, just due to the retrospect one can enrich the scope of this or that phenomenon, in particular, design its national specificities: "Anyways, it seems to me that when they plan to write or say something, they should better to advance in the historical knowledge as far as possible, and in formalizing the existent, fulfilled and completed programs. (...).The quest for historical knowledge and interpretive formalization is the minimal conditions for a "responsible" writing" (*Derrida*, 1993).

Later on M. Heidegger, speculating on the being of things in existence, believed that "...never does the Being of that which is consist here in the fact that it is brought before man as the objective, in the fact that it is placed in the realm of man's knowing and of his having disposal, and that it is in being only in this way" (*Heidegger*, 1977). Thus, the philosopher developed and consistently grounded the issue of human competence in its direct relationship with the question of being. Moreover, according to M. Heidegger, just language activity is a key to determine the human competence/essence, but not the cognitive activity, as Delors reported, that's because the being manifests itself in language, in which man gains the ground and shelter for living in truth (*Heidegger*, 2000). Such an approach is quite in line with J. L. Austin's speech act theory ("performative utterances"), according to which some aspects of speech are, in fact, actions ("to do things with words") (for example, declaration of war or surrender, wedding ceremony and so on): language / speech gets the function of action. In this context, ontological and pragmatic outlook horizons close in under modern conditions.

It is worthy of note that the conceptions of some major scholars (M. Mamardashvili, M. McLuhan and others) about the phenomenon of modern man are not only more extensional as compared to competency-based approach ideologemes, but in some cases they are opposed to the modern ill-conceived educational paradigm. Thus, M. McLuhan in his "The Medium is the Massage" points out that the "fragmenting of activities, our habit of thinking in bits and parts — "specialism"— reflected the step- by-step linear departmentalizing process inherent in the technology of the alphabet (*McLuhan, Fiore*, 1967), while the current communication media causes unusual perception correlations which change mentality and activity, transform a person. As a result, "media involves all of us, all at once. No detachment or frame is possible" (*McLuhan, Fiore*, 1967). Therefore, according to the author, "We have had to shift our stress of attention from action to reaction" (*McLuhan, Fiore*, 1967). Perhaps, this attitude anticipates the new aspects in



the development of communicative competence or predetermines the entry of conceptually new educational systems for building the kind of interpersonal community.

The pragmatic aspect of the concept of "human competence", but in slightly modified definitions was formulated by the German scholar and teacher V. Kerber with reference to R. Herzog (*Herzog*, 1998): "The learned thing gets out of date very quickly in a new professional and labor sphere. The new requirements are imposed upon: what it involves is about lifelong learning, which should be combined with the creativity, team player skills and personal responsibility. (...) All of this, I would like to call human "life competency" in an extended sense ...." (*Kerber*, 2003).

In fact, man who is faithful and irreprehensible in the performance of his professional duties, but nothing besides, is hardly to be envisaged as competent. Probably, the competency-based approach will never get off the ground and the individual will act like George Orwell's heroes, for a variety of reasons, apart from a thorough understanding of the concept of human competence.

Meanwhile, the designated concept was thought in antiquity, when human competence corresponded to the category of human nature, directly relating to the essence of speech/language. Later on the tradition of correlation between human essence/competence and the essence/competence of language/speech was enlarged in the works of W. von Humboldt, M. Heidegger, P. Florensky, N. Chomsky and others. Our definition for competence is supported by the tradition of generative grammar, according to which man and speech are alive reciprocal generative, but not discrete, whole.

Heraclitus was one of the first who thought about it. He divided people into those who knew how to listen, imbibing the power of the Word (Logos) and those who did not know: "Though this Word is true evermore, yet men are as unable to understand it when they hear it for the first time as before they have heard it at all. For, though all things come to pass in accordance with this Word, men seem as if they had no experience of them, when they make trial of words and deeds such as I set forth, dividing each thing according to its kind and showing how it truly is. But other men know not what they are doing when awake, even as they forget what they do in sleep" (*Fragments*, 2015).

A little later Isocrates, classical Greek (Athenian) philosopher, whose philosophical heritage we got due to the writings of his best disciple Plato, likened midwifery to the process of activating consciousness and generating new ideas by linguistic effect stimulating critical thinking in those who searched for truth (maieutics, or Socratic method). According to Isocrates, speech both introduces to Logos and contributes to learning human nature and therefore to mastering the single most important profession - to be a good decent person (*Timmerman, Schiappa*, 2010). Thus, further to Heraclitus' doctrine Isocrates puts forward the idea about the unity of a human being and speech.

Subsequently the generative ideas of the ancient thinkers were explicated in the main Humboldt's work "On Language: The Diversity of Human Language-Structure and Its Influence on the Mental Development of Mankind." (*Humboldt*, 1988), which left a mark in the history of the modern European humanities, especially in reference to the works of German philosophers. According to Humboldt, a language originates from the inscrutable, mysterious depth of the individual's self-awareness. At that man's language behavior is produced by the activities of the other, unknown forces, energies and forms. Thus, the actual linguistic and extra-linguistic, or an energetic, activities build a unique, individual intellectual identity which depends on the social realm and the laws of inner freedom. This linguistic concept has been associated with the concept of linguistic competence (N. Chomsky), being considered in terms of the concept of "implicit competence" to begin with and divided chiefly into two positions: a) the unknown power's impact on thought (the action of the spirit, energy) and b) innate knowledge, incorporated into the consciousness (super-personal consciousness) by the entire experience of the people's

historical evolution, that is a kind of the people's knowledge matrix or "the inner form". In fact, the concept of "implicit linguistic competence", according to W. von Humboldt, identifies ontological language nature; language is a competence, which is interpreted as the synthesis of the active interaction among incomprehensible energy, innate knowledge and individual, genetically predetermined consciousness. Consequently, a language, in Humboldt's opinion, should be regarded as an ontologically efficient, historically predetermined (innate) and individually actualized unity. In this definition, the concept of "implicitness" is semantically equivalent to the notion of "innate" and it defines language as something inherent in man.

M. Heidegger was one of those who not only acclaimed enthusiastically that language concept, but recreated it in his own way and developed its fundamental principles. In his paper "On the way to language" the German philosopher relied on the speculations on Humboldt's language, putting forward a formula to be thought through: "the formula for the way: to speak about speech qua speech" (Heidegger, 1971). The formula focuses on a dominant, fatal power of language, when the language itself "involves" a person in speaking, assuming "All true language, because assigned, sent, destined to man by the way-making movement of Saying, is in the *nature of destiny* (italics added - L. L.)" (Heidegger, 1971). It is quite reasonable as combining a language and event as a phenomenon determining people's destiny as well as deriving the human essence from the essence of language / speech allowed the German scientist to show that the science of language (linguistics, language education, philosophy, etc.) is possible and necessary to be developed from postulate about this - anthropological linguistic - ontological / competency-based entity.

In such rendering a person becomes a subject, as in his linguistic activity competence a person serves as a modifier transfusing the different quality of the world - things existent. We can't but agree that from this perspective the issues of language education and linguistics as sciences relate to an ontology, while man, included in the ontological space, is generative, creative personality: the man's dominant competence - the competence of generation - is the competence of language. This idea formed the core of Chomsky's generative theory of language, which initiated the development of a competency-based approach in linguistics and psycholinguistics: "once we have mastered a language, the class of sentences with which we can operate fluently and without difficulty or hesitation is so vast that for all practical purposes (and, obviously, for all theoretical purposes), we may regard it as infinite" (Chomsky, 1964). However, it should be noted that, according to N. Chomsky, to comprehend the nature of language, in its belonging to a person, to reflect on the idea of linguistic competency / competence still requires the osmosis of many, at first glance, simple questions: "The what- how- and why- questions raised by these systems have only barely been explored, because just of the unwillingness to be puzzled, despite their fundamental significance for thought and action. The origins of these basic elements and their organisation, now that remains entirely unknown... then they may remain a permanent mystery for human inquiry, but they certainly will be if they're not even investigated" (Chomsky, 2011). The remarkable thing is that the clausal discordance can be found here: on one hand, it is admitted that mankind still remains unable to access the immutable laws of nature and the mechanisms of linguistic manipulation, but herewith, on the other hand, it is accomplished a linguistic "weapon" employment, there is actively used neuro-linguistic programming to manipulate people's minds with the view of serving corporate interests.

## Conclusion

Thus, it can be noted that the key to global social and cultural problems is in the communicative sphere, in linguistic communication as an initial matter. Overcoming the

recessionary tendencies in the pace of developments requires new efforts for improving a dominant anthropocentric educational paradigm as it is deprived of the conceptual center - the concept of "human competence". Appealing to the traditions of generative grammar allows us to partly close this substantial gap defining human expertise as a vital dynamic balance among genetically predetermined, socially conditioned and ontologically selected competencies, generated in the language activities as implicit competencies.

### Recommendations

At the same time, over the long term the concept of generative linguistic competency / competence will require more intensive enhancement of anthropological linguistics and language education, which can potentially be the most promising sciences subject to taking into account a central concept - human competence.

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## EFFICIENCY ASSESSMENT OF THE FOREIGN TRADE PROJECT BY MEANS OF CAPITAL BUDGETING ELEMENTS AND FINAL PROBABILITIES OF MARKOV PROCESSES

### Abstract

To provide qualitatively new growth of economy is possible through increase of labor productivity, increase in competitive investments, growth of the capital. It can be achieved through technological progress, decrease in production costs, stabilization of financial market and reduction of the state participation in business. It demands from the economic subject to adopt weighed decisions on capital budgeting defining efficiency of all foreign trade project. The paper approaches to justify strategic decisions while assessing the alternative investments on projects, which are objects of capital rationing, based on both the NPV, and tools of Markov processes.

### Keywords

capital investments, efficiency, foreign trade project, methods of investments assessment, capital budgeting, NPV, administrative decisions, analysis of predicted expenses and benefits, final probabilities, differential equations of Kolmogorov, normalizing condition

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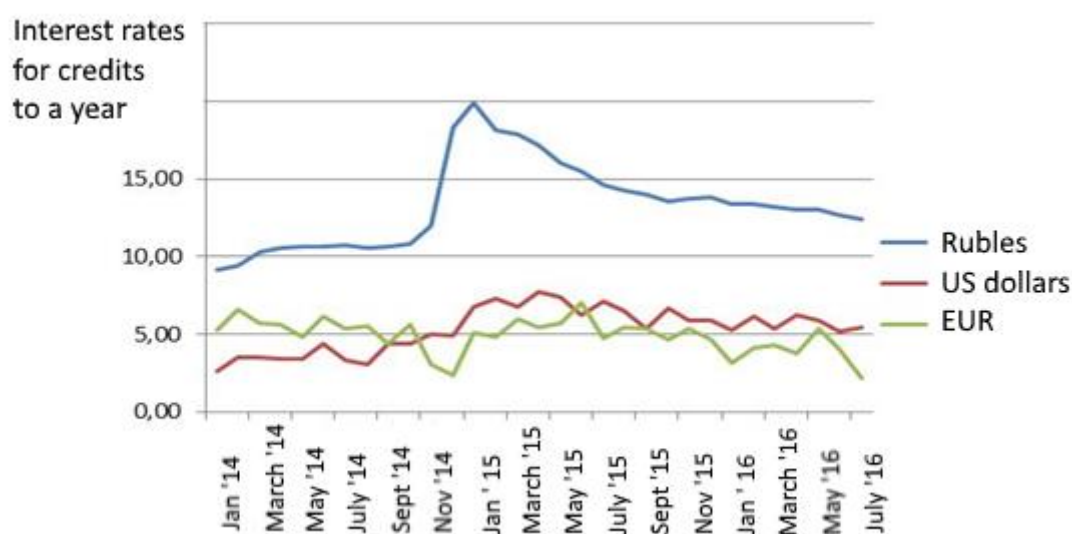
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### Introduction

At the present stage, both organizations and banks reconstructed their way of work. In the conditions of economic instability, they gave the preferences to big corporate customers. Having established credit payment at the level of 13% per annum, banks compelled organizations to refuse investment projects, as this rate exceeds profitability of many market participants. For example, in 2015 sale profitability of goods, works and services was 9,3%; production of cars and equipment gave - 8,2%; in the construction sphere this indicator was only 5,4%. Thus, banks do not want to work with borrowers, who cannot guarantee repayment of a debt in time.

In spite of the fact that in 2016 domestic banks had available funds, they did not reconsider interest rates for crediting real sector of economy. They directed the funds on deposits in the Central bank of the Russian Federation. The international sanctions, devaluation of ruble, falling of prices on oil strengthened control of banks activity from the regulator of the market that provoked growth of rates on the short-term credits for corporate clients from 9,2% to 20%. The figure 1 reflects it.

Toughening of policy in the banking sector is seen in reduction of the credit organizations number. From 2015 till September, 2016 their number reduced on 171 (*Raksha, 2016*). Functionality of banks also changes. It influences on universality and geographical arrangement of banks and the largest state banks would prevail at the market. Thus according to the offer of the Central Bank of the Russian Federation submitted for consideration to the Government of the Russian Federation, federal banks would have an exclusive right on operations with currency.



(Central bank of the Russian Federation, 2016)

FIGURE 1. THE AVERAGE INTEREST RATES FOR CREDITS TO A YEAR, PROVIDED BY THE CREDIT ORGANIZATIONS TO THE NON-FINANCIAL ORGANIZATIONS

### Statement of a Problem

To make the long-term decisions, including assessment of the planned investments, expenses distributed for some years, benefits from capital investments, is difficult in such conditions, especially, when Russia passed to one-year budget planning instead of three-year planning. Process of decision-making to choose investment projects and determine the sum of capital investments is influenced by factors of uncertainty. Therefore, viability of the foreign trade project depends not only on its profitability, but also on degree of the risk connected with profitability. Minimization of risks forces banks to refuse investment projects with "long money", which return it is difficult to guarantee participate, if only the real estate is pledged.

Such behavior of banks is explainable. The share of the delayed debt exceeded 7% by corporate borrowers and 15% by small business (*Raksha, 2016*). It explains the replacement of small business risky orders by the large organizations credits. According to data of the banking sector regulator, the portfolio of loans to large business increased by 17% in 2015. The situation with small business differs: crediting was reduced by 5,6% in 2014 and by 28,3% in 2015 (*Raksha, 2016*). 2016 shows the falling size exceeding the last year's indicator for 4,5%. The export-oriented organizations, the enterprises of



extracting sphere, agro-industrial holdings offering projects over 1 billion rubles to the credit organizations can count on external financing (*Raksha, 2016*). Banks can give money to organizations, one of which shareholders is the state, or to organizations, offering liquid pledges.

We consider that toughening of the bank policy for clients and actions maintenance of financial sector and flexible exchange rate, carried out by the Central Bank of the Russian Federation and the Government of the country, bear fruits. Confirmation of this conclusion is that fact that the Fitch agency, the only one from the three leading international rating agencies, increased credit rating of the Russian Federation to the investment level with the stable forecast in October 2016 (*TASS, 2016*). The agency recognizes that Russia overcame influence of external risks such as low oil prices and sanctions of the USA and the EU.

Since 2015, the credit organizations changed approaches to risks assessment that was expressed in development of individual tools to analyze each type of business. The organizations have to perform calculation of perspective estimates to justify possibility of strategic objectives achievement.

### **Approaches to a Solution**

The assessment of investments efficiency at capital budgeting allows to make the decision on the flows volume, which has to be attracted on execution of the foreign trade project. In the modern conditions, the techniques, used to assess financial appeal of investments and allowing to make the decision on capital investment, are necessary to be supplemented with new tools to receive the expected effect. Its existence also allow organization to pass through rigid bank control, analyzing both payments of the borrower, his business plan requirements, and technical justification of investment decisions, contract cost of the project, its mortgage providing.

It is the strategic process, which defines possible projects for the organization of foreign economic activity (here and below - FTA). Methods of strategic models assessment, among which are the NPV, payback, internal standard of profitability, accounting rate of return, are not mutually exclusive. Set of methods that allows to consider some versions of alternative decisions can be used to assess efficiency of investments for FTA organization. The assessment of expenses and benefits with use of financial methods demands revision, as advantages of the project can be defined by factors, expenses and incomes of which are impossible to express in financial terms. For example, strengthening of organization image and advance of a brand, increase of competence level in new technologies, change of market share.

Approaches to FTA assessment, which efficiency lies in the plane of increase in competitiveness of production of domestic producers in the world market, are the subject to revision. Today the Government of Russia undertakes the measures directed on maintenance of organizations exporting non-oil production. The most significant measure is return of the VAT for non-oil production. Institutes of export support are created: the Russian Agency on Insurance of Export Credits and Investments (EKSAR), the Russian Export Center (REC) giving help to exporters in the mode of "a uniform window", the Russian Direct Investment Fund (RDIF), which makes investments in the perspective Russian organizations together with the leading investors of the world.

The special place in development of export takes small business. The special Corporation (MSP) is created for it. The guarantees given by MSP allow businessman to realize the export potential in the presence of accurate indicators of efficiency and terms of conclusion of the competitive production to the international market. However, the competitive goods are made on the import equipment and from the raw materials delivered to Russia under the foreign trade contracts. Therefore, import restriction conducts to reduction of export deliveries. In this connection import substitution demands



policy of "thin settings", the positive effect from which will be shown in three-four years. Strategy of import substitution will be successful, if there would not be an attempt "... to replace import goods from domestic market ..." (Medvedev, 2016). The cornerstone of the successful strategy should be the program directed on improvement of investment climate to support competitive organizations. It would demand existence of qualified personnel and modern equipment, which absence is a limiting factor for long-term foreign trade projects.

### Results

Administrative decisions of the FTA organizations need justification of financial consequences of long-term projects. One of methods to assess design offers (including the sphere of foreign trade) is the net present value (NPV). Joint-stock cost would be maximized, if to approve the foreign trade projects with positive NPV. That is possible, if the specified cost of future monetary inflows exceeds the specified cost of outflows. Otherwise, the offer should be rejected. Despite simplicity of the rule, the method has a number of shortcomings. For example:

- being expected, assessment of cash flows can be wrong;
- speed of flows return on initial capital investment is not considered;
- the strategy built on this indicator can cause difficulties for managers not connected with finance;
- lack of a uniform position concerning the indicator that must be uses as a discount rate.

We consider that other methods to assess efficiency of investments in the foreign trade sphere do not provide maximizing joint-stock cost in spite of the fact that they are widely used. The technique of NPV is based on the theory of "the temporary cost of money", which allows to make the optimum decision including replacement of asset, when the decision has to contain information about what the leaving main means should be replaced by.

In conditions of economic uncertainty, FTA organization can be limited in money, which can be invested in long-term foreign trade projects. Therefore it is necessary to carry out the analysis of its conditions. Not casually, VIII investment forum "Russia calling!" (held by "VTB Capital" on October 12, 2016 in Moscow the Capital") was devoted to money. As money absence faced both commercial organizations and the state that points to a difficult situation in economy. But high-quality growth of economy demands not only creations of additional workplaces, labor productivity increases, but also investments in new technologies and fixed capital which dynamics is given in figure 2.

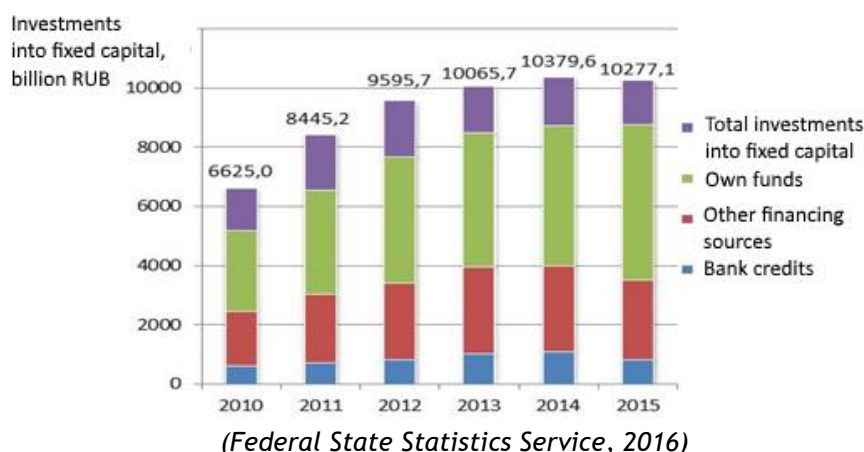


FIGURE 2. DYNAMICS OF INVESTMENTS INTO FIXED CAPITAL

Organization cannot hope for state support in the form of the measures stimulating their development. Therefore, the decision-making speed and model of their efficiency assessment are those factors, which define a place of organization at the market in the future.

### Discussion

The example given below describes procedure of decision-making concerning expediency of purchase or rent of production line by organization exporting the production. Information base of the research is presented in table 1.

**TABLE 1. INFORMATION BASE FOR THE ANALYSIS**

Indicator	Unit of measure	Asset X	Asset Y
Service life	years	7	5
Residual cost	EUR	0,00	23 240,00
Purchase conditions:			
- price	EUR	178 450,00	83 000,00
- payment delay	days	0	0
Lease term:			
- advance payments	EUR per year	29 880,00	14 940,00
- rent term	years	7	5
- whether return of asset to the lessor upon termination of rent term is provided		no	yes
Capital cost	% per year	13	

For decision-making it is necessary to determine NPV, which calculation is presented in table 2.

**TABLE 2. ASSESSMENT OF NPV OF ASSETS COST**

Indicator	Unit of measure	Asset of X	Y asset
Discounting factor			
- year			
5			0,543
1-5			3,517
1-6		3,998	
The specified cost on purchase	EUR	178 450,00	70 380,68
The specified cost on rent	EUR	149 340,24	52 543,98

The carried-out calculations can help to conclude that it is expedient to rent *X* and *Y* assets.

The advantage of NPV is essential, as this indicator allows to use various rates during a date of performance of the foreign trade project, because costs of capital attraction, for example, inflation, interest rates, can change in short time. At the same time, problem of the method of the discounted cash flows is choice of a discount rate answering to conditions of economic subject activity. Low rate can approve all projects to execution, whereas high rate can exempt all investment projects, which can help to strengthen the positions in comparison with competitors. In our opinion, in the conditions of uncertainty the analysis of the sensitivity representing procedure of risk assessment can solve a problem with a choice of a correct discount rate. The procedure changes various factors to define impact of these changes on a size of the studied parameter. The practical realization of procedure is given below.

The organization, the importer of premium class beer, received the offer from the foreign supplier to consider the project on purchase the equipment for a beer taring. Parameters of the project are presented in table 3.

TABLE 3. INFORMATION CARD OF THE PROJECT

Project parameter	Unit of measure	Sum
Investments	EUR	366 019,00
Project term	.	5,25
Liquidating cost	EUR	60 900,00
Output	Liters per year	8 750,0
Marginal profit per piece	EUR per year	15,75
Constant incremental expenses accounting depreciation	EUR per year	26 250,00
Capital cost	%	14

The business owner asks to estimate sensitivity of the investment decision to capital cost change. The analysis of the investment decision is provided in table 4.

The calculations showed that if the cost of the capital exceeds 19,2%, the organization would lose interest in the project. The capital cost can increase by 37,1% until it would not be expedient to invest. The NPV can decrease by 48 582,16 EUR, before the indifference point is reached. It means that the annual cash flow can change for 14 151,52 EUR. Generalization of the results allows to conclude that this investment decision for FTA organization is not sensitive to the change of constant expenses, as they can increase by 14151,52 EUR, having reached value of 40 401,52 EUR. The probability of that change of constant expenses would make 53,9% is either small. At the same time, falling of marginal profit for 14 151,52 EUR to 123 660,98 EUR will lead to its change by 10,3% that is caused by deviations in price, volume and efficiency of expenses.

TABLE 4. THE ASSESSMENT OF THE NET SPECIFIED PROJECT VALUE

Period	Operation	Unit of measure	Cash flow	Discounting factor	The specified cost	Discounting factor	The specified cost
		%		14		20	
0	Investment	EUR	(366019,00)	1	(366019,00)	1	(366019,00)
1-5,25	Money inflow per year	EUR	111562,50	3,433	382994,06	2,991	333683,44
5,25	Residual cost	EUR	60900,00	0,519	31607,10	0,402	24481,80
	NPV (NPV)	EUR			48582,16		(7853,76)
	Internal standard of profitability	%	19,2				

In conditions of uncertainty, it is difficult to predict the result of future investment decision. Therefore the 10,3% mistake is expected. The marginal profit is defined by the size of variable expenses and sale price. Without possessing the detailed information, it is impossible to carry out the further project assessment. The analysis of sensitivity is made without probability of commission of events. From business owner position, the most perspective result should be subjected to more detailed study for making a final decision. We consider that the advantage of the method is focusing of a decision-maker (further - DM) on the factors having the maximum impact on efficiency of the project including the foreign trade sphere. Possessing such information, business owner or DM can initiate

actions, which projects' parameters would not be beyond the control indicators determined by the economic subject.

If the results received from the sensitivity analysis do not strengthen DM's decision to realize this project, it is necessary to carry out a complex risk assessment on the basis of distribution of probability on the most essential factors. It would help to estimate NPV. In our opinion, the interpretation of the results is important as it analyzes each factor separately. Whereas in conditions of uncertainty, some factors can have simultaneous impact on the project that would define the result. Probabilities of an optimum outcome for each factor are given in table 5. The analysis of probable outcomes values allows DM to express high confidence in realization volume assessment, whereas there is smaller degree of confidence concerning other factors. Having assumed that each factor accepts the value irrespective of other factor, probability of the event with simultaneous values of three factors is defined as follows:

$$0,8 \times 0,6 \times 0,5 = 0,24.$$

The received result allows to note that there is 24% probability that the most probable NPV would turn out.

TABLE 5. INFORMATION BASE ON PROBABLE FACTORS OUTCOMES

Factor	Probable outcome
Sales volume in value terms	0,8
Equipment cost	0,6
Term of implementation of the foreign trade project	0,5

Thus, in conditions of uncertainty, it is impossible to make decisions on projects, being based only on values of coefficients, as they do not consider the attitude towards risk. Besides calculation of NPV, DM has to take into account the amount of dispersion, distribution of results probability for various scenarios.

To estimate efficiency of economic activity, the subject has to be able to estimate business environment condition on both short-term and medium-term prospect. The sphere of foreign trade is not an exception. To solve the task, the organization is expedient to carry out probable modeling. There is a practical realization of forecast for medium-term prospect and making decision about the contract with the foreign supplier (to purchase the equipment for beer taring) depending on condition of domestic market, which can be in one of three states excluding each other:

$s_1$ - the market of balance corresponding to a state, when demand for premium class beer is identical to its offer;

$s_2$ - the market of the consumer, which is characterized by excess of offers over demand;

$s_3$  - the market of the importer, which is equivalent to deficiency of beer, therefore demand surpasses beers offer.

Information received after the analysis of domestic market (\$ system) for the previous periods shows that its state in the future is mainly defined by the present condition. Transition of domestic market from one state to another in any casual time point is characterized by density of probabilities, which changes are the smallest and set by the following matrix:

$$\delta = \begin{pmatrix} 0 & 3 & 1 \\ 2,5 & 0 & 1,5 \\ 0,5 & 3,5 & 0 \end{pmatrix} \quad (1)$$

Being guided by the input data, system S has a discrete uniform Markov process with continuous time. The streams of events causing transition of the studied S system from one state to another are elementary streams (*Martyanova, 2016*). The marked state graph is presented on figure 3.

The graph analysis shows that the S system can pass from any state into any other state for final number of steps, i.e. it is ergodic. The work (*Labsker, 2014*) proved that if number of S system conditions is finite, the S system is ergodic and all streams of events causing transition of S system from one state to another are elementary streams, then there are final probabilities of states ( $p_i$ ), defined as

$$p_i = \lim_{t \rightarrow +\infty} p_i(t), \quad i = 1, \dots, n \quad (2)$$

where  $p_i(t)$  - probability of  $s_i$  conditions of S system in  $t$  timepoint.

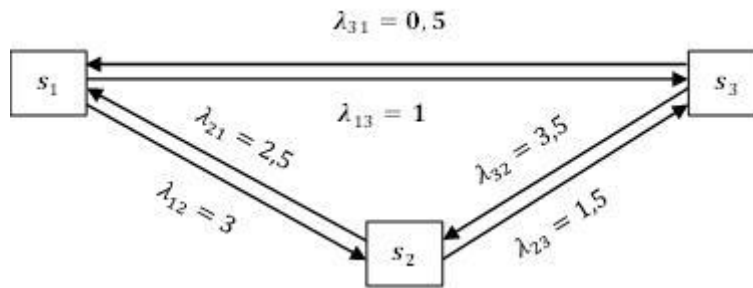


FIGURE 3. STATE GRAPH OF DOMESTIC MARKET

To find final probabilities, it is expedient to use the system of Kolmogorov differential equations (*Labsker, 2014*).

$$\frac{dp_i(t)}{dt} = -\left(\sum_{j=1}^n \lambda_{ij}\right)p_i(t) + \sum_{j=1}^n \lambda_{ji}p_j(t), \quad i = 1, \dots, n; \quad t \geq 0. \quad (3)$$

If to pass to a limit at  $t \rightarrow +\infty$  in (3), it transforms to the system of the uniform algebraic linear equations concerning  $n$  unknown  $p_i, i = 1, \dots, n$  (*Labsker, 2014*)

$$-\left(\sum_{j=1}^n \lambda_{ij}\right)p_i + \sum_{j=1}^n \lambda_{ji}p_j = 0, \quad i = 1, \dots, n \quad (4)$$

The probability of continuous random  $p_i(t)$  variable at  $t \rightarrow +\infty$  seeks to  $p_i$  constant, and the constant derivative is zero.

Based on the above, we have a system of linear equations.

$$\begin{cases} -4p_1 + 2,5p_2 + 0,5p_3 = 0; \\ 3p_1 - 4p_2 + 3,5p_3 = 0; \\ p_1 + 1,5p_2 - 4p_3 = 0. \end{cases} \quad (5)$$

After transformations we have the following:

$$\begin{cases} -4p_1 + 2,5p_2 + 0,5p_3 = 0; \\ p_2 = 1,824p_3; \\ p_1 = 4p_3 - 1,5p_2; \end{cases}$$

After transformations we have the following:

$$\begin{cases} -4p_1 + 2,5p_2 + 0,5p_3 = 0; \\ p_2 = 1,824p_3; \\ p_1 = 1,264p_3. \end{cases}$$

Therefore, the common solution of (5) system depending on one  $p_3 \in [0,1]$  parameter is the vector

$$(p_1 = 1,264p_3; \quad p_2 = 1,824p_3; \quad p_3).$$

Having replaced the first equation with normalizing condition, we have the system allowing to find the decision, which meets the demanded conditions:

$$\begin{cases} p_1 + p_2 + p_3 = 1; \\ p_2 = 1,824p_3; \\ p_1 = 1,264p_3. \end{cases}$$

It means the following:

$$\begin{cases} p_1 = 0,310; \\ p_2 = 0,447; \\ p_3 = 0,245. \end{cases}$$

Thus, the forecast for the organization on condition of domestic market for medium-term prospect is as follows: after sufficient time ( $p_2 > p_1, p_3$ ) it is most likely that the offer of premium class beer would exceed demand, i.e. it is overproduction crisis. Therefore it is not favorable to organization to sign the contract for production equipment, thus being exposed to a maximum risk level.

**Conclusion.** We consider that in the conditions of economic uncertainty when participants of the foreign trade relations place emphasis on structural financing, the method of assessment of capital investments by means of NPV allows to make optimum decision, if the purpose is maximizing joint-stock cost.

As investment process represents a cycle, not a separate event, the financial assessment of the foreign trade projects is only part of investment process, which needs the post-design analysis, allowing to define correctness of originally made decision. Therefore, it represents a perspective assessment, which has to be carried out within the system of project monitoring in the sphere of foreign trade.

The assessment of the complete foreign trade project needs to be carried out not only to reveal expenses and define the gained income, but also to make conclusions that helps decision-making in conditions of uncertainty, stimulating management of the organization to responsible behavior. One of such decisions can be factoring or leasing that allow to increase efficiency of the activity in the world market. Use of these tools is the extremely actual for FTA participants, having problems with working capital as for the last two years banks are extremely undesirable to credit the distributors signing contracts with foreign producers on the terms of advance payment. Such policy of banks is explained by instability of the market and high risks of credit non-return.

In spite of the fact that banks, according to forecasts of the Central Bank of the Russian Federation, would soften credit conditions in 2017-2018. The leasing and factoring market of industrial equipment would grow by 30 - 40% by the end of 2016 (*Raksha, 2016*). We consider that the additional impulse to demand in this segment would be given by the



"National leasing company" created by the State corporation "Rostekhnologii" in August 2016.

Thus, foreign trade market participants optimize the activity, increase efficiency of investment and profitability of business that is caused by aspiration of organizations not to allow bankruptcy in the current economic situation. The decision on capital investment demands efficiency assessment of alternative design offers with use of various methods of investment analysis considering both financial, and non-financial factors.

Post-design assessment, without being a control method, acts as the instrument of management for improvement planning in the future, as this type of assessment possesses a number of advantages, which belong to both future investment decisions, and the system of investment estimates. What, finally, increases efficiency capital investments in the sphere of foreign trade.

### Recommendations

Generalizing the results, it is possible to conclude:

1. The assessment of capital investments in the foreign trade projects on the basis of NPV allows to receive potentially right decision about investments accounting that the purpose is maximizing joint-stock cost. This indicator helps DM in case of a lack of funds for implementation of investment decisions.

2. The analysis of sensitivity of capital investments to essential factors changes including influencing parameters of cash flows is necessary to carry out at project risk assessment.

3. Advantage of post-project assessment is its influence on both future investment decisions, and system of their estimates, because the decision on refusal of capital investments is made on the basis of the relevant future expenses and profits formed at implementation of the foreign trade project.

4. In practice, the person, responsible for decision-making, can use other tools to justify financial consequences of long-term projects implementation. The special place here is taken by the Markov processes allowing to receive estimates of perspective character, based on the current position of organization.

5. In the analysis of capital, Markov processes allow to consider investments risks and compare the alternative projects, which are objects of capital rationing.

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## OXYMORONS OF SEMANTICS OF INEXPRESSIBLE

### Abstract

The functional-semantic category of inexpressible in Russian discourse is characterized in the article, its paralogical nature is shown; the oxymorons as frequent means of expression of this category are studied. The oxymoron to express the inexpressible is described, its interlingual and intertextual nature, the existence in the philosophical and artistic discourses at different times in different countries.

### Keywords

semantics of inexpressible, functional-semantic category,  
paralogical category, oxymoron, intertexteme

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### Introduction

#### *Explore Importance of the Problem*

The study of semantics of inexpressible was actively carried out on over the past two centuries in different sciences: Philosophy, Theology, Art History. In Literary Criticism inexpressible is considered as an independent category (Kita, 2002). In Linguistics, inexpressible is fully explored in linguopoetics. In the twenty-first century the description of semantics of inexpressible as the functional-semantic category has become an urgent issue.

#### *Status of a problem*

Semantics of inexpressible is now recognized as a functional-semantic category, the representatives which are hierarchically organized and are at different levels of language (Gukovsky, 1965; Nikolaev, 2011; Kuksina, 2007). Meanwhile, to the present date there is no special study devoted to the study of semantics of inexpressible in the Russian language.

#### *The semantic and logical specificity of semantics of inexpressible*

The inexpressible as the functional-semantic category is based on the violation of the law of non-contradiction of logic. According to this law, the judgment and its negation can not both be true in relation to the same subject (Ivin, Nikiphorov, 1997). The plan of semantics of inexpressible are linguistic units with component values of 'denial of the possibility of verbal expression', but at the same time the verbalization is made. Therefore, semantics of inexpressible - is a paralogical category, its representatives are paralogous, for example .: There are no words how I love you! But such a statement consists of words!

On the other hand, the oxymoron as speech figure and not just the device related to the aesthetic function, as a principle of usage is also a logical unintentional error, i.e. paralogous. However, many field's representatives of semantics of inexpressible are oxymorons.

## Methodological Framework

### *Research objectives*

The objectives of this study is to characterize the frequency of such means of expression of this category like an oxymoron; to describe the features of the oxymoron *to express the inexpressible*, to show its interlingual and intertextual nature; to consider its existence in the philosophical and literary discourses at different times in different countries.

### *Methodological research base*

The methodological base of the semantics of inexpressible research were:

- The field of language concept (A.V. Bondarko, L.M. Vasilyev, R.M. Gysina, V.B. Goldberg, Y.N. Karaulov, V.V. Levitsky, N.M. Minin, L.A. Novikov, Z.D. Popova, I.A. Sternin, A.A. Ufimtseva etc.);
- doctrine of denial (N.D. Arutyunova, A.A. Kalinin, L. Myronyuk, T.B. Radbil);
- study the scientific P.A. Lecant's grammar school (O.B. Akimova, E.P. Ivanyan, S.M. Kolesnikov etc.);
- study of semantics (the concept) of silence (N.D. Arutyunova, M.L. Kovshova);
- study of art apophaticism (S.I. Goncharov, R. Lachmann, M. Epstein);
- linguistic research of semantics of inexpressible (E.P. Ivanyan, M. Kita, T.M. Nikolaeva, G.S. Syritsa), the data obtained in linguopoetics (G.S. Syritsa);
- teaching of the language of literary works (V.V. Vinogradov, N.A. Kozhevnikova, E.P. Ivanyan etc.);
- studies of paralogous linguistic phenomena (N.V. Pavlovich, A.I. Nikolaev, E.G. Shestakov and others.).

### Research material

- 1) examples from literature of XIX - XX - XXI century, prose and poetry, folklore, the author identified by continuous sampling;
- 2) Examples from the "Russian National Corpus" (the Main Corpus, the Corpus of living Russian speech, Subcorpus of literary prosaic texts, etc.);
- 3) authors notes of colloquial speech;
- 4) Internet communication (forums, writings in "Live Journal", sites, etc.);
- 5) The examples introduced in the scientific discourse by other researchers from a different angle.

In general, we collected material of 2.600 language units, one-word phrases and in set-expressions; the total number of examples is 4.850.

### Research methods

The leading method is the method of scientific description, which allows you to carry out the inventory of linguistic material in the right perspective, to explain the structure and functioning of the test specificity of language units. In the study, we applied the method of component analysis, which takes into account the paradigmatic structure of language and determines the minimum semantic components of the semantic organization of words. The component analysis method allows to take into account the discrete linguistic units (Vasilyev, 1985; Ivanyan, 2013; Ufimtseva, 1986). Also, the definitional, oppositive, contrastive-comparative and transformation methods were used in the study.

### Literature Review

It should be mentioned that according to a narrow understanding of oxymorons, only combinations of a headword can be related to them - a noun and a dependent adjective (hot snow, a living corpse), (Vasilyev, 1985), or a combination of an adverb and an

adjective (Atayeva, 1975; Pavlovich, 1995). According to the broad approach, we can relate to oxymorons combinations based on syntactic relations of coordination, management and adjunction, as well as a combination of an oxymoron type (composed, superordinate, predicative), see (Kozhevnikova, 1986; Moskvina, 2007; Pavlovich, 1995; Syritsa, 2009; Shestakova, 2009). We share the view of scientists that support a broad understanding of the oxymoron.

## Results

### *Oxymorons of the semantics of inexpressible*

As our survey has shown, semantics of inexpressible has the following oxymoron-representatives: *there are no words; to say without words; a screaming silence, a silent language, a mute speech; to express the inexpressible*. The oxymoron-representatives are built on a combination of antonyms. The dominant of the field of semantics of inexpressible is the oxymoron *to express the inexpressible*. This is a field constituent, which transfers the categorical meaning of inexpressible most clearly and is regularly used. The breadth of the application of this representative applies to the majority of the functional varieties of the Russian language (colloquial, scientific, journalistic, literal).

### *Specificity of the oxymoron "to express the inexpressible"*

In general, the dominant of semantics of inexpressible the oxymoron *to express the inexpressible* is a high-frequent mean and reaches almost 20% of the total number of language material we have collected.

The components of this oxymoron are in antonymous relations, represent the opposite manifestations of one and the same entity. As A.I Nikolaev notes, the oxymoron is a device where one concept is defined by its impossibility. As a result, the two are partly lose their meaning, and a new value is formed (Nikolaev, 2011).

The oxymoron *to express the inexpressible* is one of the oxymoronic expressions. E.G. Shestakova calls such units frozen expressions that are defined in their basis (Shestakova, 2009). The researcher notes that there are also modifications of oxymoronic expressions. These modifications are not not created each time, and are used as specified.

In our material these are such modifications of the oxymoron as *expressing the inexpressible, expressed the inexpressible, the inexpressible is expressive, the expressible is inexpressive*. Though the invariant of this modification is the oxymoron *to express the inexpressible*.

This oxymoron is included to the semantic field of the ideas of negative dialectics (apophatics), apophatic theology, dating back from the text of Dionysius the Areopagite and N. Kusansky reasonings, the concept of Jena romantics with their slogan *to express the inexpressible*.

This expression which came into many languages in the world through the ideas of Jena romantics, is now necessary to recognize as interlingual oxymoron.

### *Oxymoron "express the inexpressible" in philosophical discourse*

In this connection, the called oxymoron is common in philosophical discourse, eg .: "The trial of the concept of being carried out, if conceptually mastered the true meaning, contributing to its restoration, comprehended philosophically impulse **to express the inexpressible**. Philosophy timidly opposed to this desire, its innermost, the greater the temptation for it without suffering Sisyphean labor, directly come to the inexpressible "(Adorno, 2013). We will note that here and throughout the text of the article there are our examples - MM in bold selection.

*Oxymoron "express the inexpressible" in scientific discourse*

The interlingual oxymoron *to express the inexpressible* is active not only in the foreign but also Russian scientific discourse, eg.: "Of course," is Zhukovsky's thesis about the inexpressiveness of the human soul expressed with a word is a poetic image. After all a poem created only **to express the "inexpressible"** - and this is the main task of the poet Zhukovsky, "(Gukovsky, 1965).

The representative of semantics of inexpressible *to express the inexpressible* entered as a term in the meta-theory of literature, poetics of Romanticism, philosophy, aesthetics, artistic practice of Jena romantics, and then - their followers, who lived at different times in different countries. Thus, V.I. Abramova, examining the theme of "inexpressible" in Russian romantic poetry of the XIX century., concluded that the main source of its semantics is the aesthetics and artistic practice of Jena romantics (Abramova, 2007). The conceptual term *to express the inexpressible* is used in the meta-theory of literature, not only in the characterization of Romanticism, but also other trends in art, in particular, the Symbolists and others. See the example of Yu.A. Malyuga: "In fact, it is already in positions of symbolism were such romantics as Hoffmann, Merimee and Melville. **To express the inexpressible** by means of hints, allusions and moods tried first of all poetry "( Malyuga, 1999).

Compare with the example the statements about the members of OBERIU (Association of real art) "Oberius did not aspire **to express the inexpressible** (as modernists), and to demonstrate the impossibility of this" (Uphimtseva, 1986).

As A.I. Nikolaev notes, the feature of oxymoron is that it always provokes plotbirth: the reader, faced with a blatantly impossible phrase, will "finish building the" sense (Nikolaev, 2011).

The oxymoron *to express the inexpressible* provokes plotbirth for centuries, also as the term of meta-theory of literature. See the meaning-quote from M.Yu. Lotman, "historically the most active symbols are characterized by the well-known uncertainty in the relationship between the text-expression and the text-content. (...) Therefore, the expression does not fully cover the content, but only as it alludes to it. Is this due to the fact that the expression is only a brief mnemonic sign blurred text content, or belonging first to the profane, open and demonstrated the cultural sphere, and the second - to the sacred, esoteric, secret, or a romantic need "to **express the inexpressible**," - here is indifferent "(Lotman, 1992).

*Intertextual role of the oxymoron "to express the inexpressible"*

N.V. Pavlovich indicates that the oxymoron creates a separate image that includes both intertextual and creates a connection actively absorbed and manifested in themselves and through themselves verbally and cultural memory " (Pavlovich, 1995). What has been said rightly suggests that oxymorons organize text intertextual relationship. With respect to our material it is important in the light of the fact that the interlingual oxymoron nuclear representative of semantics of inexpressible *to express the inexpressible* is an intertexteme. It joins scientific texts (philosophical, literary, cultural) and poetic speech in time and space.

**Discussions**

Some means of expression of semantics of inexpressible attracted the attention of linguists in the study of phenomena related to semantics of inexpressible (uncertainty, default), see works (Gorshkova, 2005; Ivanyan, 2015) in the characterization of a particular linguistic phenomenon (pronoun substantivat *it*, indefinite pronouns, omocomplex *it*) see the works (Gorshkova, 2005; Kuksina, 2007) in the characterization of semantics of inexpressible within ethnolinguistic and linguopoetic aspects (Syritsa, 2009;



Syritsa, 2014; Syritsa, 2015). However oxymorons of semantics of inexpressible in the linguistic aspect, have not yet been subject to review not only in the monographic study or a scientific article, but they are not mentioned even in connection with the reference of semantics of inexpressible.

### Conclusion

Concluding the review of relationship between the concepts of semantics of inexpressible and oxymorons, we will note that these terms have similar features, since both are characterized by paralogism.

Semantics of inexpressible contains a number of oxymoronic representatives. Among the oxymoronic representatives of semantics of inexpressible the nuclear is the oxymoron to *express the inexpressible*. The representative of inexpressible to *express the inexpressible*, being an oxymoron expression is represented in a significant number of its modifications, in most functional varieties of the Russian language. This representative takes its origin dating back to the text of Dionysius the Areopagite and N. Kusansky reasonings, the concept of Jena romantics with their slogan to *express the inexpressible*. Currently, the oxymoron to *express the inexpressible* carries intertextual relations in time and space, that is it is an interlingual intertexteme.

### Recommendations

The results of oxymorons study of functional-semantic category of inexpressible will be useful for further development of the theory of oxymorons, as well as a comprehensive study of the field constituents of semantics of inexpressible both in Russian and other languages.

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## SUCCESSFUL HEURISTIC ATTEMPTS TO TEACH UNCONVENTIONALLY

### Abstract

The paper concerns the methodology problems in teaching English to chemical students in connection with the Bologna process. Several popular foreign educational techniques are described, a heuristic approach being proposed as an example of integrating novation. A specially designed country-specific quest is presented.

### Keywords

Bologna process, higher education, English language teaching, heuristic country-specific quest

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### Introduction

#### *Background of the problem*

A search of several European countries to solve common problems in higher education (such as its growth and diversification, the employability of graduates, the shortage of skills in key areas, the expansion of private and transnational education) gave rise to the Bologna process. Its good purpose is to create convergence of European higher education, though avoiding any 'standardisation' or 'uniformisation' with deep respect to national autonomy and diversity. Thus, the Bologna Declaration was collaborated as a key document to mark a turning point in the development of European higher education (10).

#### *Urgency of the problem in Russian higher education*

Having entered the Bologna system of education in 2003 Russia faced several urgent issues it has to cope with. Russian authorities realized the strongest necessity to reorient its educational sector to new objectives proclaimed. Modern activities due to globalization in networking, economic integration and scientific cooperation spheres have been dramatically increasing nowadays all over the world. Vital needs in competitive, highly educated and professionally skillful graduates logically resulted from this situation. The universal reform in training system aimed at creating an integrated European higher education area contributes both to support 'the transparency and recognition of knowledge, skills, and competences' and to afford opportunities 'to study and work anywhere in Europe' (6).

The Russian educational system desperately needs to be completely rebuilt in order to correspond to the world's standards and requirements. It should be noted that the process of education has already been transformed into a three-level structure with newly introduced *European Credit Transfer and Accumulation System*. However, these are all mostly external changes while there still exist some other internal points to be modified or varied, methodology of teaching being the most serious and urgent among them.

#### *Objective of the research*

The purpose of the innovation was to involve sophomores into original learning activities through popular among youth modern internet trend. Besides, the more

important objective was to combine in their activity the knowledge of the English language and that of special disciplines in their future major. The most significant aim of methodological novation described below was to break language barriers in speaking English and develop students' skills of fluent speech. Moreover, the cognitive interest to both English and chemistry was to be increased.

### 1. Methodological framework

#### *General methodology of teaching English abroad*

The English language widely spread from the British Isles and transformed into 'new' or 'world Englishes' (Mauranen, Ranta, 2009). Nowadays it has undoubtedly established its strong position as a global means of *lingua franca* in various spheres of our life. Therefore, a graduate should demonstrate fluency in English to successfully integrate into existing global surroundings and the world scientific society. Thorough and unbiased analysis of conventional teaching methods currently followed (Тимин, Милеева, 2012) highlighted the strong necessity to find ways of increasing teaching methods efficiency.

Foreign language teaching methods differentiate between two basic models, namely the teaching of *English as a foreign language* (EFL) and the teaching of *English as a second language* (ESL). The gist of the former technique is to imitate natural social situations, the latter model being predominantly political by its origin. The learner still remained a 'linguistic tourist' in an English-speaking country. Some decades ago Finnish educational system initiated curriculum innovations known under the acronym CLIL (Graddol, 2006) (*Content and Language Integrated Learning*) when syllabus subjects and English were taught together. The approach is at an advantage: on the one hand, curriculum subjects are taught through the medium of a foreign language; on the other, it is a means of teaching English through the study of specialist content. In other words, learners gain knowledge to deeper comprehend the curriculum subject by simultaneous learning and using a non-native language. 'Content' as the very first key word in the acronym is the heart of the teaching process that cannot help causing the language learning. This new flexible integrated approach is characterized by four important guiding principles also known as 4 Cs (Coyle, 2005): content, communication, cognition and culture. Content means the progression in special knowledge; communication implies natural interactions; cognition involves thinking and understanding; culture reveals self and other awareness.

An American pedagogue William Kilpatrick (1871-1965) introduced into the education area the students-oriented *project* method (Beineke, 1998) promoting their exploring and constructing activities. *Problem-based learning* pioneered by an American physician and medical educator Howard Barrows (1928-2011) and his colleagues, supplies teachers of foreign languages with another innovative pedagogical tool. Benefits of such an approach is to accumulate flexible working knowledge, develop effective problem solving and collaboration skills, increase students' conscious motivation (Boud, Felletti, 1991). One more teaching innovation was the introduction of the *Reading and Writing for Critical Thinking Project* (RWCT) by an American award-winning scholar David Klooster (1954-2012) (Klooster, Steele, Bloem, 2000). His original technique was internationally tested and approved. Multinational educationists are provided with a mechanism of successful teaching today as the method increases students' responsibility and comprehension.

#### *Heuristic approach in teaching English in ISUCT*

The fact that foreign language training efficiency greatly depends on methodical skills, advanced creativity level and original techniques used is a truism nowadays. Several new approaches of stimulating students' work in academic years and evaluating it in the end have been traditionally used in the teaching process in Ivanovo State University of Chemistry and Technology (ISUCT) at the Faculty of Fundamental and Applied Chemistry

for more than ten years. The best specific features of the techniques mentioned above were reviewed and conglomerated into a new creative method on the basis of emotional-notional course developed by home linguist Igor Shekhter (1918 - ), a heuristic integrating intellectual game being designed and approved (Mileyeva, 2013). Diverse advantages of games in the teaching process are enormous as they range from fighting self-doubt in students to developing their analytical skills and imagination. Humor as another brilliant tool of teaching greatly contributes to increasing students' learning activity. Such a new pedagogical device to control the knowledge obtained by students has proved to be innovative and effective, attractive and unusual.

#### *Background of the innovation*

One of the new approved teaching methods concerns the final credit class on country studies at the end of the spring term. A modern trend popular nowadays among youth as *quest* served the background of the innovation. A quest itself is extremely widespread in Russian folklore and implies a hard journey to overcome many obstacles. The main idea to introduce such a country research quest was to review and enrich students' knowledge of English-speaking countries. For this reason, every second-year student was given a concrete learning task to present some nation. He should briefly mention its geographical position, history of discovery, national symbology, government authorities, major industries, chief towns, longest rivers, highest mountains and brightest citizens. As this part of preparation to credit is a typical one, a specially designed quest was also developed as the second stage of the final class.

#### *Description of the innovation*

The plot of an improvised 'journey' implied a search for a well-known chemist, a Noble-prize winner who had been kidnapped. According to the tasks given to students they were to find the name of the country the chemist had been brought to, guess its riddled capital and figure out the chemist's name. The group was divided into three subunits of two or three people in each, the same tasks being proposed. The first subgroup with correct solutions was to get the highest rating.

The name of the country was presented in the form of rebuses. Every rebus concerned several large cities from the nations described by students in their presentations. Each solution contained one letter to be used to compose the desired name. Below you can the decoded name of DUBLIN, the capital and largest city of Ireland as an example:



FIGURE 1. EXAMPLE OF BRAIN-TWISTERS FOR STUDENTS.

Such unusual heuristic methods are introduced in the faculty of Fundamental and Applied Chemistry. Close and natural integration between science of chemistry and English

is widely practised at this faculty one of the functions of which is to train future scientific and research workers. Therefore, to solve the rebus the students have to use the periodic table, which is the universal tool they need in their studies. Being chemists, they know that a chemical element with atomic number 49 is Indium, then the name of the city wanted being Dublin. Finding all the names the students were to take one concrete letter from each and finally guess the required country.

The second task described national emblems of several English-speaking countries. Guessing the proper name of the country and taking the desired letter from it contributed to the sought for name of the city in that country. According to the final task, the students were to solve several mathematical problems to open the secret name of the chemist, some examples being followed:

$$T = \lg(\sqrt{25 \cdot 5 - 5^2})$$

$$H = ((5^2 + 1) / 2) \cdot 7$$

$$I = 4 \cdot \sin(3,14/2) \cdot (\cos(3,14/4))^2$$

$$S = \lg 0,1 + 5$$

$$L = \sin(3,14/6) / \cos(3,14/3) - (\operatorname{tg}(3,14/4))^2$$

As a heuristic method of learning involves discovery and problem solving, uses reasoning and experience, an innovative integrating English quest concerning country-specific issues may be also called heuristic, their main feature being to enable students to discover and learn something for themselves.

### Results and Discussion

Every student was given a concrete task to design a presentation of one English-speaking country. They had a month to get ready with it. All of them carried out hard preparatory individual work to find, analyze, collect and select the most interesting and original material about the country under study. Every student introduced the audience with a bright, original presentation of the country chosen. The most important thing was that almost every student mentioned among distinguished national heroes people involved into physico-chemical research and awarded the Noble prize for their discoveries. Making a report, students asked the audience questions on the information they presented. Thus, they accomplished a self-controlling function to check each other.

The second stage of the concluding session - the quest itself - increased their interest, made them work in team and find answers to brain-twisters designed. There was not a single student to feel blue and indifferent. It took from 2 to 15 minutes to solve every problem. Moreover, if one team had trouble in coming to the right decision, students from the others were ready to help it by giving a prompt or even a correct answer. The best qualities of students' personalities were revealed. Whenever one participant guessed the coded word he was happy to share his thoughts with the others.

### Conclusion

Heuristic quests help naturally involve students into the process of new knowledge obtaining, liberate their creativity, develop analytical and critical skills both in English and major subject. Moreover, various heuristic novations will surely increase the international competitiveness of the Russian system of higher education and contribute to promoting transnational scientific cooperation.

### Recommendations

This new heuristic approach in teaching the English language through quests may excite curiosity of not indifferent teachers of English who want to make their students believe in themselves, increase their cognitive interest, develop speech skills and improve their students' personalities.

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## PROSPECTS OF DEVELOPMENT OF TOURIST FLOW IN UKRAINE

### Abstract

The article deals with the structure of tourist flow in Ukraine. The place of Odessa region among other administrative and territorial units of Ukraine by types of tourism was discovered. The article gives a detailed analysis of the essence and significance of cruise tourism to the economy of the state. The low efficiency of the implementation of cruise business development programs and maritime infrastructure modernization were due to insufficient inflow of investments related to the unfavorable investment climate in Ukraine. Analysis of factors and general market tendencies, which influence the state of tourism flow, will offer economic instruments for regional tourism and recreation sphere development stimulation create directions of regional strategies for attraction of tourists.

### Keywords

tourist flow, the Odessa region, the cruise destination, the Black Sea cruise region

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### Introduction

The modern tendencies of regional social and economic development are in need of upgrading the instruments of region development regulation. The most important are those instruments that can provide regions with incentives for discovering their own resources, motivate them to activate inner development reserves. The reliable source of investment resources should be the development of tourism, moreover each region of Ukraine contains sufficient amount of inviting tourist attractions which, under conditions of relevant advertising and support, could become a considerable source of local budget profit. In accordance with the data provided by the World Economic Forum, Ukraine is using less than a third part of the available tourism and recreation potential. Due to the expert estimations, the revenues of budgets of all levels could amount to \$10 billion per year under full-fledged realization of Ukrainian tourism potential, the same amount as countries with commensurate with Ukrainian tourism and recreation potential receive (Oliyynyk 2015, 27). Ukraine's integration with the international community, realization of regional development strategies, introduction of market methods management of both economy taken as a whole and certain recreation and tourism enterprises and should be based on marketing researches of tourism flows dynamics and demand for the regional tourism product which is produced and released in the regions of Ukraine.

### Results and discussions

Regional problems of development of the tourist flow, analysis of the factors affecting its dynamics attracted the attention of modern researchers in many countries (Zhong, Zhang and Li, 2011; Nenciu, Constandache, Stanciu, and Condrea. 2015; Parte-

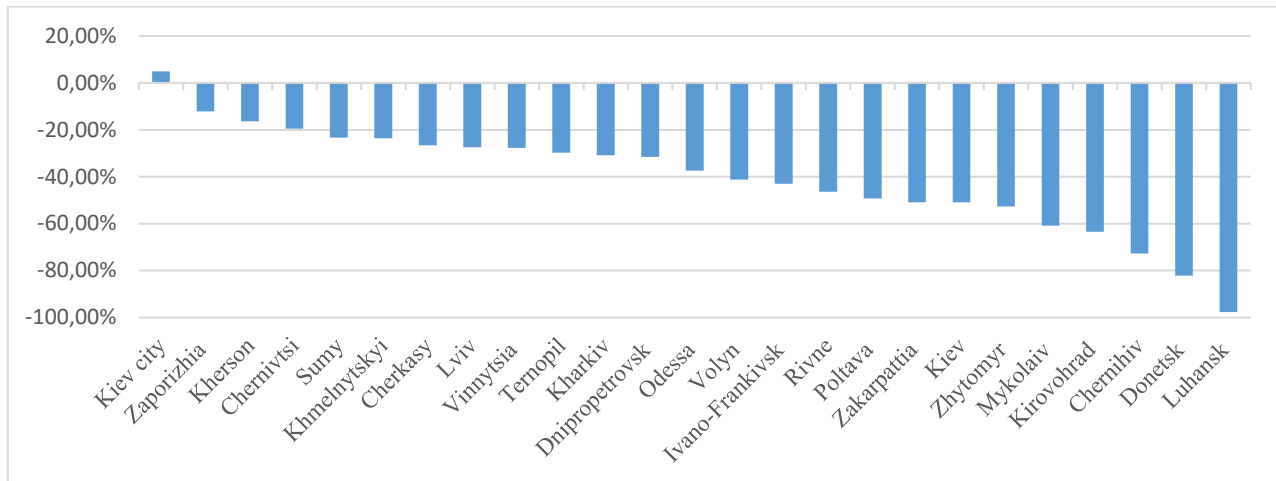
*Esteban and Alberca-Oliver, 2016*). One of the tourism development indicators in the separately considered region could be the volume of tourism flow that reflects the actual number of tourists being present on the given territory. As far as is known, country's position on the international tourism market is defined by the net tourism balance - difference between rates of inbound and outbound tourism. Analyzing structure of country's tourism flow the conclusion about the potential of separate tourism directions development may be drawn. In 2014 distribution among separate tourism types in Ukraine was as follows: general amount of served tourists - 2216957 people (100.00%), inbound tourism 16618 people (0.75%); outbound tourism - 1925344 people (86.85%); domestic tourism - 274995 people (12.40%) (Table 1).

TABLE 1. TOURIST'S DISTRIBUTION BY THE TOURISM TYPES IN 2012-2014 (PEOPLE)

Region	Years	Change, 2012 - 2014, %	The total number of tourists	From total number:		
				Inbound tourism	Outbound tourism	Domestic tourism
Ukraine	2012	- 17.29%	2680507	262465	1774737	643305
	2013		3067747	221272	2270001	576474
	2014		2216957	16618	1925344	274995
The structure of tourist flow	2012	-	100.00%	9.80%	66.20%	24.00%
	2013			7.21%	74.00%	18.79%
	2014			0.75%	86.85%	12.40%
Odessa region	2012	- 37.32%	51808	9509	30628	11671
	2013		46845	6959	33910	5976
	2014		32475	2954	24987	4534
The structure of tourist flow	2012	-	100.00%	18.35%	59.12%	22.53%
	2013			14.85%	72.39%	12.76
	2014			9.10%	76.94%	13.96%

Source: *Tourist activity in Ukraine in 2012-2014: Statistical Yearbook*

According to official data of statistics, scientists' research on the state of organized tourism, Ukraine is country with the higher number of citizens who travel abroad than number of foreigners visiting its own territory. Prior to political crisis, the share of inbound tourism in the total amount equaled to 7.21% in 2013 and 9.80% in 2012. The share of domestic tourism is decreasing in both relative and absolute terms in 2012 it was 24.00% while in 2014 - 12.40%. The general amount of tourists in Odessa region also decreased by 37.32% that corresponds to the 13th place (see Figure 1). Positive value of the given indicator can be traced only in Kyiv, the biggest decrease in percentage in Luhansk, Donetsk, Chernihiv and Kirovograd regions. Distribution by type of tourism in Odessa region is slightly different from the general in the country. The region inbound tourism occupies a larger share in 2014 than in Ukraine as a whole - 9.10%, although the trend over the past 3 years tends towards decline. The biggest share falls on outbound tourism - 76.94%, domestic tourism takes the second place with the index of 13.96%.



**FIGURE 1. CHANGE IN THE TOTAL TOURIST AMOUNT IN THE REGIONS OF UKRAINE FOR 2012 - 2014 (SOURCE: SHYKINA, 2015, 117)**

Over the past three years Odessa region has risen from 8th (2012-2013) to the 5th place (2014) by the total number of served tourists. Judging by the numbers, in 2014 tourism flow constituted 32.5 thousand people that is 30.7% (or 14.4 thousand people) less than in 2013. In terms of inbound tourism Odessa region occupies the 2nd place in 2014, with only Kyiv preceding, the reason of such change (in 2012-2013 - 5th place) is exclusion of Autonomous Republic of Crimea and city of Sevastopol from the rating and dramatic decline of inbound organized tourism in Lviv region. We can state that the closest competitors for inbound tourism are Kyiv city, Lviv and Ivano-Frankivsk region (*Shykina and Liptuga, 2015*). According to the research, outbound tourism in Odessa region ranks first in the distribution by the types of organized tourism, for the last three years in the outbound tourism rating of Ukraine Odessa region has risen from the 5th (2012-2013) to the 4th place in 2014, but the total amount of served outbound tourists decreased in 2014 in comparison with 2013 by 57.6% or by 4.0 thousand people. Number of served domestic tourists in Odessa region in the last three years was constantly falling and in 2014 constituted 4.5 thousand people that is 24.1% (or 1.4 thousand people) less than in 2013 (Table 2). Nevertheless in the rating of Ukrainian administrative units Odessa region moved from 11th position in 2013 to the 7th position in 2014 that confirms the general decline of the domestic tourism in the country. At the same time services of Odessa region tour operators and travel agents were used by the 3.0 thousand foreign tourists from 28 world countries. The highest number of foreign tourists arrived from Belarus - 1.5 thousand.

**TABLE 2. DISTRIBUTION OF FOREIGN CITIZENS BY THE COUNTRIES,  
FROM WHICH THEY ARRIVED TO ODESSA REGION**

Rank	2012			2013			2014		
	Country	people	%	Country	people	%	Country	people	%
1	RF <sup>1</sup>	5435	57,16	RF	5322	76,48	Belarus	1535	51,96
2	Germany	1164	12,24	USA	190	2,73	Poland	445	15,06
3	USA	448	4,71	Great Britain	185	2,66	Georgia	336	11,37
4	Austria	252	2,65	Belarus	164	2,36	RF	238	8,06
5	Great Britain	245	2,58	Australia	154	2,21	Lithuania	138	4,67
6	Turkey	235	2,47	Austria	147	2,11	Israel	62	2,10
7	Italy	232	2,44	Netherlands	119	1,71	Italy	38	1,29
8	Australia	200	2,10	Italy	97	1,39	Turkey	36	1,22
9	Netherlands	146	1,54	Japan	75	1,08	Belgium	31	1,05
10	Hungary	120	1,26	Germany	65	0,93	France	28	0,95

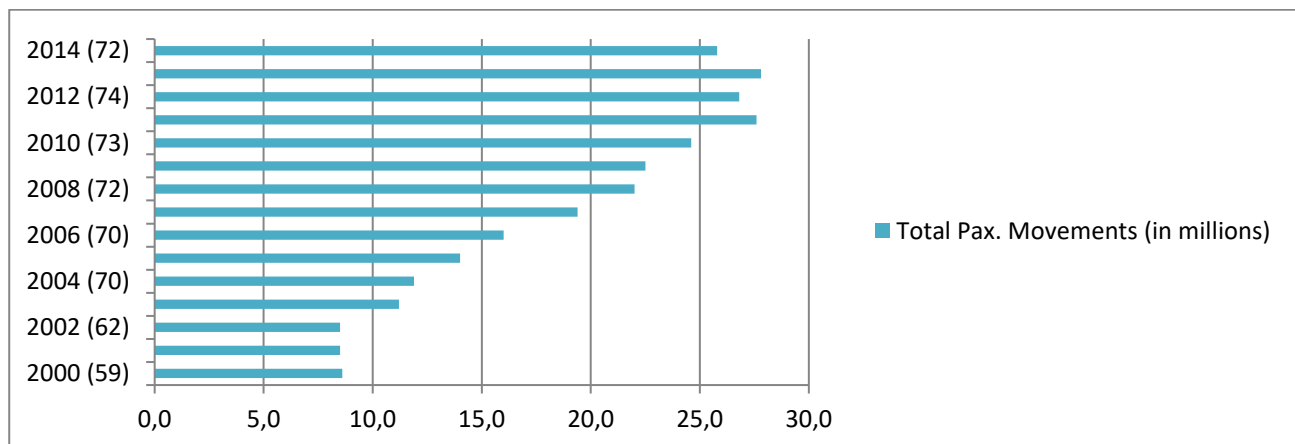
<sup>1</sup> Russian Federation

Source: Tourist activity in Ukraine in 2012-2014: Statistical Yearbook

What should be noted is a rapid decline in demand for tours in Odessa region from countries such as Russian Federation (decrease from 76.48% in 2013 to 8.06% in 2014), the USA (190 tourists arrived in 2013 while in 2014 only 27 tourists used the services of tour operators and travel agents), Great Britain (185 tourists in 2013 compared to 9 tourists in 2014). There are a growing number of tourists from the following countries: Poland (in 2013 no one came, and in 2014 - 445 tourists), Georgia (2013 - 7 tourists, in 2014 - 336), Lithuania (in 2013 - no tourists, in 2014 - 138). Regional studies of the tourism market show that in 2014 249 subjects (172 legal entities and 77 natural persons-entrepreneurs) performed tourist activities in Odessa region, services of which were used by 43.4 thousand of tourists and sightseers, while in 2013 there were 302 subjects of tourism, which provided services to 61.6 thousand of tourists and sightseers. Researches of the market of marine passenger transportations has shown that not high efficiency of marine cruise tourism functioning in Black Sea regions of Ukraine is to the greatest extent defined by not taking into consideration its vital part which is modernization of the port and tourism infrastructure, construction of cruise fleet. Thus the amount of investments in the water transport sector in 2014 is only 0.2 billion UAH or 1% of the total industrial investment. (*Statistical data about investment projects, 2015*). Reduction of the sea passenger transportation in Ukraine has been caused by their unprofitability and a decrease in the number of passenger ships which are suitable for use. High payment rates on loans, burdensome taxes, higher than those imposed on ship owners in other countries, have led to the loss of marine cruise fleet, its physical and moral deterioration. Under such circumstances state appeared unable to prepare and implement reformation of the sector timely, take effective measures aimed at creating legal framework on water transport which would ensure implementation of the necessary support tools and its withdrawal from the systemic crisis, drawing on the experience of other countries.

Analysis of the problems of the cruise market development shows that for successful functioning of marine tourism an integrated development of all elements of cruise ship industry and corresponding regional tourism and port infrastructure is necessary (*Papathanassis 2016, 170*). Over the past five years, the number of ship entries to the ports of Ukraine increased by 40% while number of passengers by 53.4%. Most often, the Black Sea region is visited by tourists from Germany, Great Britain and Italy. The share of cruise tourists from the CIS countries in the ports of Ukraine is 6.1%, while in 2012 for example it was less than 1%. According to experts, the low efficiency of the

implementation of cruise business development programs and maritime infrastructure modernization were due to insufficient inflow of investments related to the unfavorable investment climate in Ukraine (Nezdoyminov 2015, 567). Athens, 26 May 2015 - CLIA Europe, the association representing the 40 billion euro cruise industry in Europe, and MedCruise, the association of cruise ports in the Mediterranean and its adjoining seas, have signed a strategic partnership agreement to collaborate, sponsor and support the advancement of a European travel agent training program. Set up in Rome in 1996, MedCruise is the Association of Mediterranean Cruise Ports. MedCruise's mission is to promote the cruise industry in the Mediterranean and its adjoining seas. The Association assists its members in benefiting from the growth of the cruise industry by providing networking, promotional and professional development opportunities. Today, the association has grown to 74 members representing more than 100 ports around the Mediterranean region, including the Black Sea, the Red Sea and the Near Atlantic, plus 31 associate members, representing other associations, tourist boards and ship/port agents. Countries represented in MedCruise: Croatia, Cyprus, Egypt, France, Georgia, Gibraltar, Greece, Italy, Malta, Monaco, Montenegro, Portugal, Romania, Russia, Slovenia, Ukraine, Spain, Syria, Tunisia, Turkey. MedCruise members in Black sea are Batumi, Constantza, Odessa, Sevastopol, Trabzon, Sinop, Sochi. The total of cruise passenger visits at the 72 MedCruise port members for which data are available in 2014 reached 25,8 million (Figure 2). Comparing to the previous year, this number is 7,28% lower, as the cruise passenger movements that had taken place in 2013 were 27,8 million. 2013 stands as the year when all records were broken (CLIA Contribution of Cruise Tourism to the Economies of Europe 2014).



**FIGURE 2. CRUISE PASSENGERS GROWTH ON MEDCRUISE PORTS (2000-2014)**  
(SOURCE: CLIA CONTRIBUTION OF CRUISE TOURISM TO THE ECONOMIES OF EUROPE, 2014)

As for Ukraine, the ports of the Black Sea region have enough great potential for the development of cruise tourism. In the basins of the Caribbean and Mediterranean Seas cruise ship are crowded. The fight for customers makes the cruise companies to seek new markets for their services. Black Sea region is suitable for this like no other, because, in fact, is part of a Mediterranean cruise market. An estimated 6.12 million cruise passengers embarked on their cruises from European ports in 2015. The European market has grown by 111% over the last ten years but with economic growth moderating over the past five years, European-sourced passengers have only increased by about 18% since 2010 (Contribution of Cruise Tourism to the Economies of Europe, 2015). As the 2015 data show, tourists from the Black Sea countries (Russian Federation, Ukraine and Georgia) make up to 1.7% of the European cruise market (Table 3). Ukraine could initiate establishment of

an international cruise cluster of ports of the Black Sea. Black Sea by its geographical location is not transit, therefore, in order to stand out in an independent direction for mass cruise tourism at least five ports should have infrastructure capable of handling vessels up more than 300 m. Today this infrastructure have two Black Sea ports - Odessa (Ukraine) and Constanta (Romania). Now the modernization of facilities for receiving passengers is going on in ports of Burgas (Bulgaria), Sochi (Russia) and Batumi (Georgia). After this the Black Sea region can declare itself as cruise ship direction for the mass segment (*Gerasimenko et al. 2013, 267*). The cruise market in Ukraine is in a state of decline. According to the operative data of the Department of Tourism Service and European integration of the Port Authority, the number of passenger ships' visits to Odessa in 2015 was 13, which is 15 ship calls less than last year and 93 ship less than in 2013. For the season 2016 the port administration has already received 33 requests for visits by cruise ships.

**TABLE 3. CRUISE PASSENGERS BY COUNTRY OF EMBARKATION, 2015**

Country	Passengers	Share of Total
Italy	2,000,000	32.7%
Spain	1,282,000	20.9%
UK	1,060,000	17.3%
Germany	584,800	9.6%
France	309,600	5.1%
Greece	201,200	3.3%
Denmark	185,000	3.0%
Sweden	92,800	1.5%
Netherlands	86,000	1.4%
Malta	70,300	1.1%
Cyprus	33,000	0.5%
Croatia	31,400	0.5%
Norway	24,900	0.4%
Other EU + 3	56,900	1.0%
EU+3	6,017,900	98.3%
Other Europe <sup>1</sup>	104,400	1.7%
<b>Total</b>	<b>6,122,300</b>	<b>100.0%</b>

<sup>1</sup> Russia, Georgia and Ukraine.

However this number may vary in one and in the other direction, depending on many factors. Among the negative factors the first place can be given to the transformation of the Crimea in "gray" area for cruise line operators. The historically formed ship courses Odessa-Yalta, Odessa-Yalta-Sevastopol were brands in the regional market. Odesa, by itself, remain is very hospitable and very attractive place for tourists, but it cannot recoup the costs of the charterer in the north-western part of the Black Sea. However, positive things do occur. Thus the administration of the Odessa seaport successfully passed the audit of quality management system for compliance with ISO 9001-2008. A certified quality system improves the production activity of the company, strengthens its image, competitiveness and investment attractiveness of the market, allows to expand the range of services. Through membership in MEDCRUISE (since 2008), the port of Odessa failed to effectively implement several image projects, gave notable impulse to the development of the industry of sea travel in the Black Sea region. Among other things, it should be noted the success of the international conference Black Sea Cruises. But the main result of this partnership, of course, was an increase in the number of visits to Odessa cruise ships under foreign flag in 2013 (more than 100 calls). The local authorities should take into account the experience of the development of cruise tourism in Dubrovnik. Further



development of cruise tourism will depend exclusively on the dynamics of solving the existing issues, organisation of demand management and destination product (*Perucic and Puh, 2012, 214; Bajcs, 2015, 128*). Using the responsible tourism lens to view cruise tourism can be a useful exercise. It helps focus the analysis of 'sustainability' on the local community and stakeholders that are effected by cruise tourism (*Klein, 2011, 114*). Another big problem of the cruises industry (especially in some areas of the Mediterranean and Black Sea) is the lack of modern port infrastructure, appropriate new passenger ships (larger, faster, more luxurious, etc.) in several ports, and the existence of different national regulations on environmental protection, safety of the ship, navigation and passengers etc. So, it is necessary that contractual and economic relations between ports and cruise companies are developed as long-term projects. This cooperation should not be just a business relationship but a complex "contract" for cooperation between companies - local and central authorities, ensuring sustainable development of tourism areas, directly related to economic efficiency, environmental marine and terrestrial protection. A good example would be that of cooperation between airlines and airports in many parts of the world, even if they are different realities. Another concern is the uncertainty of political, social and military field in some destinations in North Africa, Eastern Mediterranean and Black Sea. Political and economic stability are critical factors on business and management and marketing of passenger companies. The Arab Spring, instability that was installed in the area, the war in Syria, piracy, terrorist threats, the crisis in Ukraine have forced companies to rethink their strategy quickly and suddenly change their itineraries planned, with serious economic repercussions on the profitability of companies, and the planned tourist destinations, now avoided due to high degree of risk (*Boşneagu, Coca, and Sorescu, 2015, 350*).

Over 120 representatives from marine travel industry companies will participate in the 48th MedCruise General Assembly of Mediterranean and Black Seas cruise Ports. The forum of the world's largest association of cruise operators and ports has been opened 22 June 2016 with a briefing at the conference hall of «Bristol» hotel in Odessa. According to the organizers, the representatives of the Directorate from over 70 companies that define the 2/3 routes of the world's cruise fleet attend the event. Among them are the famous corporations such as Royal Caribbean Cruise Line, Holland America Group, MSC Crociere, Azamara Cruises, Costa Crociere, SilverSea and others. This major cruise event was dedicated the celebrations of the 20 years of the Association. During the General Assembly meeting, MedCruise member representatives together with other esteemed guests will discuss the latest developments of the cruise sector, as well as the implications and prospects of cruising in the Med and its adjoining seas. The position of Odessa as an international tourist center, will carry information about South Palmyra, as a safe, economically attractive city with a rich historical cultural heritage and natural and recreational potential, will present profitable opportunities of passenger terminal in Odessa port. Professionals believe that modernization of the port infrastructure will annually increase number of ship entries in Ukrainian ports by 10-15% and will help to receive annually not less than 60 thousand tourists, flatten seasonality and provide jobs for the tourism industry. It will subsequently attract another international cruise operators to the Black Sea basin. The development of passenger complex of Odessa seaport presupposes the following: bring the design capacity of the complex - to 1 million passengers; length of berths - to 1370 meters; depth at the berth - 11.5 meters. The total cost of the investment project realization equals to 120 million UAH.

### Conclusion

This way, timely analysis of factors and general market tendencies which influence the state of tourism flow will offer economic instruments of regional tourism and

recreation sphere development stimulation create directions of regional strategies on attraction of tourists. Following to the data of the conducted research, formation of certain tendencies on the structure of tourist flow in Odessa region can be noted:

- decline of tourists activity reflects not only state of inner market environment but also a tourism reputation of Ukraine among world markets, that influences investment attractiveness of the field and regions;
- tendency of outbound flow prevailing over inbound that negatively affects net tourism balance in Odessa region;
- in the structure of tourism flow bigger share consists of the trips with “leisure and recreation” purpose while business, medical, sport and specialized tourism contain potential for the development by means of special measures conduction;
- the rise of Odessa region tourism field level can be observed in distribution pattern in Ukraine as a whole according to the tourism types and in relative terms due to exclusion of Autonomous Republic of Crimea, Sevastopol and Donetsk region from the tourism market;
- motivation and geographic factors of influence on the distribution of tourist flow of inbound and outbound tourism are worth noting.

### Recommendations

Positioning of Ukraine as a maritime state requires a consideration of global trends in world maritime trade and keeping those trends that occur in the Black Sea region. The necessity of the development of national marine economy and port infrastructure is dictated by the high profitability of market cruise services through a world-recognized competitive advantages of waterway transport (environmental friendliness, low cost, investment attractiveness, etc.). Thus, government authorities, port and cruise business entrepreneurs need to make significant efforts to promote Black Sea tourist region in the European market of cruise tourism. The development of cruise shipping stimulates the development of related sectors of the regional economy (hospitality, catering, transport, shipbuilding, ship repair, etc.). It promotes investment, creates a multiplier effect for regional economic development, and therefore - helps to create new jobs.

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## TO THE ROLE OF PRACTICAL WORKS FOR STUDYING THE TOPIC “THE HOLOCAUST” AT THE RUSSIAN EDUCATIONAL ORGANIZATIONS AND IN THE SYSTEM OF PROFESSIONAL DEVELOPMENT OF TEACHERS

### Abstract

The relevance of the studied problem is caused by need to organize a system-activity approach for studying the subject “the Holocaust”. The purpose of the paper is to analyze the role of practical training at the lessons of history and social science at the Russian educational organizations and in the system of professional development of teachers. The leading research approach of the problem is the principle of active tolerance. The author considers the system of practical tasks, gives an example of practical work and concludes about high efficiency of practical training for studying the Holocaust topic. The materials of the paper can be useful to teachers of social and humanitarian cycle and teachers, methodologists of the system of professional development of teachers.

### Keywords

Holocaust, active tolerance, practical tasks, practical work “Who is guilty?”

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### Introduction

The topic «the Holocaust» acts as a component of history of the The World War II. Studying the subject gives the chance to comprehend this national catastrophe as the universal tragedy.

Scientists and methodologists have no uniform point of view on how to include this difficult material in educational process. Studying of catastrophe of the European Jewry can be carried out in the Russian educational organizations within the following subjects: General History (topics “Increase of aggression and fight for peace. German Nazism”, “Growth of international tension”, “The World War II”), Russian History (topic “Great Patriotic War”), Social Science (topics “Good and Evil”, “Regulation of People’s Behavior in Society”, “Political regimes”, “Rights and Freedoms of a Person and a Citizen”, etc.), Law (topics “Human rights violations”, “Crime”, etc.).

We believe the most optimum option is to study the topic “the Holocaust” within the course of General History.

When studying the topic, students meet difficult theoretical questions and concepts. The majority of modern domestic textbooks on history light event-actual part of the historical process. The author analyzed 15 textbooks of the Russian publishing houses printed in 2009-2015. Only five of them have various tasks for independent work allowing to consolidate the knowledge gained at the lesson. We can state a problem connected with organization of a system-activity approach at the lessons of history and social science, when studying the topic “the Holocaust” - modern Russian textbooks of history contain rather small amount of tasks for students’ independent work (*Pershina, 2016*).

### Literature review

The topic «the holocaust» is difficult in the substantial plan. The nazism considered the the jews the defective nation and the main enemy of the aryan. Anti-semitism is an important part of the nazi ideology. The jewish people became the "whipping boy" guilty of all defeats, sufferings and humiliations of the german people. Anti-semitism (the term appeared in the middle of the xix century) was not something new to germany and other european countries. Strong anti-semitism flash was in germany in the 1880s-1890s. The strictest anti-semitic demand at this time was exile of the the jews from the country.

Nazi anti-semitism is a special phenomenon. The the jews were considered as defective race, which should not assimilate with the aryan. The nuremberg laws forbade marriages between the the jews and the germans. There was the task to destruct the the jews in all the states occupied by germany during the the world war ii. This destruction of the jewish people became a historical event named "the holocaust", or catastrophe (mushinsky, 2007).

Dissertation researches of some domestic scientists (for example, Yu.V. Galaktionov, V.A. Gorelkin, O. Yu. Plenkov) played the important role in studying the history of the Holocaust. Yu.V. Galaktionov in the work "The German fascism in a mirror of historiography of the 20s-40s years" and A.A. Galkina in the work "The German fascism" show the attitude to a problem from the point of view of the Marxist theory of fascism, developed by the group of authors led by Yu.V. Galaktionov. In these books, the treatment of fascism is formulated as the most reactionary aggressive political trend of the XX century.

Modern historical literature contains various data on the lost The Jews; 6 million people is the accepted number. Perhaps, these data are not final: as authors disagree with it. For example, R. Gilberg in the work "Destruction of the the Jews in Europe" said 5,1 million lost Jews; L. Polyakov in "The short encyclopedia of hatred" defines 5-7 million; G. Reitlinger speaks about 4,2 million victims (*Andreyeva, 2006*).

Some historians do not allocate the Catastrophe from other tragedies of a humankind, do not see the unprecedented phenomenon in it. They claim that there were many cases of other massacre in the history, for example, destruction of the Indians in the North America or slaughter of the Armenians by Turks during the World War I, the Jewish riots. Those, who object to uniqueness of the Catastrophe, specify that during the World War II the Germans and their helpers killed millions of peoples of other nationalities (for example, the Soviet prisoners, the Roma and Polish intellectuals). On the other hand, the genocide took place both before the World War II, and after it.

The uniqueness of any phenomenon in the history can be proved comparing the phenomenon with the similar ones, occurring in other times. The comparative analysis of the Catastrophe allows to allocate some signs, which do not have analogs in mass beatings of other eras. The historian Yakov Talmon pointed to some elements, which allow to allocate the Catastrophe from some other historical examples of massacre.

1) The Jews did not clash with the Germans. The Germans were guided by the Nazi theory about races, or the extreme anti-Semitism induced them.

2) The national socialist ideology and the political regime professing this ideology concerned the Jews not as the people or religious group, but as the race. The German prosecution and destruction of the Jews were not the reaction to the Jewish threat, they resulted from unreasonable charges that the Jews threaten all the humankind and, first of all, the Aryan race.

3) All the Jews without exception were pursued. Any descendant of the Jews to the third generation was liable to destruction. During the war, the Nazis caused a cruel loss not only to the Jews, however all these people were obvious or potential opponents of the Nazis. The Jews were sentenced to destruction entirely, without distinction of their belief, only because they were the Jews.



4) The government planned and organized the large-scale destruction. The State institutions took part in its implementation. The Nazis remained faithful to the idea of "final decision", even when its realization conflicted to military and economic interests of the Third Reich (*Guttman, Galil, 2011*).

Professor R. Vago (the International School of Institute Yad Vashem, Jerusalem) specifies that the concept "Holocaust" can be applied only to history of the Jewish people. Nothing could rescue a Jew, even epiphany. The outer side (legislation), but not a person, defined whom to consider a Jew. Though scientists should not be engaged in comparative studying of sufferings of the different people, it is possible to claim that the Holocaust (Catastrophe) was the unique phenomenon in the history of mankind (*Pershina, 2012*).

### **Materials and Methods**

Practical training for studying the topic "the Holocaust" at lessons of History and Social Science can make a certain contribution to the solution of the problem declared by the author. The academician of the Russian Academy of Education A.G. Asmolov and professor of Moscow State University G. U. Soldatova suggested teachers to rely on the principle of active tolerance for carrying out practical lessons on difficult world outlook subjects. This principle defines the major task - to develop quality of the personality, which can be designated as active tolerance. It assumes positive orientation of a person, creativity and development of ability to control the acts in human relations according to a formula: understanding and acceptance, cooperation and spirit of partnership.

The scientists developed the structure of studies. Each practical work consists of three parts: warm-up, main exercise and reflection. Warm-up includes the tasks promoting activation of participants, creation of benevolent atmosphere, unity increase and preparation to practical work. It can provide the following forms of carrying out: lectures, games, brainstorm, group discussions, exercises and tasks helping to understand and acquire the main idea. At the end of each practical training, it is necessary to give participants time to share feelings, opinions, impressions, and their mood.

When carrying out practical trainings various methods are used: social and perceptual, situational, improvisational; modeling and role-playing games; social-dramatic, behavioral, cognitive and expressional methods; exercises assuming feedback, exchange of feelings; technology of accession, fixing "here and now" state (*Asmolov, Soldatova, Makarchuk, 2009*).

### **Results**

To motivate pupils and involve them in vigorous educational activity at lessons of History and Social Science, a teacher can use system of practical training. Special questions and tasks of practical character would help to draw pupils' attention to a variety of commemoration ways to events and persons involved in the Holocaust history. For example, "Find out, in what countries, when and how the national memory day of the Holocaust victims was founded. Is there a similar day of memory in Russia?"

The second group of tasks is aimed at the development of figurative thinking and ability to interpret culture monuments. For example, "Pick up illustrations (find images in the Internet) of monuments to the Holocaust victims in Russia and other countries. What do they symbolize?"

The following group of tasks forms the relation to the artifacts created in concrete historical time and with specific goals. For example, "Who or what is represented on the monuments established on places of mass executions of the Jews in the cities and villages occupied in days of the Great Patriotic War?"

The fourth type of tasks expands pupils' ideas about commemoration and ways of historical memory management (about monuments, memorial boards, memorials and



holidays, anniversary actions, books, scientific conferences, museums of memory, social projects, etc.). For example, prepare the presentation about the activity of "the Return Advantage" project participants and its results in your region.

The following type of tasks suggests to find approaches to glorification of a person in the history or its "demonizing", to understanding a role of children, teachers, doctors, priests, musicians, etc. For example, there were films devoted to the Holocaust in Russia and. Use concrete examples to show how this subject is presented in the second half of XX - the beginning of the XXI centuries (*Strelova, 2015*)

Each person makes a choice and bears responsibility for his acts in a concrete historical time point within the society. In all countries, the Righteous persons, who rescued hundreds of the Jews, acted on the territory occupied by the Nazis despite promotion of the Third Reich. What were the motives of these people? (*Pershina, 2014 (II)*)

The sixth type of tasks concerns the concepts "memory place", "cultural memory", "policy of memory", "memory war", the reasons of creation, loss or replacement of memory objects, denial, acts of vandalism. For example, the memorial board with the text about the Holocaust victims was dismantled in November 2011 in Rostov-on-Don. The new memorial board "Peace Soviet citizens" appeared instead. In your opinion, what were the possible consequences of memory objects replacement? (*Strelova, 2015*).

In 1961, the poet E. Yevtushenko visited Babiy Yar, where the Nazi soldiers shot tens of thousands of the Jews in September 1941. E. Yevtushenko wrote the poem, which first lines («Над Бабьим Яром памятников нет. Крутой обрыв, как грубое надгробье») reflected indignation of the author to "historical injustice, lack of a monument in a place, where so many innocent people were lost". Soon the composer D. Shostakovich read this poem and in put E. Yevtushenko's verses in a basis of musical parts in his new symphonic work.

Shortly before a symphony premiere, N. S. Khrushchev flayed to joint work of E. Yevtushenko and D. Shostakovich: "Anti-Semitism is the disgusting phenomenon ... But is it the time to talk about it?". Authors were accused of lack of patriotism and unilateral coverage of the topic, since the text didn't mention non-Jewish victims. The criticism did not stop D. Shostakovich: he continued preparation of a premiere of his masterpiece. Having supported the composer, E. Yevtushenko wrote the poem "Fears" especially for this symphony.

The premiere of the symphony No. 13 was on December 18, 1962. It is known under the informal name "Babiy Yar" (*Pershina, 2014 (II)*). How do you think why it was important to hold historical memory for these people? In our opinion, the specified type of practical tasks can be applied in professional development of teachers, since it assumes debatable discussions, ambiguity of opinions and estimates.

The last type of tasks lifts a problem of discrepancy of collective and individual memory of people, acquaints with a phenomenon "others memory", appeals to personal self-determination of pupils. For example, the website of the Memorial Yad Vashem "Unrelated stories" is devoted to Holocaust history on the territory of the USSR. This Internet project provides information on death of the Jews in places, little-known for general public of the West Countries, Israel and Russia. How do you think, why this subject remains "a white spot" in textbooks of history, literature and social science? (*Strelova, 2015*)

Let us give a concrete example of practical work "Who is guilty?" on the topic "Increase of aggression and fight for peace. German Nazism".

Lesson tasks: understanding mechanisms for formation stereotypes, prejudices, phenomenon "whipping boy"; formation of ability to dismiss undeserved charges.

Before carrying out training, a teacher is recommended to carry out a historical retrospective about the position of the Jews in the Nazi Germany in the 30s-40s of the XX century (to actualize a phenomenon "whipping boy").

Warm-up exercise "Avalanche". Approximate time: 5 min. A teacher shows one hardly noticeable movement, for example, slightly stamps a foot. The participant sitting to the left repeats this movement strengthened it a little. The next participant still strengthens this movement, etc. As a result, the last participant repeatedly strengthened the movement. In our opinion, this exercise characterizes phenomenon of "crowd", repetition of some action without understanding, judgments of its essence and consequences.

The main exercise "Who is guilty?" (*Asmolov, Soldatova, Makarchuk, 2009*).

Tasks: understanding of experiences of the person, who is the object of stereotypes and prejudices; psychological mechanism of phenomenon "whipping boy"; acquisition of skills to assist people.

Approximate time: 25 min. Material: stickers. At the beginning of the exercise, teacher says, «Sometime each person felt himself unfairly offended or accused of what he hadn't made. In this situation people behave differently". A teacher suggests stepping in the center of a circle and sitting down on a chair to that participant, who is not afraid to be offended and rejected, who is sure that he would cope with any undeserved charge in the address.

After the volunteer was called, other participants start accusing the one sitting in the center. For Example: "You are guilty that today is the bad weather". Everyone states charges aloud, they are written down on stickers and pasted on clothes of the participant sitting in the center. The participant in the center has to be silent. Gluing of "labels" happens until charges do not run low.

Then a teacher asks the participant in the center what he feels and what he would like to tell those who accused him. Other participants are offered to share the feelings and thoughts. As a rule, there is a desire to dismiss undeserved charges. A teacher suggests each participant to unstick a leaflet with any charge and to justify "the offended". For example: "You are not guilty that today is the bad weather, weather does not depend on a person".

Questions to discuss:

- ✓ Have the situations when you unfairly accused someone happened in your life? Have you ever been unfairly accused? What happened more often?
- ✓ Have your relation to these situations changed after the exercise?
- ✓ How is it better to behave in similar situations?
- ✓ What feelings, in your opinion, did the Jews pursue on a national sign in the Nazi Germany, when official promotion of the Third Reich accused them of all troubles of the country?
- ✓ Would you begin to support the anti-Jewish campaign? Prove the choice.

Exit-exercise "The emperor's birthday".

Tasks: removal of negative emotions, unity of group. Necessary time: 10 min. Participants are given the instruction: "Imagine that you are guests in the palace of the emperor, you are invited to the feast devoted to his birthday". The role of the emperor is played by the participant who was "accused" in the exercise "Who is guilty?". All guests deliver laudatory speeches and give the imagined gifts.

Reflection after the exercise. Questions to discuss:

- ✓ How do you think, are there any people who are unfairly accused at your school, city, region? Why does it occur?
- ✓ Is it possible to change something here?
- ✓ Have you ever been "a whipping boy"? What feelings did you have?
- ✓ How is it possible to support the person who was accused unfairly?

✓ Why prosecution of people on a national sign is dangerous?

In our opinion, a teacher can also use the specified practical work for professional development of teachers (*Pershina, 2014 (I)*). We repeatedly carried out this training at advanced training courses for teachers of History, Social Science, teachers of the subject "Bases of Religious Cultures and Secular Ethics". During discussion of the training results, many teachers spoke about the need to form tolerance among teenagers.

### Discussions

Let us consider the study degree of methodical aspect for teaching the subject "the Holocaust" at the Russian educational organizations and in the system of professional development of teachers. I.A. Altman and D. I. Poltorak developed features of pupils' research work with documents devoted to the Holocaust. The most productive form to use documents in educational process is group work. A teacher is the head of the general discussion in a class. He induces pupils to estimated activity, raising the questions specifying their relation to events and facts of the Holocaust history. Pupils can attract additional materials - responses to memorials from history of the World War II (for example, documentary photos, articles from magazines and newspapers, Internet materials). A teacher gives additional tasks for stands preparation devoted to the memorials from the Holocaust history - to anniversaries of "Crystal night", the Wannsee conference, the Nuremberg process, execution in Babiy Yar; release of concentration camps prisoners, Righteous persons, memory of the Jewish victims of Nazism. Scientists allocated the motivational component: documents possessing force of emotional impact on children (for example, diaries of their age-mates, photos) can become a basis for the search work. A teacher can find methods of children's inclusion in activities assistance to the lonely people, who endured the Holocaust (*Altman, Poltorak, 2010*).

V. M. Kuznetsov, M. Pollack-Rosenberg, N. Segal presented the case technology in studying the Holocaust history (*Kuznetsov, Pollack-Rosenberg, Segal, 2013*). Pedagogical approaches to studying the course "History of the Holocaust and the Present" were systematized by E.E. Vyazemsky and T.V. Bolotina (*Vyazemsky, Bolotina, 2015*).

V. M. Kuznetsov and others described interactive methodological methods for the topic. In our opinion, the following methodical receptions and pedagogical technicians would be useful for teachers:

- work with personal cards and personal information from archives of various organizations (for example, the Memorial database or archive of the International red cross in Bud Arolsen);

- excursion. Trained are offered to study independently the chosen section of exposition and prepare the short review, based on one-two most significant exhibits;

- "The illustrated time tape" suggests pupils to correlate personal events in life of witnesses of the Catastrophe with the events in the history of the country or the world history;

- "Revival of the card". The arrangement of photos and other certificates of the Holocaust on the map of Europe identifies them as citizens of these or those states, gives the chance to present the scale of the Nazis crimes;

- work with "bureaucratic documents" is based on the analysis of hotel accounts, instructions, etc. It allows to estimate "partnership" in the Nazi crimes of various segments of the German population.

- "Excursion on the street" or "The city testifies" assumes excursion to familiar city places to visit memorable places, fix attention on separate city details, which serve for the story about the historical events (*Kuznetsov, Kuzmenko, Tyrtyschnaya, 2015*).

O. Yu. Strelova offered scientific-methodical approaches to the substantial line "History and Memory" in the topic "Holocaust History". In the context of the personal-focused education "History and Memory" line is faces the following tasks:

- 1) updating of the variable estimated relation of contemporaries and descendants to historical events and persons; understanding the reasons of this variety;
- 2) assistance to development of interest in studying "memory places", stories of their creation, sometimes direct destruction;
- 3) participation in protection historical and cultural monuments;
- 4) updating sources base, subjects of educational projects and space of historical and social practice of pupils and teachers limited by standards and traditions;
- 5) studying mechanisms of formation of collective historical memory and ways of its management by means of monumental promotion and commemoration (policy of memory).

According to the scientist, the substantial line "History and Memory" enriches training of teachers and pupils by humanistic-value (axiological) component, important for life in the multicultural world. Because it promotes development of critical thinking, empathy, emotional valuable to relation to the past and the present, conscious civic stand, counteraction to falsifications and manipulation of historical memory, variety of cultural-communicative practices and research activity (*Strelova, 2015*).

E.E. Vyazemsky focused attention on 4 pedagogical approaches, which can be also applied in the system of professional development of teachers: development of the course "the Holocaust History" in the context of the Great Patriotic War history; specification of concrete historical plots of the course "The Holocaust History as History of the Tragedy of the European Jewry"; development of the course "The Holocaust History" in aspect "Denial of the Holocaust"; change of the basic course name "The Holocaust History" because updating processes in the modern world (the new name "The History of the Holocaust and the Present") (*Vyazemsky, 2011*). Nevertheless, the role of practical training when studying the Holocaust in the Russian system of professional development of teachers is presented fragmentary (*Pershina, 2015*).

### Conclusion

In our opinion, use of practical training for studying the Holocaust history at the lessons of History and Social Science is rather effective in the system of professional development of teachers, since there is a realization of a system-activity approach and the principle of active tolerance.

### Recommendations

The materials of the paper can be useful to teachers of social and humanitarian cycle and teachers and methodologists of the system of professional development of teachers.

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## THE RUSSIAN BALLET IN SYNCRETISM OF ART CULTURE OF THE SILVER AGE

### Abstract

The paper reveals the role of the Russian ballet in the system of cultural era of the XIX-XX centuries. The purpose is to define orientation of development of interaction between domestic choreography and art-figurative interpretation its synthetic whole against the difficult, inconsistent processes proceeding at critical stages of the Russian culture. The study is based on the available visual material of archival and museum funds. The aspect of the art criticism analysis including consideration of diverse options of synthesis of the ballet and plastic arts is the prevailing research method. Inclination of fine arts to "ballet character" and aspiration, characteristic for the Russian choreography on a turn of the centuries lean on images of painting, graphics and sculpture are two sides of the uniform process. In this context, the "Russian ballet" of S. Diaghilev's enterprise sated with expressive plastic spectacular figurativeness carried out a role of a bright frame of the finishing period of the Russian Silver age.

### Keywords

Russian ballet, S. Diaghilev, visual sources, art searches, syncretism of Silver age

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### Introduction

The main objective of the research is to disclose interrelations of the Russian ballet in the context of an era. According to it, we note that "In this regard it is necessary to remind that the era of the Silver age was characterized by a motley, multi-color range of the ideas and philosophical concepts refracting in various models of art creativity. Many works appeared at this time were not only "products" of self-expression of their founders, they didn't reflect only their intimate emotional psychological states - they served as means of embodiment of world outlooks and ideas, which excited people of art - writers, poets, painters, theater actors" (*Shtanko.2011*). The conceptual importance of the Russian choreographic art was connected with S. Diaghilev, who had a world fame in the art life of the beginning of the XX century. (*Haskell, 1968*) "The Russian ballet seasons" enriched and developed traditions of domestic performing and production culture. The original spectacular beauty and thin sense of style caused happy scenic life to many performances of the largest world theaters. Talented ballet masters as M. Fokin, L. Myasin, V. Nizhinsky, B. Nizhinskaya, G. Balanchine gave birth to the new trends and ways in ballet. Theater became the most important factor of cultural life at the turn of the century. It turns into the center, round which the most part of the creative intellectuals is grouped. Almost all famous painters are connected with it. Creativity of Russians and foreign set designers, such as A. Benois, L. Bakst, A. Golovin, M. Dobuzhinsky, B. Anisfeld, N. Roerich, P. Picasso, M. Denis, H. Miro, A. Derain, Zh. Braque, M. Utrillo and others, introduced the amendments in development of the world theater in general. The idea about artist's role in a performance changed with their arrival. From now ballet became the choreographer's coauthor, prompted and sometimes dictated a choice of means of expression, "interfering" its plastic thinking. The Russian ballet became the new "esthetic rule" influencing the most



different areas of culture - music, photo, cinema, fashion. Russian and foreign bibliographic sources confirm it (*Zilberstein, 1982*) For each artist ballet played an ambiguous role. It was included in the range of their creativity with different degree of harmony and various psychological filling. But the ability to combine in own figurative perception and follow ways of interacting arts during creation of a work of art is represented as one of the main distinctive characteristics of thinking of that era. Performances greatly impacted works of artists that their works for theater and about theater stopped being the casual phenomenon. At this time, many artists seek to comprehend surrounding reality in a new way and to transfer it by untraditional artistic touches and graphic means.

### **Methodological Base**

The visual sources which reached us, (sketches of suits and scenery, portraits of actors and choreographers, scenographic models video records of Diaghilev's ballets) show that ballet theater is closed with a new graphic culture, which became its faithful assistant. (*Illustrative programs, 1914-1917*). The variety of style searches and directions of the ballet (classical dance, modernist dance, elements of theatrical performances, mysteries and enchanting spectacles, choreographic miniatures, impressionist compositions) was process of self-determination of artists' new art, process of judgment of own specific decisions. The ballet was the strongest catalyst of the imagination of fine arts masters. It gave a wide field to style searches. On the other hand, fine arts of a turn of centuries is the difficult and inconsistent phenomenon, a motley kaleidoscope of directions, currents, styles, theories (modernist style, realism, impressionism, primitivism, etc.). Not by a chance, the ballet of the end of XIX - the beginning of the XX centuries contain images of any direction, style or way of expression. Behind each of them is a certain understanding of a new creative method, variety of its forms.

The research methodology of the paper is based on the complex analysis of judgment of the Diaghilev Russian ballet in the context of plastic arts interacting with it. Such approach assumes using visual graphic sources, archival memoirs records and memoirs. The interdisciplinary approach is used in the paper: elements of statistical analysis, receptions of cultural and art criticism methods. The analysis of iconographic data introduces new information about the Russian ballets and features of creative searches of dance masters for creation a new choreographic form, character of images; it specifies our ideas about S. Diaghilev's role in the foreign art life.

### **Results**

At that time many artists seek to comprehend surrounding reality in a new way, transfer it by the other artistic touches and graphic means. Various creative associations which arose during this period ("World of art", "A blue rose". "The union of the Russian artists", "A jack of diamonds") are characterized by variety of manners of performance and creative methods, when the performance structure opens the sense and creates mood, express the contents. The fine arts and dance intertwine. These interactions point on a spontaneity of a straight line and feedback. For example, the artists of "The world of art" were often were guided by the ballet. And A. Duncan in her owns "antiquity" goes not from antique dance, but from antique sculpture. The choreographer M. Fokin was known to sympathize adjacent arts - painting and sculpture, in particular, the Ancient Egyptian and ancient fine arts. Nevertheless, sides of artist's identity were not erased and were significant more than ever before. The degree of sociability of dancers and artists was much more higher than before. The proximity of two arts - graphic and choreographic, capable to interact, possibility of bilateral interference and enrichment, proximity in historical context attracted fine artists to ballet, inspiring hope for originally creative co-

authorship. The special role belongs to the masters of "The world of art" here. "Really, the international popularity of many members of "The world of art" group, in particular, L. Bakst and A. Benois, relied on their scenic development for the most grandiose Diaghilev's performances, where aspiration to integration of all art forms, improvisation on antiquity, exotic, the East, search of new production methods of choreography, musical decisions and visual effects were an embodiment of many principles developed in a subsoil of "The world of art" (Boult, 2010) According to the art critic S. Makovsky, S. Diaghilev and the Russian retrospectivism were the one aspect of the exhibitions represented by "The artists-dreamers", where the visual culture of the ballet master M. Fokin was embodied. (Williams, 1983) First of all, there are sketches drawn by L. Bakst, A. Benois, A. Golovin, M. Dobuzhinsky to ballets "Butterflies", "Armida's Pavilion", "Firebird", "Cleopatra", "Sylphs", "Carnival", "Rose Ghost", "Narcissus", "Afternoon Rest of the Faun", etc. L. Bakst's creativity played the most noticeable role in the development of syncretism of that era. The famous English director G. Kreg defined the enduring value of theatrical and decorative works of the artist the following words: "The great Bakst died and the well-known Russian ballet lost hope again to find the important elements lost for it" (Craig, 1977). Bakst's reputation is undoubted; he was one of the most consecutive artists-innovators of S. Diaghilev ballet group entering the association "World of Art". There is one very remarkable line of scenography in L. Bakst's creativity deserving special attention. The suit problem in his ballet sketches was solved in a movement, in indissoluble communication with a scenic image. Plastic power of its scenography is indisputable. L. Bakst's characters are unstable. Accurate relief of their poses, painfully melodious plasticity of almost physically felt body have the attracting force of a ballet image. V. Svetlov characterized it the following way: "Pleasure derived from this show is so strong that its beauty does not remain motionless and stiffened, but changes and moves every minute. The weaved and untwining groups of dancers, constantly new and changeable contrasts and rapprochements of the shades formed by their suits, all the movements, streams of flowers are combined and settled with the most refined art, exact and at the same time courageous" (Svetlov, 1911). Fokin choreography gave the chance to liberate the creative imagination, induced to non-standard decisions, imparted taste to something specified, refined. Elements of theatricality and picturesque stylization reigned in his suits. There were the images bearing on themselves the press of some viscous time. They live alone with the theomancy in the closed and lonely world of own arrogance, but thus faultlessly cantilenas in the infinitely lasting melody - sensual and painful and every time kept back. They were the general, not concretized graphic and plastic quality of the era.

The separate role played N. Goncharova and M. Larionov's theatrical experiences. S. Diaghilev invited them to cooperate in the performances "Liturgy", "Clown", "Russian Fairy Tales", "Midnight Sun", "Wedding". The Russian basten picture, national sign and folklore are the basis for scenography of these images. Scenery and sketches of suits to these ballets are stored in foreign collections (the most part in N. D. Lobanov-Rostovsky's collection in the USA). They allow to present decorative gift of artists what undoubtedly pulls them together. S. Grigoriev speaks about the ballet "Midnight Sun": "The midnight sun, where Larionov helped Myasin, left good impression. Actually choreography represented one continuous dance, for which Myasin invented a set of interesting and various movements and sheaves. The success of the ballet was promoted by the colorful ornamental suits created by Larionov in the Old Russian style - they perfectly looked on a dark blue gold back, - and the magnificent score of Rimsky-Korsakov". (Grigoriev, 1993)

The other aspect shows S. Diaghilev's nature as an expert on the Russian vanguard able to put new esthetic concepts of the era into production operation. Experimental performances of L. Myasin, B. Nizhinskaya based on forms of kubofuturism, fauvism, a luchizm, etc. are successfully designed in the form of volume models of suits and scenery.

Visual materials of performances are most indicative: "Ode", "The blue express", "Apollon Moussaguet", "Ball", "Steel skok", etc. (*Bodlit, 1972-1974*) In turn, the Russian Diaghilev's ballet had the huge impact on the western culture; it was an inspiration for foreign artists - set designers (P. Picasso, M. Denis, H. Miro, A. Matisse, And, Derain, Zh. Braque, H. Gri, M. Utrillo, etc.) and stankovists (G. Kreg, L. Kayner, E. Oppler, Ge. Cocteau, A. Gryunenberg, V. Gross, O. Kokoschka, A. Burdel, P. Bonnar, etc.). A row of foreign museum and private collections, catalogues of Diaghilev's exhibitions contain the graphic, picturesque and sculptural works devoted to masters of dance and sketches of ballet suits and scenery. It is confirmed by a number of the illustrative programs devoted to performances of the Russian ballet, which are stored in the Russian state archive of literature and art and included in Sotheby catalogues. (*Ballet and Theatre Material, 1985*) Imprinting an image of dance, an artist seeks to record the most beautiful effective, expressive and typical, recognizable motive. Classical forms of arabesque, attitude, motive of a swan became universal motives for schedules, painters, sculptors symbolizing poetics of the Russian ballet. They are the ideal model, which lights up an artist and attracts by power of art logic, clearness and persuasiveness of the expressed concept. The French artists (G. Barbye, G. Lepape), German masters (R. Schwab, G. Kreg, L. Kayner, A. Gryunenberg, R. Montenegro), American schedules (P. Millok and A. Stephen) drew the scenic pages of the well-known actors V. Nizhinsky and T. Karsavina, A. Duncan and A. Pavlova. Ballet roles, which they participated in the different moments of the life, were united here by one performer. The narration is developed as a chain of short stories, miniatures, which do not have obvious logical connections at the first sight. But they have three main thematic lines of choreography of the silver age - romantic, antique, eastern. The free neighborhood of moods, as well as in diversity of the imprinted images are poetics of the works, their thought. Searches of new means of expression at a boundary of the XIX-XX centuries, identification of new opportunities of the image in imprinting the dance led to creation of dancing images-reports, images-portraits, images-reflections, images-improvisations. The sculptural plasticity reproduced in a number of the catalogues devoted to "The Russian seasons" had a great value here. The biggest merit in imprinting the Russian ballet in sculpture belongs to B. O. Fredman-Klyuzel and G. D. Lavrov. Their force of images embodied the main essence of ballet - the subject of the Russian ballet comprehended in direct comparison to performances, actors and their roles. Especially interesting here is extensive creative heritage of B. Fredman-Klyuzel disseminated through various museums and private collections. The main part of it is abroad, in various cities of the Central Europe, where "The Russian ballet" went on tour. Therefore the publications about it, generally in the form of responses, are placed in a foreign press: "The proof of success of "the Russian ballet" is sale of bronze figures of the Russian actors molded by the Russian sculptor Fredman-Klyuzel. They were made by request of the son of the editor of the "Temps" newspaper, who undertook to cast each of them only in 20 copies" (*Fredman-Klyuzel, 1917*). Imprinting a number of the plastic moments, the sculptor transfers distinguished beauty of Giselle - A. Pavlova, the floating pose of the first arabesque V. Nizhinsky, ecstasy and ardent temperament of M. Bolm's "Polovetsky dance", steadiness of a pose of M. Kshesinskaya's classical image, soft graceful melody of Schwartz's dance, extent of the dancing phrase of T. Karsavina in "Iphigenia", emotional rush of E. Eduardova's "The Greek dance", beauty of flexible profile plasticity of L. Shollar in "Cleopatra", etc. Invasion of the document into fabric of a work of art is a characteristic feature of these images. Documentation demonstrates individual figures and poses; it is the cornerstone of all structure of a work of art, first, in display of a suit for creation of documentary truthfulness of an actor's image.

One more side of ballet and plastic arts synthesis is book illustrations, which widely developed at a boundary of the XIX-XX centuries in works of the foreign artists. They

devoted the graphic drawings to the Russian masters of dance. During Diaghilev's Russian seasons, many books illustrated artists in a different style were published. The illustrators were R. Schwab, R. Alinson, R. Wooll, M. Detoma, D. de Segonzac, R. Leonard, L. Kayner, etc.

Expansion of range of means of art expressiveness with use of technical novelties was promoted by the vanguard art directions at theater. So, constructivism of scenery, modernist simplification of music, relevance and acrobatic choreography were the dominating tendencies of the third period of the Russian ballet. Decorating was minimized. Even data on a performance didn't contain suits and scenery, but described scenic architecture and sculpture. The architectural constructions, ladders, tense cords crossed diversely forming accurate graphics of lines were used instead of scenery. The fabrics hung on them, geometrical hollow figures (circles, squares), into which figures of actors inventively fitted and other designs were also used. The similar constructivist tendency was shown in ballets: I. Stravinsky's "Fox" (1922), D. Milhaud's "The blue express" (1924) with B. Nizhinskaya's choreography, A. Sogé's "Cat" (1927) with J. Balanchine's choreography, I. Stravinsky's "Wedding" (1923), E. Satie's "Parade" (1917), N. Nabokov's "Ode" (1928) with L. Myasin's choreography.

Visual sources show S. Diaghilev's as organizer of the grandiose theatrical enterprise existing only owing to its artistic flair and inexhaustible energy. His activity appears as an important episode, inseparable from "The Russian ballet" against all art culture of the end of XIX - the beginning of the XX centuries.

### Discussions

Attempts to study the Russian ballet in system of cultural life of the silver age were repeatedly made in the monographs, books, articles devoted to S. Diaghilev's enterprise in pre-revolutionary years. Undoubtedly, it was connected with the great interest to it. The general condition of the era of culture and art were stated later by G. Sternin, D. Sarabyanov, O. Alenov's works, etc. At the same time, there was a number of the works devoted to certain art criticism spheres, concerning descriptions of life and creativity of S. Diaghileva and his environments, decorating of theatrical performances of the end of XIX - the beginning of the XX centuries, including ballet. The books of E. Kostina, M. Davydova, R. Vlasova, M. Pozharskaya are indicative for that time. Nevertheless, process of interacting relations of various components of plastic synthesis during an era of the Silver age was not undertaken neither in domestic, nor in foreign historiography. In this context essential relevance is gained by studying ballet iconography, which mastering is a necessary condition for improvement the concrete researches about the Russian ballet of that era, formations of an adequate assessment, designations of prospects of its development in aspect of reconstruction of the past. The visual and graphic and archival hand-written sources used in the paper become a fundamental component of our knowledge about the performers, ballet masters-directors, ballet repertoire, impresario and organizers of performances and enterprises. The important source was rare bibliographic editions, archive and museum records. The separate, little known and almost unknown names of the artists, who were directly connected with "The Russian seasons", and their works revealed by the author, are also included in the theoretic-methodological basis of the research. The data expands understanding of that culture and allows to come to the new horizons of its judgment.

### Conclusion

Summing up the result, we will note that digression to laboratory of creativity of the masters anyway connected with "The Russian ballets" gives an evident idea of office character of documentary material. Studying iconographic data introduces new

information on syncretism of the Silver age, on features of creative searches of masters of dance in creation of a new choreographic form, character of images; specifies our ideas of S. Diaghilev's role in art life of Russia and foreign countries. In general, the research on historiography and iconography of a question immerses us in the atmosphere of the era, shows esthetic searches of actors, ballet masters, artists, operating cultural process as a difficult conglomerate of creative power. This communication reflects unity of all aspects of the complex and many-sided problem considered by us. It lies in the course of fruitful tradition of domestic theatrically director's and art thought, for which communication of theater with new experiments, style decisions, creative methods, visual and graphic modifications was a starting point, fundamental postulate, live reality of art creativity and cultural development.

### Recommendations

The results of the analysis expand the knowledge on history of complex studying of specifics of interaction of plastic arts during the Russian ballet at a boundary of the XIX-XX centuries as a unique phenomenon of domestic and foreign culture. They can be used for further studying the problems of synthetic relationship of various arts, deepening on the general and special knowledge applicable to specific conditions of ballet theater of a certain period, art criticism works. The paper can be an information source for practitioners of choreography.

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## FAMILY AND MARRIAGE IN VLADIMIR VYSOTSKY'S CREATIVITY

### Abstract

The paper deals with the problems of the Soviet family as a specific social institute, its relation to the general social orders and the state through a prism of Vladimir Vysotsky's outlook (outstanding Russian poet of the 60s of the XX century). The relevance of the problem is caused by the need of judgment of Vladimir Vysotsky's views on a family and marriage in relation to the social environment of an era of the so-called developed socialism, when these concepts were considered from the point of view of the Soviet ideological system. The basis of the system was the judgment that marriage together with a private property has to disappear, giving way to the establishments, more harmonic with fundamental data of sex nature. When a man is exempted from need to earn money, love has to be exempted from all material traps profaning it. Socialism promises not only social guarantees (welfare for all), but also general happiness in love. The purpose of the paper is to study a separate segment of the poet's works refuting this theory. He was a person not accepting the socialist ideology constructed on the belief in bright future and not having under itself any real basis. In his understanding family and marriage in totalitarian society is a full hopelessness and continuous restrictions of the rights and freedoms - both the certain citizen, and a family as a part of society in general. However, the Soviet men and women understood their main social function. The analysis of verses devoted to family and marriage is the leading method of the research. The main result of the research contains in destruction of a stereotype about the brutal relation of Vysotsky to family and. The author claims that Vysotsky considered marriage and family as the social phenomenon, despite the used sharp stylistic art means. These means are not tools for creation the atmosphere of apathy and hopelessness; but they are particles of vital force, which gave optimism and hope for the better life to millions of his compatriots.

### Keywords

social institute, reference social group, moral values, social degradation, totalitarian state

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### Introduction

The creative heritage of Vladimir Vysotsky is huge and conceals in itself many riddles. Serious researches of his creativity began not so long ago, and many disputes, opening, various versions still await. Eight hundred poetic works (some researchers designate thousand works) have the most various social subject. The poet put on a pedestal of the creativity such moral values, as friendship, devotion, love, justice. At the time of the developed socialism, these concepts represented public deficiency - the political system intended to bring up new type of a person, who removed these values into the background. "The purpose of the majority of Vysotsky's poems was to remove pink glasses from a reader, to deride his complacency and to dip into the world of the supreme values of human life. Vysotsky's poetry does not leave a chance to rescue in invariable reality. It is possible to overcome total alienation only by reorganization of the developed social relations. His poems are an art prophecy on strong cataclysms; we are the participants of this witnesses nowadays. In the prophecies, V. Vysotsky relied on historical and poetic experience, which inexhaustible stocks are put in our culture ..." - the researcher Yury



Shatin wrote about the poet. (Shatin, 1991). The subject of family relations is one of the most low-studied in works of the poet. Nevertheless, it causes interest as Vysotsky's conclusions-prophecies are very actual nowadays.

### **Materials and Methods**

#### *Research problems.*

The following problems were solved during the research:

1. To show social orientation of the Vysotsky's verses devoted to family and marriage.
2. To destroy a stereotype about negligence of the poet to this social subject.
3. To outline aspiration of the poet to search social justice in the conditions of totalitarian society.

#### **Theoretical and empirical methods.**

To check a hypothesis, the complex of various methods complementing each other was used:

Theoretical methods - the analysis of literature, the content analysis of poet's works.

Empirical methods - the included supervision (chronicles, movies), conversations with experts, studying results of scientific researches.

Family is called "a cell of society". The problem of marriage and family relations excited minds of scientists for many centuries. A family as the social institute and its social functions in scientific works are allocated in the form of narrower and concrete directions, as the subject is so extensive that covers the whole layers of human knowledge, experience and techniques of research. Lewis Morgan, Friedrich Engels, M.M. Kowalewski, P.A. Sorokin, A.I. Antonov, V.I. Arkhangelsky, A.I. Bodaleva, V.A. Borisova, A.G. Vishnevsky, S.I. Golod, M.S. Matskovsky, V.M. Medkova, A.G. Harcheva and many other famous scientists devoted their studies to family relations.

In the context of the studied problem, it should be noted that family represents more difficult system of relations, than marriage, as it unites not only spouses, but also relatives and other close people. Marriage is the system of relations regulating sex communication between a man and a woman. Recently the given social category should be viewed more widely. The researcher P.S. Emshina considers marriage as socially approved form of relations between a man and a woman establishing their rights and duties in relation to each other and children (Emshina, 2004).

There are many disputes concerning relation of a creative person to family and marriage. Still there is no consensus in this respect. G.S. Altshuller, studying lives of creative persons, concluded that family can both help the creator, and interfere with achievements. Therefore "family is formed only according to the "Skłodovskaya-Pierre Curie" scheme. For example, Schweitzer, Shliman (second marriage)" (Altshuller, 1994).

I.I. Mechnikov, discussing a problem, gives a personal example: "Sofya Vasilyevna Kovalevskaya, who became famous in mathematics, is especially interesting from the point of view of the studied question. I was familiar with her within more than 20 years, beginning from time of her fictitious marriage to the last weeks of her life. In youth when she was fond of mathematics and theater and when she was very fascinating, the love aspect of life was absolutely alien to her" (Mechnikov, 1988).

### **Results**

L. N. Tolstoy wrote that all happy families are familiar, each unhappy is unhappy in its own way. From our point of view, the Soviet system changed the judgment of the great writer, having averaged the reasons of family troubles and misfortunes. Generally, the reasons had household character - low wages, impossibility to ego-trip, realize

themselves in the world of "equalization", to have a rest, travel the world, realize creative potential, be engaged in business, etc. It caused intra family quarrels, which often ended with tragedies. At best someone broke: washed down, started quarrel, left in a huff. At worst people fell into a deep depression and addressed to a suicide. Besides, the official statistics of stains did not give a complete idea of unfortunate families, after all many spouses "bore the cross". The Soviet political system in this regard oppressed both parents and children, as the younger generation always seeks to imitate fathers and mothers.

The relation to family and marriage poets of the 60s is interesting to researchers because of the social order. It is well known that creative people are vulnerable and more sensitive to the external social environment than others. Vladimir Vysotsky, the ingenious poet of the era, was one of those who, protesting against the System, appeared its victim - in respect of creativity freedom, official recognition and, of course, arrangement of private life.

From the objective point of view Vladimir Vysotsky's view of the family relations should be considered more widely, than "marriage -family". It more keeps within a logical social and moral chain «amorousness - love - marriage - family", which has a certain evolution, historical dynamics. Though the poet's love lyrics (Vysotsky devoted more than 30 verses) is a subject of other research. Love to parents, respect of motherhood are an indispensable condition of human nobility, decency, honest acts.

You can't pull motherhood from the Land,  
You can't take it away, just as you can't bail  
out the sea.

(*Peter Struwwel* translation)

Материнство не взять у Земли,  
Не отнять, как не вычерпать моря.  
(Песня о Земле).

Identification with Earth (the Universe basis) looks as worship to feminine, gratitude for maternal care and maternal love to the last and future generations.

I was good in face and in height,  
Thanks to my mother and father.

(*Lyudmila Purgina* translation)

Я вышел ростом и лицом -  
Спасибо матери с отцом  
(Дорожная история)

These lines has gratitude the parents, who gave life to the character and taught him to overcome difficulties, to survive in the difficult world, full of contradictions and injustice. The hero of a song is severe, but fair. Difficult driver's work made him rigid, but not stale, not indifferent to destiny of the neighbor.

In V. Vysotsky's songs, a certain family evolution is traced beginning from a primitive-communal system and finishing with modern society.

You, silly, give me back my stone ax!  
Don't hide the skins that I put on my thighs!  
Shut up, don't talk, my head already cracks!  
You'd better add some wood - the fire dies!

Your pettiness has broken my heart,  
It gives our life a very boring touch!  
The cave's a mess and soot has filled the  
hearth -  
This matriarchy spoiled you so much!

Man's the boss and the principal,  
Wife is humble and cordial -  
You must stick to this principle  
Since we still are primordial!

Stop setting me against my own tribe,  
No one harassed you, drop your stupid lies...  
Don't slander our youth - don't even try!  
In our youth the happy future lies!  
([George Tokarev](#). Translation, 2001,  
Edited by *Robert Titterton*)

А ну отдай мой каменный топор!  
И шкур моих набедренных не тронь!  
Молчи, не вижу я тебя в упор, -  
Сиди вон и поддерживай огонь!

Выгадывать не смей на мелочах,  
Не опошляй семейный наш уклад!  
Не убрана пещера и очаг, -  
Разбаловалась ты в матриархат!

Придержи своё мнение:  
Я - глава, и мужчина - я!  
Соблюдай отношения  
Первобытнообщинные!..

Не ссорь меня с общиной - это ложь,  
Что будто к тебе кой-то пристаёт, -  
Не клевети на нашу молодёжь,  
Она - надежда наша и оплот!  
(Про любовь в каменном веке)

The song is comic, but it covered an important social problem - fight for domination in a family in matriarchal society. The poet beats it skillfully paying attention to modern family way.

Vysotsky emphasizes (again in an ironic form) an originality of relations between a husband and a wife during an era of the Ancient Rome in other song, hinting that time goes, and problems remain.

"Well, dear brothers, I shall soon divorce  
My estimable matron, swear that!

She's entangled with all poets in Rome  
And all actors, who just date her,  
I don't know where she's getting from  
Box-tickets to touring gladiators.

I'll give her our house in Persia,  
Let fulfil her cultural desires,  
And with remaining dad's sesterces I  
Still a cute hetaera could acquire.

And with her I shall stop boozing, and  
Get my health again, and hit the mark..."  
And returned their homes patricians  
Slightly envious of drunken Marc.  
(*Vladimir Gurvich* Translation)

Эх, с почтенною матроною  
разойдусь я скоро, братия!

Она спуталась с поэтами,  
Помешалась на театрах -  
Так и шастает с билетами  
На приезжих гладиаторов!..

Я ей дом оставлю в Персии -  
Пусть берёт сестру-мегерочку, -  
На отцовские сестерции  
Заведу себе гетерочку...

Там сумею исцелиться и  
Из запоя скоро выйду я!"  
...И пошли домой патриции,  
Марку пьяному завидуя.  
(Семейные дела в Древнем Риме)

The Middle Ages era with knightly tournaments and bravadoes also found reflection in works of the poet. Only the Act could win the female heart, even if it was cruel and dangerous to the soldier. He is full of nobility, courage and self-sacrifice. Even life belongs to the ladylove's feet. The risk is higher, than disgrace and idle talk. Kings order is the

law, knightly debt is to execute it. It sounds as a certain edification to those, whose words disperse from affairs.

I killed hundred of Sarasin in her glory -  
I devoted to the great lady hundred death, -  
But the king - crafty sir -  
started knight tournament, -  
I hate all known kings!  
(About love in the Middle Ages)

Сто сарацинов я убил во славу её -  
Прекрасной даме посвятил я сто смертей, -  
Но сам король - лукавый сир -  
затеял рыцарский турнир, -  
Я ненавижу всех известный королей!..  
(Про любовь в Средние века)

Renaissance. The main character, undoubtedly, is the artist inspired by love and creativity suggesting to pose to a model. He urges her to lay aside dogmatic morals of Catholicism, thereby opening the road to realistic ideas of life - without carnal implication. She agrees, but with a condition - moral is moral ...

Don't be afraid, I won't touch you,  
Only for art do I toil!  
Maybe, I'll sculpture your statue,  
Or I can paint you in oil!"

"None of your tricks! Drop your dodging!"  
She answered him with contempt.  
"I am a Catholic virgin  
And I reject your attempt!

If there's no love, I'll say "no"  
Even if you gonna burst.  
Yes, art is sacred, I know  
But you must marry me first!  
(George Tokarev. Translation, 2001)

Дай я тебя нарисую  
Или из глины слеплю!"

Но отвечает сестричка:  
"Как же вам не ай-яй-яй!  
Честная я католичка -  
И несогласная я!..

Я не привыкла без чувства -  
Не соглашусь ни в жисть!  
Мало что ты - для искусства, -  
Сперва давай-ка женись!  
(Про любовь в эпоху Возрождения)

Я тебя - даже нагую -  
Действием не оскорблю, -

Modern society in Vysotsky's verses is the Soviet system. It has its own moral, rules and restrictions. In general, everything is disgusting and terrible, but people lived in this society, and even found a place to pleasures of life. The institute of family, naturally, took the ugly form there.

"The brightest manifestation of crash of a normal family is "family" in the former USSR. It is possible to call the Soviet family post-orthodox. Men's deprivation of social and economic opportunities to provide a family and to bear for it responsibility, to raise children, led to crash of a family as a social institute. The totalitarian state assumed all freight of responsibility and replaced the father with itself" (Muzdybayev, 2001). The state in many respects substituted paternity and the fathers who did not have opportunity to earn enough money, were often let in a depression, abused alcohol, degraded in social sense. Feelings vanished, the parental care ran low, and the aggression and apathy to life appeared.

Vysotsky described a typical case in the song "Dialogue along the TV":

I'll snap, Zin, if you keep tormenting me;  
Why can't you just leave me alone?  
All day I never get a moment free...  
You're sitting here when I get home.

And so I always want to go  
Down to the shop, Zin, where I know  
I'll see my friends, for Zin I don't  
Drink on my own.

(Margaret & Stas Porokhnya. Translation, 2007)

- Ты, Зин, на грубость нарываешься,  
Все, Зин, обидеть норовишь!  
Тут за день так накувыркаешься...  
Придешь домой - там ты сидишь!

Ну, и меня, конечно, Зин,  
Все время тянет в магазин,  
- А там - друзья...  
Ведь я же, Зин, не пью один!  
(Диалог у телевизора)

The typical Soviet family: the head of the family has a hard physical job; he is always tired. He has only one joy -TV. However, TV irritates as the spouse sees on the screen goods, that are not available in the shops. The era of total deficiency fuels tension between a husband and a wife, as a woman always wants to be beautiful and attractive. A man cannot do it. There is a conflict, and the way is the one - "to a shop".

The embodiment of the communistic utopia generated by totalitarian consciousness inevitably turned back totalitarianism, in relation to which family acted as the dissident. For more than 70 years, attacks on a family were conducted constantly and on all fronts. Militant anti-traditionalism and atheism destroyed the ritual and ceremonial party of marriage entering a family into the reference social group created on historical and spiritual community of beliefs, traditions, moral values. The place of marriage ceremony was taken by registration by the indifferent employee on behalf of the impersonal state of the "acts of civil status", which are equally including marriage and death. Ethnic-cultural marriage and family traditions were pursued and forced out by the unified requirements. Ideological selection of sexual culture turned it into the monster spoiling culture of marriage, affecting physical and mental health of a family and a child (Kagan, 2000).

Vysotsky dressed this entire tragic element in an ironical form, as if for fun hinting at the ordinary situation. The poet sharply endured such relation of the state to people. Perhaps, the kind irony was the only tool to draw attention, understand and change something. It was necessary "to wash the dirty linen in public", rotten to the core.

"Look, what house is this -  
Who the deuce can tell?  
Was it hit by plague?  
Or - by what the hell?

Why no candles burn.  
And the air's so foul?  
There's no life, no song -  
It's all death and howl?  
Sergei Roy. Translation, 1990

Кто ответит мне, что за дом такой?  
Почему во тьме, как барак чумной?  
Свет лампад погас, воздух вылился,  
Али жить у вас разучились?  
(Очи черные-II. Чужой дом)

Vysotsky asks and answers with words of his heros, calling consequences of worthless life:

Now we feed on grass,  
We have gone to pot,  
And our soured souls  
Stink of muck and rot.

Most amuse themselves  
Swilling rotgut wine,  
Fight and hang themselves,  
Ruin the house, the swine."  
(Sergei Roy. Translation, 1990)

Траву кушаем, век на щавеле  
Скисли душами, опрыщавели.  
Да еще вином много тешились  
Разоряли дом, дрались, вешались.  
(Очи черные-II. Чужой дом)

The socialist hostel conducted to division of people on poor and rich. But unlike bourgeois society, where a person of work had an opportunity to earn money, the USSR "gray weight" was presented by the hard workers deprived of the nomenclature benefits and working all night long. They had no way to wellbeing. A man's half of the country felt bitter disappointment in connection with the difficult financial position.

She has on her windowsill a geranium,  
She has curtains wide-open.  
But I have nothing on my windowsill  
Except old dust on the dresser.  
(*Adrian Erlinger*. Translation)

У неё, у неё на окошке - герань,  
У неё, у неё - занавески в разводах, -  
У меня, у меня на окне - ни хера,  
Только пыль, только толстая пыль на  
комодах...  
(У неё всё своё)

There were not so much ways out - to become a criminal or to be let in a pursuit of money in the mines. But there were huge risks for life and health. Physically weak and romantics men had the only way out - to dream. In dreams, they built crystal castles and gave infinite treasures to darlings.

The crystal house on the mountain for her,  
There I would guard like a chained dog...  
My beloved silver streams,  
My golden sands.  
(*Nathan Mer*. Translation, 1991)

Дом хрустальный на горе - для неё,  
Сам, как пёс бы, так и рос - в цепи.  
Родники мои серебряные,  
Золотые мои россыпи!  
(Дом хрустальный)

However, most Soviet wives did not demand crystal castles at all, they got used and reconciled to household difficulties. But they had the right for care and attention - the Soviet system did not manage to kill a feminine in them.

Just recall and say  
Your promises afresh:  
You vowed to convey  
Oilskin from Bangladesh.

Обещал, забыл ты, верно, ох хорош!  
Что клеенку с Бангладеша привезешь.

Spare several rupees there.  
Don't be fool.  
At the least, you, bring me devil  
From Istanbul  
(*Eugeny Koshelev*. Translation, 2008)

Сбереги там пару рупий, не бузи.  
Хоть чего, хоть черта в ступе привези.  
(Перед поездкой за рубеж)

Vysotsky experienced all difficulties and humiliations of the Soviet era, including movement restriction, censorship, communal flats. "Sometimes, it seems to me that all Vysotsky's heroes were residents of one big communal flat with a big corridor and small rooms-honeycombs. They live the fussy life, as the buzzing bees: running away somewhere in the mornings, coming back to work and side jobs loaded with grids string-bags in the evening, to cook and to eat food and to start it processing. Before sleepiness and dreams did not strike them till the earliest morning, they, despite of unworthy living conditions, enjoy communication with each other, share memories and impressions, argue, quarrel, expose on display and for discussion creative achievements, sympathize to losers, read verses and prose, sing ordinary national songs, sometimes, under other circumstances sing romances" - Vladimir Tsykalov, the researcher of Vysotsky's creativity, wrote (Tsykalov, 1997).



### Discussion

Mandelstam wrote once: "The fullest dictatorship is called totalitarianism: its purpose is to subordinate a person totally, to put under the power control not only his acts, but his thoughts".

Stars of death stood over us  
As innocent Russia squirmed  
Under the blood-spattered boots and tyres  
Of the black marias.  
(A. Akhmatova. Requiem)

Звезды смерти стояли над нами,  
И безвинная корчилась Русь  
Под кровавыми сапогами  
И под шинами черных марусь. -  
(А.Ахматова. Реквием)

Akhmatova wrote, drawing a gloomy picture of prisons, fear and sufferings of millions of people. Sometimes the power treated creative people "more loyally": "not to arrest, but not to publish". Remarkable Jesuit formula was applied to E. Zamyatin, M. Bulgakov, A. Platonov, M. Zoshchenko, B. Pasternak ... Vladimir Vysotsky also did not avoid this fate. That's why his lines sounded as a call to the system. Vysotsky's works abound with intertextual elements - unexpected musters with classical poetry and prose, satirical interpretation of masterpieces (in particular, Pushkin's works), parody reconsideration of formulas and cliché of the Soviet era. Nowadays, when this problem is widely discussed, it is necessary to appreciate social keenness of Vladimir Vysotsky. The civic courage of the poet affected in ruthless truthfulness, with which he said about our problems and us. He also spoke about it openly, directly, unambiguously. That matters concerning family relations of the Soviet period represented in Vysotsky's verses raises a wet smile: recognitions in feelings "behind a bottle", plain and even rough addresses to a wife, constant abstruse reminders on "holes" in a family budget, about deficiency of household goods, confusion before a foreign trip, etc.

The poet, as well as any other creative person (if he did not serve the official power), reminded the captive with the connected extremities. His mouth was shut by threats of imprisonment, physical elimination, expulsion from the country. Many men of the sixties did not wait for compulsory dispatch and left. Vysotsky did not leave and died.

But, his heroes - Vanya and Dusya - are still alive. They were dragging miserable existence and hoped for the better life. They married, gave birth to children, worked as they could, understanding social responsibility before future generations in their own way.

### Conclusion

The offered assessment of the Vysotsky verses devoted to problems of family and marriage keeps within the general tendency of poet's creativity assessment, which should be considered as a meaningful and unusual event in the history of the Russian literature. It was brought to life by both social-spiritual and intra literary factors. Vysotsky enriched poetry with elements of live informal conversation, picturesque characters and sharp plot of narration. The paper can be used by students of philological specialties, literary higher educational institutions and researchers studying literary heritage of poets of the 60s.

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## **"BIG TERROR" AND THE RESEARCH OF THE RUSSIAN ARCTIC: SCIENTIFIC SEARCHES AND TRAGEDY OF DESTINIES**

### **Abstract**

The relevance of the problem is caused by an escalating role of the Arctic for world development and need of profound scientific study and discussion of historical experience of development of the region. The purpose of the paper is to reconstruct the overall picture of carrying out "Big terror" concerning the scientists researching the Russian Arctic. The leading approach to the research is the principles of historicism, scientific objectivity and systemacity, use of a number of special methods of historical knowledge. The author reveals the main events in the history of Northern scholars repressions and defines the "Big terror" consequences for scientific studying of the Russian Arctic. The paper can be useful to studies on history of political repressions in Russia and the Arctic, special courses for students of higher educational institutions.

### **Keywords**

Arctic, Russia, Yakutia, scientific researches, expeditions, repressions

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### **Introduction**

Recently the Arctic draws special attention of researchers, public and statesmen, representatives of mass media. The appeal of the region increasing from year to year is connected with a strategic importance of its transport arteries, richness of resources - a factor which gains the increasing value in process of catastrophic reduction of non-renewable minerals, on the one hand, and growth of requirements of society - on the another. Profound scientific studying and discussion of historical experience of development of this region has to become one of the channels for implementation of a purposeful state policy in protection of the national interests in the Arctic.

One of the brightest and, at the same time, tragic pages in history of Russian development and studying the Arctic are the 1930s. This period became the time of withdrawal pains of millions of human destinies and the ethic cultural values formed for centuries, formation of the totalitarian state and blossoming of the huge repressive device. At the same time, during this period there was increasing interest to development and scientific studying of the Earth northern areas in the country. The memory about it reached us in epithets "papaninets", "chelyuskinets" and "sedovets". However, despite this

interest, actively stirred by the Soviet promotion, "Big terror" also concerned scientists, whose activity was connected with exploration of the Arctic.

### **Methodological base**

The methodological base of the paper are the principles of historicism, scientific objectivity and systematicity. Special methods of knowledge were used to solve the objectives: historical-typological, historical-comparative and retrospective analysis.

### **Results and discussion**

The existing historiography is presented by researches, devoted to separate plots from history of the considered perspectives. In particular, there are works describing biographies of a number of the researchers, who suffered from repressions (V. S. Adrianov, E.A. Kreynovich, V. I. Tsintsius, etc.). The history of the separate organizations (Academy of Sciences of the USSR, Head department of the Northern Sea Route, Institute of peoples of the North) in the Russian Arctic in the 1930s was analyzed. Besides, the study of the subject singled out a number of scientific and popular scientific articles describing destinies of polar explorers in the years of repressions. The paper makes the first attempt to present an overall picture of carrying out "Big terror" concerning the Arctic scientists in the context of its consequences for scientific studying of the region. At the same time, the limited framework of the research allows to outline the main contours of the specified perspective. I hope that the provided data allow to experience scales of the disaster, which captured the Russian science those years.

It is well known that scientists were one of the first professional communities, which underwent purposeful repressions in the USSR. The so-called "Academic business" was inspired in 1929. In its framework the number of organizers and participants of the Yakut complex expedition Academies of Sciences of the USSR 1925-1930 - the largest research initiative of the time - considerably suffered. For example, P. V. Vittenburg, professor and scientific secretary of the Commission studying the Yakut Autonomous Soviet Socialist Republic (CYR) being engaged organization of researches and S. V. Bakhrushin, the participant of the expedition, the corresponding member of the Academy of Sciences of the USSR were arrested. Ya. N. Rostovtsev, the editor of the CYR publishing house was sentenced on 10 years of labor camps; the researcher A.A. Byalynitsky-Birulya - on 3 years. S.F. Oldenburg, managing affairs of the Academy of Sciences, and D. N. Halturin, the member of the CYR presidium, who played the major role in the solution of financial questions of expedition had to be retired. According to the academician A.G. Granberg, the repressions became one of the main reasons for turning of the academic researches in Yakutia in the 1930s (*Granberg, 2005*).

Practically along with the Yakut complex expedition, the Academy of Sciences organized studies in the other region of the Russian Arctic - the Kola Peninsula.

The foundation to systematic studying of the Hibinsky massif was laid in the spring 1920. The special commission with two outstanding geologists - the president of the Russian Academy of Sciences A.P. Karpinsky and the director of the Mineralogical museum, academician A.E. Fersman visited the territory of the modern Murmansk region, and at that time the Kola (Aleksandrovsky) district of the Arkhangelogorodskaya province. In August 1920 A.E. Fersman arrived to Hibinsky mountains as the head of the first academic expedition. In 1921, the researchers found the first blocks of apatite ores here, and in 1923 they found apatite scatterings. In 1926, A.N. Labuntsov opened the first large-scale radical deposit of this mineral. In 1927, the Academy of Sciences of the USSR established the special Commission for studying of productive forces of the Kola Peninsula, which was headed by A.E. Fersman. Since 1928 the academic researches here were part of the Kola complex expedition. In August 1929, the experts drilled the first prospecting well and got

a pilot batch of apatite-nepheline ores. As a result, in three months the governmental decreed about the organization of the region's first mining trust "Apatit" and the building of the Hibinogorsk city began (in 1934 it was renamed into Kirovsk)

So frequent mention of the word "first" illustrates the processes happening on the Kola Peninsula. The events of the 1920s gave the impulse, which turned the peninsula into one of the main sources of raw materials for the heavy industry of the Soviet Union.

The called progress gave the chance to organize Hibinsky mountain station on the Kola Peninsula. The station was open on July 19 1930. The head of the station became the academician A.E. Fersman. The same year A.E. Fersman found sulphidic copper-nickel ores in Moncha Tundra; A.A. Grigoriev found in the Lovozersky area large-scale deposits of diatomite - rock, which glorified and enriched Alfred Nobel using it for dynamite production; N. N. Gutkova opened in Khibiny Mountains radical fields of a new mineral - the lovchorrit (called after the mountain Lovchorr on the Kola Peninsula) subsequently applied when receiving strontium and cerium.

Further growth of scales and value of the researches conducted by the Academy of Sciences of the USSR on the Kola Peninsula, vigorous lobbying of the Kola complex expedition interests by S. M. Kirov led to creation of the first full-fledged stationary academic structure in the Russian Arctic in 1934 - the Kola Base Academy of Sciences of the USSR. However, it could work normally for a little more than two years - in 1937 the base was covered by a wave of "Big terror". It began with dismissal of I.D. Chernobayev, the vice-chairman of the base, who was actually directing all its current activity. He "was exempted from work on the Kola base since March 1, 1937 ". After that the scientist was arrested, declared as "the enemy of the people" and "wrecker", who " led the base to disorder during 1936 and 1937 ". The further destiny of I.D. Chernobayev is unknown (Makarova, 2008).

The "unhealthy" situation on the Kola Base Academy of Sciences of the USSR began to be discussed in local newspapers "Kirovsky Rabochy", "Polyarnaya pravda", etc. In reply the traditional public "repentances" from employees of the "accused" institution began. V. H. Daragan, S. L. Lutsky and N. A. Avrorin agreed with correctness of critical notes, "exposing a situation on the base" and drew an optimistic conclusion that "the live Soviet stream finally broke the Kola Base Academy of Sciences ...". Manager of geological and geochemical department of the base A.N. Labuntsov approved full wellbeing of the base division and referred to the objective reasons of non-performance of the plan at the meeting at the beginning of 1937. In some months he recognized "big shortcomings of work of geological sector".

In August, 1937 to the Kola base arrived the HR officer of the Academy of Sciences of the USSR T.T. Baryshev, who found "the largest wreckers", «sat down» in the academic council bases. Fulfilling duties of the scientific secretary after arrival, on January 15, 1938 he dismissed "for work disorder" the "pseudoscientific" and "low-skill" employee (PhD, opener of a number of fields) A.N. Labuntsov, from which arrest rescued, apparently, only the V. I. Vernadsky's protection. Then the head of zoogeographical (biocenotic) department of the base V. Yu. Fridolin - the unique specialist in complex studying of interaction of various representatives of the Kola Peninsula fauna - was dismissed (the further destiny of this scientist is unknown). The chief of the economoc department G. N. Solovyanov was declared as "easy rider"; he was fired and arrested (he was released only in 3 years) (Tarakanov, 2011). The manager of the base museum V. H. Daragan, occupying a position of the scientific secretary before T.T. Baryshev, was also forced to leave the Kola base, (Makarova, 2009). Also one of active participants of the Kola complex expedition of the Academy of Sciences of the USSR, opener of apatite fields, geologist B. M. Kupletsky was repressed. He, fortunately, could receive rehabilitation during lifetime of I.V. Stalin, then continued the research activity and in 1945 received an academic degree of the

doctor of geological and mineralogical sciences. In 1950 he was awarded F.Yu. Levinson-Lessing prize.

The provided data, when during "cleaning" of personnel structure of the base, 3 of 5 heads of department and its actual head suffered, allow to present scales of the disaster, which comprehended this academic structure. Thus it is necessary to mention such wild fact as critical responses for the scientific works executed within a year by employees of the base were addressed to the investigator of regional prosecutor's office (*Tarakanov, 2011*). The devastating article "Idle Base of the Academy of Sciences", printed on November 25, 1938 in "Truth" crowned the persecution.

The large researches of the Academy of Sciences of the USSR also took place in the Northern region, neighboring the Kola Peninsula (the territory of the modern Komi Republic, the Arkhangelsk and Vologda Regions) in the 1930s. The important place was allocated for botanical works. So, in 1932 two academic groups, Eneysky and Yusharsky, carried out the researches in Bolshezemelskaya Tundra. The Eneysky group investigated its central part along a meridional route from the coast of the Barents Sea to the northern border of a forest zone with near 400 km extension. During this route, scientists defined types of tundra, established approximate quantitative and specific indices of flora, differentiated the surveyed pastures on seasons of use and defined approximate deer capacity of the area. Besides, the experts collected a herbarium of the higher and sporous plants, studied fish resources of fresh reservoirs and carried out barometric leveling of the district. The Yusharsky group made researches on a route the Yugorsky Strait - basin of the Kara river - the river Adzva - village of Hoseda-Hard. Its participants carried out typological research of tundra, allocated five botanic-geographical subbands and studied their fodder resources. Management of these researches was performed by F.V. Sambuk, the employee of the Botanical Institute of the Academy of Sciences of the USSR (*Shishkin, 1932*).

F.V. Sambuk was the large specialist in tundra flora and cervine pastures. After works in the Northern region, which allowed to fill considerable volumes of "white spots" in scientific knowledge of vegetation of these territories, he continued the researches of the Arctic regions of Russia on Taimyr. On their basis, the scientist prepared the doctoral dissertation in 1937. However, in fall 1937, F.V. Sambuk was arrested. On one data, he was shot in November, 1937, on another - he was lost in 1942 in one of the camps, settling down in the territory of the modern Komi Republic, which studying took an important place in his scientific researches. Memory about this person is immortalized in names of two species of plants. One name A.I. Tolmachev, the head of the academic researches in the Northern region, devoted to the colleague after F.V. Sambuk's rehabilitation in 1957.

During the considered period the most interesting archaeological researches were also organized on the territory of the Russian Arctic. The message about a find of the remained corpses of mammoths in the Yamal national (Nenets) district preceded them. For the studies Zoological Institute of the Academy of Sciences of the USSR (ZIS) held expedition. The archeologist V. S. Adrianov (Institute of Anthropology, Archeology and Ethnography of the Academy of Sciences of the USSR) and the laboratory assistant Frolov (ZINS) took part in the expedition. At the same time, the expedition was engaged in collecting samples of modern fauna of the region, archaeological investigation and excavation (if possible).

The researchers arrived to the expedition base to the settlement New Port in spring 1935. Near the settlement they performed biological part of works: noted 63 types of animals and birds living here, collected the fauna collection including about 300 samples, with which Frolov returned to Leningrad.

In the middle of July, when "tundra was cleared of snow", V. S. Adrianov went from New Port to an estimated place of mammoths' burial. On the way the scientist made



shooting of a route part, made ethnographic supervision: described the cult places and funeral ceremonies of the Nenets connected with tradition of a double funeral, when the people, who died in winter, were reburied in summer. Having arrived to the location of corpses of fossil animals, V. S. Adrianov established that the majority of them are of a secondary bedding (i.e. are postponed from other places by the sea), and safety of mammoths was very bad - only skeletons or separate fragments remained (*Adrianov, 1937*).

After performance of the main task, V. S. Adrianov and 10 workers started archaeological investigation and excavation of the ancient settlement in the mouth of the Poluy river in 5 km from Salekhard. On a small platform in 300 square meters the scientist found 12 thousand subjects, including 1,5 thousand hand-made articles from bone, bronze and stone. The work helped to find the set of finds connected with economic activity (pottery fragments, fragments of arrows, hooks for knitting, buckles, spoons from bone, etc.), objects of art - sculptures and drawings representing "samples of a fine craftsmanship". All that allowed V. S. Adrianov and his colleagues from the Institute of Anthropology and Ethnography of the Academy of Sciences of the USSR conclude that material culture of the found two-thousand-year settlement of the early Iron Age had the superiority over the culture of modern aboriginals of the district (the Nenets, the Khanty) (*ARAS*).

No wonder that the next year V. S. Adrianov was sent again to the Salekhard area for another archaeological works. This time, Institute of Anthropology and Ethnography of Academy of Sciences of the USSR sent him.

As a result of new researches, the scientist delivered 11034 subjects to Leningrad. There was a rich variety of pottery fragments, bone rakes, knives, harpoons, jails, armor-clad plates, hooks, adaptations for attachment of dogs, scrapers for skin, arrows, sickles and other finds. At the same time, V. S. Adrianov collected extensive collections of ritual and cult subjects of the Khanty of the Salekhard area, brought the negatives and prints of photos made during the stay at the Khanty and the Nenets (*Reshetov, 2011*).

The scientist returned from expedition on September 29, 1936 and started for edition of the materials received during the researches. Both the Soviet archeologists, and their foreign colleagues waited for his publications (the Field Museum of Natural History in Chicago requested photos and drawings of excavations, the Copenhagen Museum expected the exchange of the found subjects and its collection) (*Reshetov, 2011*). V. S. Adrianov's article published shortly before the return in the Pravda newspaper emphasized the success of expedition. However, soon the director of Institute of Anthropology and Ethnography of the Academy of Sciences of the USSR N. M. Matorin and other high-ranking staff of the institute were arrested. On November 6, 1936, V. S. Adrianov was also arrested by the bodies of People's Commissariat for Internal Affairs of the USSR "as the active participant of counterrevolutionary Trotsky-Zinovyev terrorist organization, which committed S. M. Kirov's murder". The visiting session of the Military board of the Supreme Court of the USSR sentenced the scientist to a capital punishment on December 19, 1936. On the same day at the age of 32 years Adrianov was shot. In 21 years, on June 27, 1957, the Military board of the Supreme Court of the USSR completely rehabilitated V. S. Adrianov (*Formozov, 1998*). V. S. Adrianov discovered Ust-Poluyskaya archaeological culture during the excavations in 1935-1936 and gave it this name. But the Soviet science assigned the authorship of the discovery to V. N. Chernetsov, who started large-scale field works on Yamal in the second half of 1940s.

The scientists called above worked in the system of the Academy of Sciences of the USSR - the largest scientific institution of the country. However, the situation was nearly the same in the other research structures.

The fate of employees of a number of divisions of the Head Department of the Northern Sea Route (HDNSR), the organization which is specially created by the Soviet



authorities for development of the Arctic, became one more sad page of history. In 1930s, this structure incorporated the enormous volume of functions, including research of the northern regions of the Soviet Union and it was the main addressee of financial and political support from the state among all establishments researching the Arctic.

In particular, according to the resolution of the Council of People's Commissars of the USSR and the Central Committee of All-Union Communist "About actions for development of the Northern Sea Route and northern economy" on July 20, 1934, divisions of HDNSR acquired some kind of "prima noctis" right to research the whole Asian North before other research organizations of the Soviet Union, including the Academy of Sciences of the USSR.

As a result, in the 1930s, the structures of the HDNSR only in Yakutia held the largest Leno-Hatangsky expedition (180 participants), Special Indigirskaya and Yanskaya complex expeditions carried out the researches of hydrography of Olenek, Khatanga, Anabar, Lena, Yana, Indigirka and Kolyma and the geological works on search of coalfields, gold, tin, polymetals, oil, etc.

For example, during "Big terror" in 1938, 13 people were arrested, 62 - "were withdrawn from the department" and 149 - were dismissed as "alien elements" from the Hydrographic management of HDNSR (*Boyakova, 1995*). Among the arrested there was the head of the department P. V. Orlovsky. In 1934, this researcher headed Karskaya and the Second Lenskaya's works of transport expeditions. In two years he directed hydrographic expedition by icebreaking steamship "Sedov", during which seven islands in Nordenskiöld Archipelago were open. In "gratitude" the authorities sentenced the talented polar explorer for 8 years of concentration camps, which cracked his health (*Kanevski, 2003*). The leading expert of the Hydrographic management of HDNSR, the chief of Yansky hydrological group of the mentioned Yakut complex expedition of 1925-1930 P. K. Hmyznikov was condemned for 5 years of camps for "participation in the anti-Soviet organization". The researcher hadn't returned from prison (*Lar'kov, 2007*). It should be noted that actually after the carried-out repressions, HDNSR already never possessed any more those opportunities and resources, which it possessed till 1937.

Acting at HDNSR the All-Union Arctic Institute lost the management during "cleanings". In May 1938, the director of institute, professor R. L. Samoylovich was arrested and next year he was shot. He was one of the leading organizers of the Arctic research in the Soviet Union, the Krasin ice breaker chief of the legendary expedition on rescue U. Nobile in 1928. In the 1930s, he was the head of the expeditions on "Rusanov", "Sedov" and "Sadko". Practically at the same time R. L. Samoylovich's deputy N.N. Urvantsev was arrested under the article "wrecking and participation in the counterrevolutionary organization". Urvantsev was doctor of geological and mineralogical sciences, opener of Norilsk copper-nickel field. The scientist was condemned for 15 years of labor camps and in the 1940s he took part in the searches of uranium ores for the first Soviet atomic bombs on Taimyr. The repressions affected the ordinary staff of the All-Union Arctic Institute. The research associate F.I. Balabin conducting the researches on Rudolf's Earth in 1932-1933 was accused of participation in the counterrevolutionary espionage and terrorist organization and he was shot in July, 1938 (*Kanevski, 2003; Lar'kov, 2007*).

The similar fate comprehended other organizations specializing on the Arctic researches - the Polar Institute of Scientific Fishery and Oceanography (PISFO) and Institute of Peoples of the North.

In the 1930s, employees of PISFO revealed places of spawning of trade types fishes in the Barents Sea, carried out the first oceanographic shoot of its southern part, made the first forecasts of catch of bottom fish faunas. However, the successful research activity did not stop the repressions. In August, 1933, the group of "wreckers" was found

in PISFO. The chief of the expedition of the institute M. S. Idelson was condemned for 3 years. In December 3, 1937, the Commission of People's Commissariat for Internal Affairs and the Prosecutor of the USSR sentenced the director of the institute G. I. Hlynovsky, his deputy on science M.P. Osadchikh and the employee R. S. Korobkina to a capital punishment. Next year, the PISFO deputy director V. V. Zaoztrovsky was accused of espionage and sent for 8 years in camp (Lar'kov, 2007).

At the Institute of Peoples of the North, urged to become "smithy" of shots for native ethnoses of the Russian Arctic, Ya.P. Koshkin, E.A. Kreynovich, N. F. Prytkova, N. I. Spiridonov, I.S. Sukorkin, A.S. Forstein, V. I. Tsintsius, etc. were arrested in 1937. Behind some of these names there were whole directions of scientific researches. For example, E.A. Kreynovich actually remained the only specialist in scientific studying of the Yukaghir language up to the 1960s and V. I. Tsintsius was the largest in the USSR researcher of the Evens language.

### Conclusion

The repressions of scientific community in the 1930s caused huge damage to the Russian science and, in particular, to the Arctic researches. As a result, the personnel potential of the Soviet North was considerably weakened; the largest experts were pulled out from science or lost for years; the development of the major research problems was slowed down or paralyzed; the atmosphere of scientific creativity was poisoned. At the same time, the researches in the Russian Arctic did not stop in such unhealthy conditions and allowed to fill up baggage of knowledge of this unique region of the planet.

### Recommendations

The received results can be useful to studies on history of political repressions in Russia and the Arctic, special courses for the students who are trained in "the Arctic Regional Studies" direction.

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## THE SPECIFICS OF A SOCIAL-POLITICAL PARADIGM IN THE UKRAINIAN PRINT MEDIA IN THE PROCESS OF THEIR PRIVATIZATION

### Abstract

The relevance of the studied problem is caused by change of theoretical bases of functioning of the print media, which are subject to privatization in connection with reconsideration of their role in the Ukrainian society. The purpose of the paper is to study these processes as there is an actual requirement to define specifics of social transformations, in which the press develops. That has serious prerequisites for a specification of a paradigm of its functioning in mono- and multifunctional media spaces. The analysis of change of social-political and social-creative paradigms is the leading research method that allows to build hierarchy of preferences of reader's audience, to staticize change of concepts of formation and transformation of typological structure of the reformed mass media in connection with their commercialization. There is reconsideration of their place in system of the market relations to create steady convergent model allowing to provide realization of constitutional right of people on receiving reliable information. The main result of the research is development of concrete recommendations to create this model taking into account scientific theories and practical advice of media specialists. The paper can be useful for students studying journalism, editors and managers of the reformed editions.

### Keywords

media space, social monitoring, convergent model, communicative system,  
paradigm approach, functional coherence

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### Introduction

#### *Relevance of the problem*

The Law of Ukraine "About reforming the government and municipal print media" came into force Since January 1, 2016. 555 existing domestic editions acquired the right to conduct economic activity independently in the conditions of market economy. Process of privatization assumes two stages, when within several years the former regional editions have to improve the relations with former founders, having occupied a corresponding niche in the regional media space. The special road map was developed. It urged to soften the situation called by many journalists as a shock therapy. Further, there

will come the turn of other mass media, which also have to accept and profess the European democratic values.

Now (July, 2016) 124 editions showed willingness to become free that makes somewhere 22 percent from their total. These are the so-called volunteers understanding that "it is better earlier, than later - all the same will force". However, some editions wanted "to be exempted from slavery for a long time ", and now they safely rushed to the abyss of difficult transformations.

#### *Importance of the problem*

In two months after the Law, some discrepancies to the declared purposes became obvious. Reforming process slipped in the beginning, and then rested against strong and blank wall in some regions. Even the most loyal experts and analysts recognized mistakes and urged to change something. So the editor-in-chief of the newspaper "Galichina" Pyotr Paripa states: "In my opinion, the law on reforming print media - state and municipal - is rather crude. Reforming stages are not accurately stated. It is not clear what is proper to do, for example, during the second stage. Despite it, it is necessary to carry out the law and to prepare for 2019, when everyone has to be let in independent financial "swimming". Today we do not know what waits us tomorrow, whether there would be new financial surprises with hryvnia, which would influence both press, and business. Therefore the problem of newspapers survival is acute" (Paripa).

#### *Research hypothesis*

The analysis of theoretical works and practical activities in aspect of the problem showed that theoretical bases of mass media functioning of demand reconsideration, typological and functional coherence, specification of key terms, considering specifics of the social transformations connected with privatization of the municipal press and specifics of the Ukrainian media market. Against a variety of the works devoted to the regional press in Ukraine it should be noted a lack of the scientific researches concerning to privatization of municipal mass media that allowed to formulate a hypothesis of creation of printing mass media convergent model, which is equitable to interests of society and edition.

#### **Materials and Methods**

##### *Theoretical and empirical methods*

To achieve the object we used both general scientific, and special methods of research: descriptive and typological methods, method of traditional analysis, discourse and content analysis. The descriptive method promoted studying the scientific category "paradigm" as a model and methodology of scientific knowledge. That allowed to present features of development and change of paradigm dominants in the branch of social-humanitarian sciences. The traditional (unformalized) analysis allowed to establish existence of regularities in studying the existing journalistic paradigms. The typological method helped to allocate resistant signs and features of the studied objects. By means of the content analysis, the system of periodicals of the certain Ukrainian regions is reconstructed.

##### *Methodological Framework*

Fundamental works on sociology of journalism (written by V. Buryak, V. Ivanov, V. Lizanchuk, V. Oleshko, L. Fedotova, I. Fomichyova, A. Chekmysheva, A. Moskalenko) formed a methodological basis of the study. The scientific discourse of journalistic paradigms untied in I. Artamonova, V. Rizun, I. Mihailing, V. Tulupov's researches helped to understand the essence of prerequisites for creation competitive perspective model of

the reformed mass media. Works of Th. Kuhn, who opened the concept "paradigm" in philosophical methodologic and historiographic context, became general theoretical base for paradigm approach to the problem.

#### *Base of the research*

The media landscape of Hmelnytsky, Zhitomir, Nikolaev, Sumy and Kherson Districts is the research base the problem. They were chosen, because editorial offices of municipal newspapers were the first, which experienced difficulties of a so-called transition period.

#### **Results and Discussion**

Functioning of the press is a creativity and production at the same time. To have the opportunity to display the occurring events, provide the objective analysis of social problems to solve them, it is necessary to consider the press in the context of market relations, where journalistic information is a good. One of the most important signs of the modern market of Ukrainian printing editions of is process of formation and transformation of typological structure of mass media, their functional coherence.

The Post-Soviet science about social communications still stays in search of "a face", i.e. optimum model. The objective need for resolute updating did not consolidate scientific knowledge on a new theoretic-methodological basis yet. According to B. Potyatinik, "the press moves between Scylla of authoritative control and Charybdis of commercial view on communication as a profit source. On the one hand - there are relicts of authoritative and totalitarian control of the press. On the other - there are phenomenal bribability and orientation on superficial sensational nature and entertainment". (Potyatinik, 2002)

As a result, the media market of Ukraine was created in such a way that there was a great variety of commercial editions aimed at exclusive, pseudo-sensation and entertainments and former newspapers, authorities focused on boring and monotonous materials.

The CEO of the Ukrainian association of periodic publishers Alexey Pogorelov commented rigidly, having reported that Ukraine publishes more newspapers, than, for example, Poland or the USA, therefore someone has to die (Cheremnykh, 2016). Something like Darwin natural selection.

Anyway, editions of the state and municipal editions have to try to manage independently, without any grants. Those newspapers, where the financial aid of the regional state administrations was minimum, undoubtedly, would receive big plus as labor collectives would begin to form editorial policy independently, being guided by reader's demand. It is more difficult to survive to editions, which were engaged in marketing a little and did not try to develop any commercial directions.

Today, newspaper should be considered as the business project, which purpose is providing objective information. The reform would never go without these two conditions. To replace the founder in the form of authority with the businessman pursuing the only aim - public relations - is not a way out as the content product would never be qualitative. Only those editions, which founders are labor groups of professionals, would be able to provide qualitative content to any social environment and to provide necessary financial resource to themselves.

Unfortunately, there are some people, who didn't understand this rule. In March, 2016 experts headed by the secretary of National Union of Ukrainian Journalists (NUUJ) Vera Cheremnykh conducted researches of media landscape of Zhitomirshchina newspaper. The group of journalists drew a sad conclusion: The competitive environment already appears on media space of Zhitomirshchina, however there is danger that new media are created not for business, but for camouflaged PR projects, therefore, if the



need for PR disappears, the newspaper can also disappear. Thus, having destroyed traditional local mass media by competition, they can leave the territory without information support of a local product (Cheremnykh, 2016).

As we see, in the course of mass media reforming, there are two extremes in the form of the bureaucratic officials, which got used to consider the municipal edition as the serving body, and the business seeking to turn the newspaper as the instrument of impact on public opinion. Instability of economic situation in Ukraine aggravates the situation, and the long-term forecast of development of any activity is very difficult in so risky environment. Especially, if it is connected with printing editions. However changes are inevitable, they are dictated by time. The Ukrainian researcher I. Artamonova notes that "discrepancy last representations of new social and mass-communication realities became the central contradiction in a new social situation. It's time for the Ukrainian scientific thought to take the lead and start forming competitive and perspective model of the Ukrainian journalism" (Artamonova, 2008).

The analyses of the current situation on the Ukrainian newspaper market, it is possible to allocate one more detail: mercantile interest of local officials stirs advance of reforms. It is visible with the naked eye: municipal editions are often located in quite expensive rooms, sometimes even in the downtown, near at hand at the owner. According to the law on privatization, it is necessary to sell the rooms to labor collective for a song, or to hand over in long-term rent. There is no wish. Therefore, there are open conflicts of newspapers editions in regions, which wish to participate in the first stage of reform with the founders. Sometimes business comes to court, and the court often passes the decision under pressure. In certain cases, local council discharges the objectionable editor from office. Regional and settlement councils in the majority represent bodies of collective irresponsibility and if the Ukrainian government started reforms, it would be necessary to begin with them.

So in March, 2016 deputies of Krasilovsky regional council of the Hmelnytsky District refused to leave structure of founders of the newspaper "Krasilovsky Vestnik" with transformation of edition to subject of managing, saving the name, purpose, language of the edition and thematic orientation (NSZhU Site, 2016). From 34 deputies attending the session 30 deputies voted for the illegal decision. Who was responsible for it? Of course, no one.

In February, deputies of the Kherson City Council voted for dismissal of Irini Snigur, the editor-in-chief of the "Hersonsky Vestnik" newspaper, and for liquidation the municipal enterprise issuing the newspaper. The decision was made in such haste that the Regulations, the deputy commissions, including profile were violated. The question wasn't considered even the day before. That means that they voted blindly.

The lawful mechanism of counteraction to a similar deputy arbitrariness exists, but it is difficult and long. First, edition has to submit the appeal on the judgment and at the same time address to all possible public organizations, "lifting a wave" and asking for protection. Then (in a best case) there is a public response, and higher power structures of regional council ring off the decision. This order was for 70 years of the Soviet power, and nowadays it changed a little.

Often intelligence services interfere. It happened with the "Vestnik Zhovtnevshchyni" newspaper in the Nikolaev District. There local Security Service of Ukraine demanded the editor to provide a full package of documents, including the staff list, being based the "d" point of p. 2 art. 12 of the Law of Ukraine "About organizational and legal basis of fight against organized crime" (NSZhU Site, 2016). If to refer to this law, similar documentation is issued only in case the actual data confirming criminal activity are obtained. According to it, is the whole labor collective accused?!



Crudity of the Law of Ukraine "About reforming government and municipal publications of mass information" gives the chance to bureaucratic officials to find various openings, which it is impossible to call lawful, but giving precedent for court. The media lawyer of the Sumy regional NUUJ Artur Datsenko noted that the law hadn't consider many important aspects: "The most important problem is that in many e NUUJ staff appears as the cofounder, which is not provided in the law as the object having the right to own property. And founders did not make corresponding changes" (NSZhU Site, 2016). If it is not forbidden for the official, it is authorized.

The journalistic public tries to fight for the rights, first, paying compatriots' attention to the problem. Recently journalists of Sumshchina addressed NUUJ the official letter to found the special nomination "Enemies of Reforming the Press" to their professional holiday (the nomination "Enemies of the Press" already exists). "It is necessary to bring the authorities breaking the Law of Ukraine "About reforming government and municipal publications of mass information", sabotaging performance of this law, interfering work of the editions, dismissing editors to this nomination" - the letter says. (Site of Institute of mass information, 2016).

However, the given examples are not regularity, but take place in many regions and at the different levels - from regional and settlement to regional.

To make the newspaper attractive to the reader, it is necessary to execute, at least, two conditions: to have necessary material base and to have a team of professionals. Certainly, both of them depend from each other. However, let us put a human factor on the first place as it is much more difficult to have a professional journalist, than to get the modern printer or camera. Experts make the newspaper; high-class experts makes the good newspaper. It is necessary to endeavor to attract them, to create good working conditions (material motivation and freedom of creativity).

Today for obvious reasons, there is no exact statistics about changes in journalist payment. The size of rate and royalties in the commercial edition or on TV channel are not accepted to disclose, as well as in any business structure. Official reports of editions in fiscal bodies are doubtful because of so-called optimization of the taxation. Still such information sometimes leaks to social networks. According to VKontakte resource, the overall picture looks today as follows:

Average income of the Ukrainian journalist per month:

from 200 USD to 300 USD (50.59%)

from 300 USD to 400 USD (16.47%)

from 400 USD to 600 USD (17.65%)

from 600 USD to 800 USD (8.24%)

from 800 USD and above (7.06%)

As we see, there is nothing to brag. Thus it is necessary to notice that the figures provided above belong to the average level, taking into account salaries of capital journalists, their colleagues from the large cities and those safe mass media, which belong to generous oligarchs. The salary concerns TV and the Internet journalists. On average regional center correspondent earns twice less and gives all the best. Besides fundamental obligations, he often has to be engaged in unusual work- advertising search, organization of events, and performance of some special management instructions having nothing in common with duty regulations.

Meanwhile, the creative specialist has to have an opportunity not only make good money, but also improve the creative skills and develop. Creative meetings, competitions, thematic trainings and various festivals promote exchange of information, increase of professional level of the journalist. Now, when the international and European communities try to help Ukraine with carrying out democratic reforms, participation in the training actions becomes the extremely desirable, because the information has to be

published in newspapers and on TV channels, the received skills have to be used in work. If not to do it, Ukrainians would not be able to receive data on important social processes, events and transformations that finally is violation of their constitutional rights.

During the trainings journalists learn how to make journalistic investigation, to do inquiries in authorities of different levels, to achieve reliable information from officials, etc.

When the municipal press was completely dependent on the power, creative business trips became a rare exception in many editions, and even when the host paid all services, the management of newspapers forbade the correspondent to leave the region. The reason is simple - there is nobody to work as the staff list was formed on a minimum. Sometimes the accountant combined the manager's duties, the editor was called a writer, and responsible secretary made page-proofs. The mode of total economy led creative specialists to a decadent stage, if not to degradation, what naturally displayed on quality of content.

During reforming, newspaper need to strengthen service of marketing, learn to estimate the information product in a new way, it should correspond to reader's demand as much as possible. Feedback with a reader has to become a leading editorial policy, and the opinion of former owners has as much interest, as a position of an ordinary inhabitant.

To understand specifics of convergent journalism, A.G. Kachkayeva made the important researches. When studying convergence of mass media, she allocates the concept "multimediatization" as "integration within one information project of different types of communications (speech, image, writing)". Kachkayeva opens specifics of multimedia language as "opportunity to provide freedom of choice of various elements to a reader, means for acquaintance with information, more convenient peeping forward, opportunity to distract, spray sense, etc." (Kachkayeva, 2010).

E. L. Vartanov considers that convergent editions arise in different parts of the world, in size different editions and different mass media - newspapers, radio, and television. The quantity of multimedia environments for such mass media increases. Now it not only the Internet. Mobile phones became such environment, especially in those countries, which cellular networks have modern standards of data transmission providing the high speed of broadcasting digital information. Now multimedia content (video, audio, photo, commented photo, infographics) became available not only on the Internet, but also via the mobile phone. Convergence is realized at the different levels, changing interpretation depending on a concept sphere of application (Vartanova, 1999).

The reality of today is such that the traditional printing version of any edition already looks as archaism. Scientific and technical progress changed interests of people in way of obtaining information and in communication, that in this sense our life seems almost a fantasy. Naturally, the space of a user changed (Figure 1).

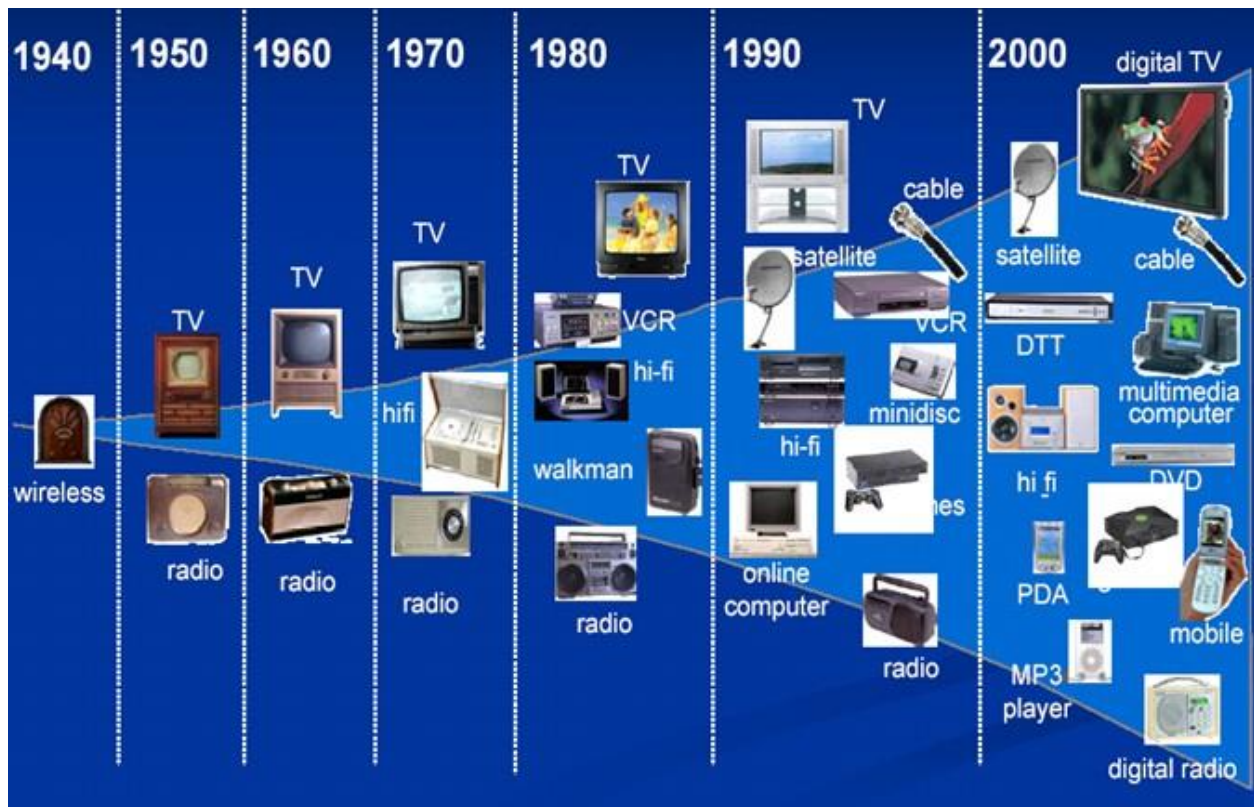


FIGURE. 1. CHANGE OF THE USER'S SPACE

According to media experts, circulations of newspapers decreased on average by 10-15 percent for the last two years in Ukraine, and further decrease is inevitable. Among the main reasons are falling of consumer ability of population, monopolization of delivery services and development of communication technologies by "Ukrpochta". According to analytical forecasts, paper newspapers most likely would disappear, but they would remain in the form of some rarity, something like a cartage: the cart does not carry people any more, but it is used as the vehicle in exceptional cases. For example, to satisfact inquiries of choosy clients. This process will take time, but, probably, no more than 20 years.

Earlier every year, and nowadays almost monthly the IT companies provide qualitatively new product (including communication character) to the consumers. Social networks possessing huge communication opportunities make available any know-how in the shortest possible time, unite the mass of people from a different doomsday in the organized communities capable to solve even global problems. Our children still do not know all letters, but they are already guided in YouTube, Facebook or Twitter. They already can surf information in Google.

Society cannot imagine the existence without social networks any more. There we look for criminals, buy goods and exchange forecasts. As users, we influence network rating. Today it looks approximately as follows in Ukraine (Fig. 2).

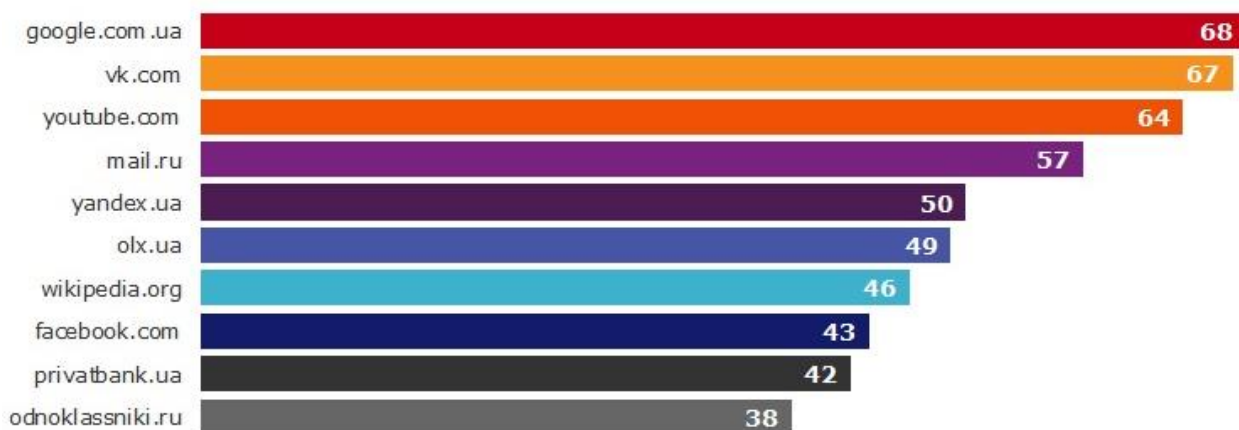


FIGURE 2. TOP-10 POPULAR WEBSITES (MARCH 2016).

Why don't newspapers, especially the one, which are thinking of tomorrow's activity, use these new practices? Mobility of any edition would be defined by presence of professionals in the field of computer communications. In ideal, a correspondent has to have necessary knowledge and skills in this sphere, after all any information is now transferred with speed of light. A professional reporter can be considered the journalist, who is quickly writing and quickly reporting the written.

### Discussions

The mass media convergent model completely corresponds to spirit of innovation and use of advanced technologies in social communications, the essence of reforms begun in Ukraine. It assumes not only a new form of work with information, in particular, with news, but also offers new planning of editorial activity in general. Therefore, there was a term "convergent journalism" in the scientific theory. In fact, it is the science, which forced a reporter to be up to date. The future is behind multimedia. The leading researchers in this area - A. Kachkayeva, M. Lukina, A. Kalmykov, L. Kokhanova, I. Fomichyova, etc. - adhere this point of view.

Recent change of the Ukrainian government should not stop the begun reforms, differently all democratic values, including the victims of revolution of Advantage and human lives in zone ATO in any way, would not make sense. The world community, the European Union and the Ukrainian people are waiting resolute actions in this direction from new Cabinet of Ministers. Reforming of mass media is urged to provide the main thing - the right of people for accurate information.

During the seminar with newspaper editors in the Kirovograd regional state administration, Valery Gorobets, the secretary of NUUJ, noted: "The begun reform moves, it does not stand. Therefore, there is the hope to finish it. Those mistakes and miscalculations, which took place, have to be eliminated routinely" (NSZHU Site, 2016).

If the government is interested in cardinal transformations, it has to be engaged in privatization of other mass media, and the best scientific practices multiplied by rich traditions of the Ukrainian journalism would guarantee successful completion of the declared reforms.

### 5. Conclusion

Thus, the offered model for the reformed mass media is the prerequisite for creation a competitive matrix as an ideal model of newspaper functioning. In the conditions of the existing contradictions between information and marketing paradigms, the newspaper would be able to have a high index of popularity, when it is able to become

rather independent of the power and seek to build editorial policy independently. Multimedia "cover" would protect it from financial side and lift readers' authority. The paper can be useful for students studying journalism, editors and managers of the reformed editions.

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## FUNCTIONAL MAP OF A PROFESSION: PROBLEMS OF MODELING

### Abstract

The article deals with the questions of modeling of a functional map of the profession, which includes a main objective of the profession and contains all the basic functions and function modules. The focus is on the modeling procedure of the functional maps based on competencies. The article presents some examples of modeling of functional map of the profession "Teacher".

### Keywords

functional map of the profession, the functional model,  
the modular program based on competencies

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### Introduction.

#### *The urgency of the problem*

In connection with the transition to new Federal educational standards educational institutions face the problem of formation of educational programs in the professions and occupations. One of the important aspects in the development programs is the definition of the specificity and mechanism of formation of the variable part of the program to meet the requirements of the learning outcome by profession (specialty), to be nominated by the regional labor market.

The purpose of an educational institution - in cooperation with customers, personnel employers, social partners in working curricula and programs of disciplines and professional modules, programs training and work practices clearly defined requirements to results of development: the competencies acquired practical experience, knowledge and skills. Analysis of skills requirements produced on the basis of the comparison requirements of the new standard and functional card provided by your employer, allows you to define job functions demanded by the labor market.

#### *Explore Importance of the Problem*

Since the process of needs analysis for the skills determined by the labor market, employers and their associations should cooperate closely with educational institutions of professional education. Only through cooperation and continuous interaction can to be provided with the necessary quality training and its compliance with professional results and educational standards

The creation of functional maps of a profession is the initial step in the development, implementation and improvement of training programs professionals and workers based on competencies, forming the cycle of quality educational programs.

In world practice there are different approaches to describing requirements of employers for graduates of vocational education, but they all describe the requirements for quality and content labor in a particular area of professional activity.



*The main goal of the research work*

The main goal of our research work carried out within the framework of the grant is development of methodical recommendations on introduction of innovative approaches to the development of construction tools, methods of implementation and updates the variable part of the educational program based on a set of professional functions, developed by employers and recorded in the **functional map of the profession**.

**Methodological Framework**

The fundamental methodology for developing a functional map of the profession is **functional analysis** - description of labor activity through the functions and outcomes, which makes it possible to consider changes in technology and work organization on the regional labor markets, where the graduates of educational institutions will work.

The method functional analysis assumes the "addressing" types of professional activities on functions, the combination of which achieve the main target of the profession.

Unlike the method "job descriptions" that was popular a few years ago, the method of functional analysis is able to consider the dynamics of modern production, the promising trends of its development and intends to conduct a wide survey of the industry.

Focus on the future, this method also is of special the value of vocational education. Thus, the functional map describes promising requirements to perform job functions, providing efficiency companies in the industry. In addition, each work function forms the structural unit of description - the "unit of the functional map".

**Results***Basic directions of modeling of the functional map*

Each unit of the functional map clearly describes the following: title of the job function, the actions for fulfillment of this function, the characteristics of the qualification level (if the function card is to mind the professional standard), required knowledge and skills.

Due to this structure, a functional map can be projected into the requirements of educational standards and programs of professional education. Namely, each unit of functional maps can be transformed into educational element or module of study, the learning outcome for each unit the functional map is the function which is to be master.

Application of functional maps a profession has a wide enough range of possibilities in the field of solving practical problems facing the subjects of professional education.

Thus, the functional map of the profession can serve as a basis:

- to develop the variable part of programs of training of qualified workers, employees or middle managers;
- for the development of programs of additional professional education;
- to build modular programs based on competences;
- to build training programs on various qualification levels;
- to select a theme from written qualifying works;
- for the development and certification of tasks for students;
- for an analysis of the material-technical base of educational institutions;
- for the development of the composite rating sheet assessment of mastered skills in the process of internship;
- for ranking of enterprises for the volume of work performed in the framework of professional activities;
- to interact with the enterprises in terms of planning and forecasting of vocational training for certain types of activities.

•to explore parents and students with future professional activity etc.

For employers functional map may be of interest in terms of forming the professional standards, job profiles of workers in concretizing perform their job functions, formation of requirements to candidates for work, the means of evaluating staff.

*The procedure of developing a functional map*

The procedure of developing a functional map includes:

*the purpose of the functional map* - requiring employers to performance standards within a particular professional field (profession).

*the structure of the functional map:*

- description primary purpose of professional activity (the purpose of the field of professional activity);
- description of the kinds of work necessary to perform the professional activity specified purpose;
- description job functions included in each type of work.

The main goal briefly describes the area of professional activity as the total result must be achieved. The activities ensure the achievement of main goals related to professional activity (goal set in views).The number of species depends on its complexity. Labor functions. Every kind of labor activity "converts" to a specific job function that must be performed in this type of work.

**Function module** describes a holistic set of subject skills, knowledge, attitudes and experience (i.e. competence), formulated in the form of requirements to be met by the student at the end of development module.

Functional map of the profession (specialty) includes a main objective of the profession and contains all the basic functions and functional modules, clusters of competences.

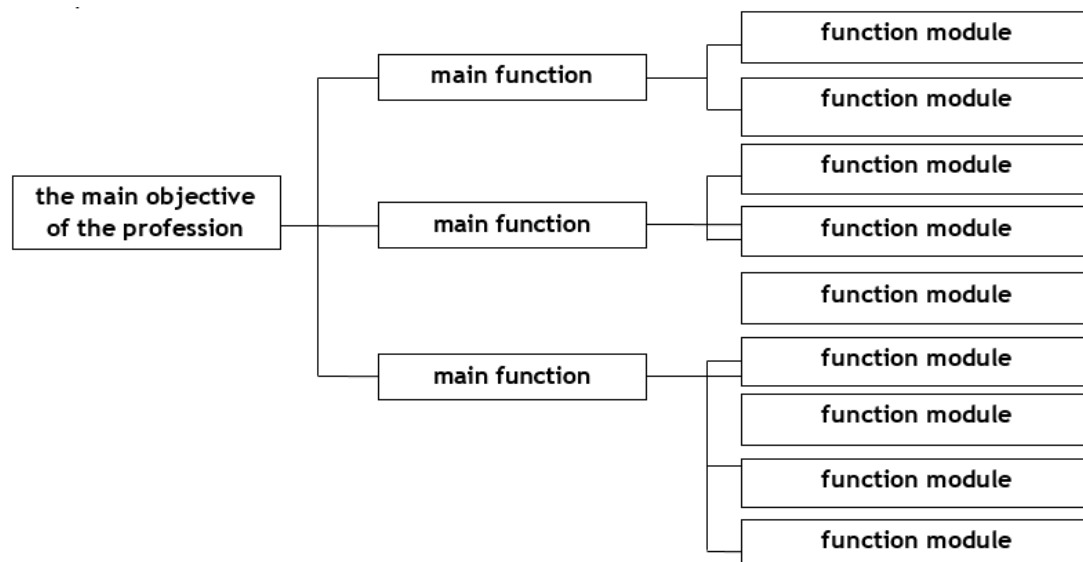


FIGURE 1. A MODEL OF FUNCTIONAL MAP OF THE PROFESSION (SPECIALTY)

**The main functions** are descriptions of functional action, ensuring the achievement of the main goal. Main functions allow to achieve the main objective of the profession and represent a description of the specific actions by which we achieve the main goal of the profession. The number of functions depends on the complexity of the profession.

Each function contains a comprehensive group of requirements to ongoing actions. These functions will be further analyzed in the wording, each of which will be a training module. On the map they are called functional modules. The functional modules describe the specific actions that comprise a particular competence.

Each functional module should be specific and separate working operation, using certain methods, materials, equipment or processes. Functional modules are components of the technical process that are designed to achieve the main goal profession.

#### Overarch modules

Current practice includes employment requirements, which we describe as "overarch modules" or "professional modules". Overarch modules do not represent actions in themselves, but affect the organization of work, relations with other people in the workplace and social responsibility for the environment.

#### Adapting modules

The functional map contains in addition to functional, overarch the plug and adapting modules. "Adapting modules" or "base units" by themselves do not produce tangible results and they are related to General professional disciplines. Learning outcomes for these modules is geared to the requirements contained in the professional modules. There are no such professions, which is a specific feature, but this ability is required in some production functions, therefore, instead of repeating it in each technical module, this sort of qualification are allocated to one adapting module.

Overarch modules applies to all modules and should be included, only those results that are applicable to all of them.

Adapting modules are more traditional objects' that support learning in one or more technical or organizational modules.

**A functional module** is an integrated description of specific actions necessary to perform basic functions (*Oleynikov, Muravyov, Konovalov, Sartakova, 2010*).

Additional applications of functional maps to the profession in the educational process:

1. Information resource for the development of programs of basic vocational and further education.
2. Interaction with enterprises in planning and forecasting training for the profession.
3. Development and attestation of quizzes for students.
4. The content of career guidance for prospective students (reading the content of the profession).

#### **3.3. Guidelines**

Things to remember when developing functional maps:

- Proceed from the needs of employers analyze the skills requirements.
- Identify: the main goal of activities within the profession or specialty the main functions that the employee performs (i.e., specifically what the worker does), and it should be self-sufficient integrated functions, the development each of which gives you the chance for employment, self-contained, integrated action, the development of which gives employment opportunities);
  - functional modules (separation of the major functions on the components of the whole action).
  - Overarch modules
  - Adapting modules

In the formulation we follow the rules of the description and use verbs in the infinitive form.

Once again, please note that the obtained scheme - functional map - displays the requirements of the workplace. In this regard, in the development of functional maps

should participate employers. Complete functional map should pass examination employers.

### **Competence profile**

The basis of the modular structure is the competence profile that describes the requirements of the profession, together with a common goal of learning. In the General structure the name of the competence profile follows the traditional description, for example "a Teacher of pre-school institutions" - but the overall goal is consistent with the key objectives contained in the functional map.

If we consider the example of a teacher, we see that the main purpose of this profession is "to Organize and carry out the process of upbringing and education of children of preschool age. In the competence profile, we use this formulation to create learning objectives by adding the phrase "At the end of this program, the student will be able to" ... organize and carry out the process of upbringing and education of children of preschool age".

### **Areas of expertise**

The competence profile is divided into a number of areas of competency, corresponding to the main functions of the card.

### **Discussions**

Variants are considered functional maps contain only the basic functional modules. But to achieve the main goal of the profession of specialist in addition to basic always performs some General steps. For example, interacts with colleagues and supervisors; compliance with the rules of occupational health and safety; studying technical documentation, etc. Therefore, the arsenal of any professional specialist should consist of some combination of a number of modules: basic, General and basic. The latter are basic knowledge essential for the implementation of the basic and common operations. Accordingly each specialist must possess three types of competencies: basic to perform basic operations; General - to perform common actions; the base to perform basic and common operations.

G. G. Satarina, E. A. Belarussov, Y. Y. Valisava (*Belarussov, Valisava, 2015*) consider in their study design of structure and the content of the variable part of educational programs of secondary vocational education on the basis of employers ' requirements based on the functional map of the profession.

O.N. Oleynikova, A. Muraveva analyze in their work the methodology and rules for the formation of functional maps of professions and types of professional competencies of specialists. In their study also highlights issues and technologies requirements of professional standards for the development of modular training programs based on competencies (*O.N. Oleynikova, A. Muraveva, 2011*).

In the course of our research we came to the conclusion that in the scientific literature are not enough works devoted to the modeling of functional maps of the profession on the basis of competences of a specialist. These competencies can be sequentially and clearly reflect the functions of the profession specified in the professional standard.

For example the functional map of the profession (specialty) **teacher** (main functions):

- **Communicative function:** the rules of democratic relationships, evaluation of students work.
- **Organizational function:** the rules of the organization of the lessons and extracurricular activities.

- **Training function:** purposefulness, scientific, differentiation, teaching methods, forms of teaching, priority and assimilation of interdisciplinary rules and concepts, the results of academic work, extra-curricular activities.
- **Educational function:** motivation, autonomy of students, skills of self-education, creative skills.
- **Educative function:** the morals, creative of quality educational work in the classroom.
- **The research function:** self-education and problem-solving teaching process.
- **Constructive function:** the development of teaching materials.
- **Labor function:** the scientific organization of labor, the organization of the material base for training.

For the analysis and evaluation of methods, techniques and forms of teaching for each parameter, as well as the results of education proposed the following criteria: unsatisfactory, critical, satisfactory, good, high, best.

Separation methods techniques and forms of teaching according to the criteria made on the basis of regularities in the development of the functional efficiency of systems - tools of the theory of solving inventive (creative) tasks.

The following is an example of the criteria for the parameter “teaching Methods” educational function.

*Criteria for evaluating the effectiveness of teaching methods.*

Unsatisfactory. Applying the lessons of explanatory-illustrative and reproductive methods.

Critical. Applying the lessons of explanatory-illustrative, reproductive, and partly creative methods. Dominated by reproductive tasks.

Satisfactory. Applying the lessons of explanatory-illustrative, reproductive, partial-creative and creative methods. Dominated by reproductive tasks.

Good. Applying the lessons of explanatory-illustrative, reproductive, partial-creative and creative methods. The amount of creative activities about the same with reproductive.

High. Applying the lessons of explanatory-illustrative, reproductive, partial-creative and creative methods. The predominance of creative activity.

Optimal. Applying the lessons of explanatory-illustrative, reproductive, partial-creative, artistic and research methods. The predominance of creative activity.

Each criterion corresponds to a certain group of methods, techniques and forms (pedagogical tools). For performance assessment, teacher or methodist, it is enough to compare the existing notes and apply the lessons on pedagogical tools with a specific criterion of the corresponding parameter card.

Functional card is designed primarily for introspection and self-evaluation teacher's level of professional skill and planning self-learning in accordance with specific problems in their work.

The functional map is an expert system for certification of the teacher

### **Conclusion**

Applications of functional cards profession (specialty):

- Functional map - the basic element of a professional standard
- Functional map as a tool for market research
- Functional map as a means of creating a unified conceptual-conceptual field between employer and educational institution
- Functional map as the basis for determining the structure and content of educational programs

- Functional map as a mechanism for enhancing the practical orientation of education
- Functional map as one of the mechanisms of implementation of the dual model of vocational education
- Functional map as a tool for drawing up the job profile of the employee in corporate systems.

#### **Range of tasks**

- The development of sectoral regional standards
- The study of the requirements of the employer to the specialist (functional analysis)
  - To implement principles of unified and practice-oriented approaches to vocational training in cooperation with employers on the basis of functional maps in the profession
  - Elaboration of the elements of the variable part of educational programs
- Updating the content of education in connection with changes in production
  - Prescribes a specific educational result
  - Bridging the gap between theory and practice through the establishment of General requirements for outcome of education (what to teach)
  - Developing and refining requirements for the employees (knowledge, skills, competencies), selection, certification and evaluation of personnel.

#### **Recommendations**

Based on the draft functional map for the formation of which can and should be used professional standards, it is possible to study and the demand of employers for specific enterprises, which prepare specialists according to professions (specialties). Formed and approved by the functional map is the basis for the formation of models of professional competencies with the requirements of the key (General education) competencies and their levels which in turn become the basis for formation of training programs and plans of training in modular technology of educational process organization.

Functional map of the profession as an innovative mechanism of interaction educational institutions and employers in training will provide the creation of more sophisticated programs on the basis of a set produced governmental employers job functions.

This approach ensures compliance with the real conditions for more rapid updates or replacing a particular element is variable parts if you change requirements on the part of employers to technology and work organization, establishing a constant feedback of developers programs with employers and their requirements for knowledge and skills of graduates.

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## TECHNOLOGY OF CONCENTRATED TRAINING OF STUDENTS OF PEDAGOGICAL SPECIALITIES IN CONTINUING EDUCATION

### Abstract

Considered an integrated approach to the development of technology concentrated training of students of pedagogical specialities in continuing education. Disclosed the contents of technology concentrated training. Regularities, pedagogical conditions and factors of the process of formation of professional culture of the future specialist. Identified common and individual indicators and levels of articulation of the general cultural and professional competence of students. Set dependencies between the articulation of general cultural level: competences from the influence of education Wednesday; General cultural level and professional competence of pedagogical conditions influence the educational College-University cluster; level of professional competencies of professional exposure Wednesday during the internship students. Article was prepared within the framework of the research project No. RSSF supported 16-16-18003

### Keywords

technology concentrated training, professional culture

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### Introduction

Modern requirements to pedagogical personnel in the framework of professional standards and the dynamic development of pedagogical science and technology, there is a growing need for teachers who are able to creatively solve problems of modernization at all levels of education. Continuing professional education system involves broad cooperation of educational institutions that implement various forms and levels of education. It's schools and colleges, colleges and universities, schools and universities, etc. the least common model of cooperation is an educational model to «college-institute».

The need to improve the continuing education is based on the following assumptions:

- versatility training graduate (for example: math + exercises, etc.);
- reducing the period of instruction in the learning cluster on the 2 years that will be attractive for entrants;
- ability to select students profile for future professional activity after the second year of learning within the educational cluster;
- increased teaching load of teachers;
- the attractiveness of higher education for students by enrolling in the Institute without further examination;
- enhance the effectiveness of education by saving time on academic load when combining ungraded and groups of various specialties at 1-2 course;
- establishing relationships with employers to improve indicators on employment and expulsion of students;
- will reduce tensions with highly qualified specialists for some professions in the labour market (*Nagovitsyn, 2014*).

Introduction in educational practice this model requires the adaptation of educational programs, development of elective courses, students on individual plans. However, the lack of methodical support, requires consideration of the complex issues in their relationship and unity (*Volkov, 2016*).

The idea of integrative teaching students of pedagogical specialties in continuing education related to complex interdisciplinary nature of academic-industrial problems that brings the learning environment to the real work. Decision professional tasks require students to apply knowledge from several disciplines simultaneously.

The most productive and best in this aspect is the principle of integrativnosti, since the competence of future specialists have formed on the basis of interdisciplinary relationships, integrity. Integration is manifested in the ways of learning. Connecting methodological approach in integrative learning is differentiated approach, which is able to ensure optimum interaction of structural subdivisions of the education cluster to implement infrastructural continuity of relationships, the effectiveness of educational activities.

Updated issues of designing and modeling of students' education from the point of view of mental processes: perception, comprehension, memory, application of knowledge in integrative level.

It is important to structure, develop and test in the educational process of University technology implementation mechanism of concentrated training of students of pedagogical specialties in continuing education (*Volkov, 2015*).

Tasks justification technological systems of the process of formation of professional culture of the future expert investigated A.V. Tutolminym (*Tutolminym, 2012*).

Thus, there is a contradiction between the practical necessity of formation of professional culture of the future specialist and underrepresentation in pedagogical science theoretical bases for development of technology concentrated training for formation of professional culture of students of pedagogical specialties in continuing education.

The desire to find ways to resolve this contradiction defines the problem of our study. In theory is the problem of development of technology of concentrated training of students of pedagogical specialties; in practical terms, is the problem of defining pedagogical conditions, compliance with which enables you to build future specialist professional culture.

The aim of the research-development and theoretical-methodological substantiation of technology concentrated training of students of pedagogical specialties in continuing education.

The aim of concentrated training of students of pedagogical specialties is mixing in the working programme for the academic discipline sections in modules in the semester.

It is expected to reach focus students on a particular subject disciplines by integrating those various academic disciplines, which helps reduce the number of lessons through studying the training material in blocks.

Pedagogical management of formation of professional culture of future specialists should be the Organization of interdisciplinary connections content learning material, subjects and elective courses.

### **Methods and Research Organization**

Modeling, design, survey, questionnaire, interview, observation, testing, expert evaluation, self-assessment, product analysis activities of students; pedagogical experiment; methods of mathematical statistics.

Work was carried out on the basis of Faculty of pedagogy and arts education (Piho) Glazovsky State Pedagogical Institute. Just at different stages of the study was attended by 360 students, 16 teachers.

The study was conducted in several stages.

In the first phase (2012-2013) studied the actual process of preparing future professionals, the degree of development of the problematic process, identify discrepancies and methodological bases for scientific and practical research; formulated hypothesis and research objectives.

In the second phase (2014-2015) was built by the concept of formation of professional culture of the future specialist teaching majors in continuing education. Developed the project of modernization of curricula, educational programs, program material elective courses to provide individualized educational student route. Built model education College-University cluster. Is made stating experiment and its results are summarized. Conducted a formative experiment.

In the second phase (2014-2015) was built by the concept of formation of professional culture of the future specialist teaching majors in continuing education. Developed the project of modernization of curricula, educational programs, program material elective courses to provide individualized educational student route.

Built model education College-University cluster. Is made stating experiment and its results are summarized. Conducted a formative experiment.

The basic idea is to stimulate research and giving reasons for students to actively seek personal and professional sense of education and shaping their cognitive activity in the orientation process of professional training through modules (blocks) of sections of the academic disciplines, focused on the end result-establishment of professional culture of future specialists.

–Integration activities for students of pedagogical specialties in continuing education is carried out in the following areas:

–education: includes freshmen into the educational cluster wednesday College-University", which is the training activities;

–professional training: students 2 and 3 training courses master courses, choose elective courses that include professional actions;

–professional: students 4-5 courses my knowledge in practical professional wednesday.

Formation of professional culture of the future expert system by implementing pedagogical technologies, one of which is the technology concentrated training that includes the integration of subjects disciplines in modular block system (Nagovitsyn, 2014).

Components of professional culture of the future expert: obšekul'turnyj, which includes social and cultural orientation, educational and professional, personal and occupational Wednesday values; informative, includes professional goals, objectives, functions, activity; result that contains the product and performance criteria performance.

Integration of learning technologies, complex technologies, which are integrated into the module: problematic, algorithmic, programmed, phased formation of mental actions, etc. allowed to justify the choice of didactic units required for assimilation, learning technologies, the ways the academic interaction between teachers and students.

The curriculum of the education cluster «University» College were entered elective courses, elective courses and master-classes.

## Results and Discussion

The initial phase of experimental work aimed at formation of motivation for professional activity of the future expert and implemented in the process of studying courses on educational program of secondary special vocational education teacher. The intent of this phase consisted in the preparation of the future expert for the effective implementation of the first phase-determination of general cultural competencies of students and personal meaning in the development of professional knowledge. With the aim of forming a general cultural competencies in students organized educational and informative research. Freshmen all pedagogical specializations mastered theoretical modules on academic disciplines, redefine and specify your own views about the future of the profession, doing assignments, making reports on pedagogical practice. Research students, during which formed the professional competence, was implemented by the collection of material for coursework.

Leading mode of training activities was the analytical work with interdisciplinary training modules disciplines. Acquisition of skills to apply knowledge to practical situations contributed to the integration of knowledge from different disciplines.

Analytical and reflective activity of students in relation to interdisciplinary knowledge contributed to the development of skills to find and explain the professional pedagogical situations variations. Significantly strengthened the need for training activities, consistently, in pieces to produce a conscious interaction with classmates in the zone of the common goals of increased desire to dispense the contents, to understand what kind of information is discussed, and for what purpose, realize that students "take" and why it is they need. Formed the conceptual grid of interdisciplinary knowledge regarding the Identify phase of the original extent of cross-cultural competencies of students and self-determination in their professional activities.

The results obtained allowed to move to the next phase of the experiment, which was formative in shaping professional culture students of pedagogical specialties in continuing education through the use of technology concentrated training.

The idea of the second phase was to prepare students for the professional self-determination based on mainstream professional values and implementation of professional positions.

Starting from the second year, students develop knowledge about the teaching profession, about the subject, tasks and functions of pedagogical activity, professionally important qualities, educational standards, professional positions. A leading activity of the students was educational and reflective activities, which resulted in the formation of skills to implement a professional position, which consists of understanding the meaning of teaching students.

The difficulties faced by students during educational and professional tasks are used by teachers as analysis. Reflection on contradictions in the development of competencies and skills contributed to the formation of future specialists have positive attitudes to the pedagogical profession. Organized activities to overcome them has developed experience in solving professional tasks.

To form the stage pedagogical experiment applied methods of cognitive activity, development of reflexive abilities, formation of experience to overcome problematic situations, simulation role-playing training positions dialogue participants in the educational process.

The leading value acquired creative and research projects, their presentation and protection.

The final phase of forming the experiment consisted in the formation of professional competence. Within the framework of elective courses and disciplines the students were involved in various types of vocational training. Integration has been carried out on the

psychological level: made of intelligent training on the development of cognitive processes of attention, memory, perception; thinking activities were based on the communicative interaction of students in the development of components for professional communication.

The impact of the experimental work was determined by comparing the results of the formative phase of the experiment with data showing phase.

Competence are diagnosed by expert estimates, observations of teachers, multidisciplinary results of tests and examinations, production practices, research students, degree of activity in seminar lessons.

The study revealed that the level of development of abilities for professional activity has risen from 40% of the students. The main outcome was the awareness of the need and desire for self-development of professional culture of most of the future professionals (84%).

The future specialists of pedagogical specialties 68% have noted the practical orientation, prevailing development got quality, directly related to the Organization of the educational process of school children. Before the beginning of the formative experiment students average value denoting a practical orientation was 12%, in the end-68%; students improve practical skills.

These indicators revealed patterns:

- in the educational aspect of the dominant training activities contributed to the emergence of patterns of interdependence between level of cross-cultural competencies and influence educational wednesday. For example, the study of General professional disciplines students contributed to the formation of cognitive activity;

- in the professional aspect of the integration of academic and professional activities has contributed to the emergence of patterns of interdependence and general cultural level of professional competencies of influence pedagogical conditions of educational College-University cluster». For example, research students contributed to the emergence of creativity;

- in the professional aspect of the regularities of the interdependence of the level of professional competencies of professional exposure Wednesday during the internship students. For example, professional communication has contributed to the improvement of communicative orientation, higher levels of self-development of personality.

Study of the influence of integrative teaching students of pedagogical specialties in continuing education based on the interdisciplinary nature of raising and resolving educational and production problems on the formation of a general cultural and professional competencies students confirmed the usefulness of technology concentrated training in the educational process. Positive is the fact that 48% have a loyal attitude of the students. However, 32% favoured the choice of specialization with the first course and 20% of the students reaffirmed their neutrality to the choice of pedagogical specialties.

With the continuous nature of teacher education the student is given the opportunity to obtain the necessary professional knowledge and skills; generate value orientations and quality personality that makes the introduction in educational process variability and diversity of educational forms, dates, programme content and sequence of the stages of learning. The learning process is ensured by the leading role of the individual student, its autonomy and creativity to acquire professional skills.

## Conclusion

Raised in the study to develop and test technology of concentrated training of students of pedagogical specialties in continuing education as a whole. Systematized scientific-theoretical study of the genesis of the problem.

Flexible educational cluster is an ordered structure, consisting of a single control



and optimum composition of units as institutes, faculties, departments. Organization departments regulate a set of educational programs and freely choose supplemental educational programs. The contents of additional educational programs determined by the needs of pedagogical practice, social institutions, individuals.

Possessing the educational potential of the educational system in the cluster should serve as an effective resource for systematic replenishment and updating professional knowledge, build skills, develop and improve research, communication, educational competencies for future professionals.

Disclosed the contents of technology concentrated training of students of pedagogical specialties in continuing education. Regularities, pedagogical conditions and factors forming process optimization professional culture of the future specialist. Identified common and individual indicators and levels of articulation of the general cultural and professional competence of students.

Found confirmation of the hypothesis put forward by the interdependence of general cultural level competencies and influence educational Wednesday; interdependence and general cultural level of professional competencies of influence pedagogical conditions of educational College-University cluster; the interdependence of the level of professional competencies of professional exposure Wednesday during the internship students.

Variability and diversity of educational forms, content and sequence of the stages of learning defined standards and focuses on the formation of students' cross-cultural and professional competences.

Formation of the students' research, communication, educational competencies is via *vzaimosvâzanye* and interdependent blocks (modules) work programmes in the disciplines of professional specialization and related academic disciplines.

The work proved the need for the establishment of strategic partnerships, including partnership colleges, institutions, employers and local authorities.

The system of instruction in the learning cluster is based on the concept of continuous pedagogical education in which are found the following components:

- a) the humanitarian orientation training;
- b) orientation to the demands of society and the needs of the individual;
- c) diversifying educational programs;
- d) possibility of choosing the student additional educational programs;
- e) trace the continuity between stages in education;
- f) integration of educational cluster in a single scientific and educational system.

Factors ensuring efficiency of construction of educational cluster "college-institute", should include:

- control system design of the strategic partnership;
- accounting for potential partner;
- the integration of the objectives and interests of partners;
- the balance of cooperation and competition;
- the professionalism of the management;
- confidentiality of information transmission;
- systematic monitoring and evaluation of the effectiveness of the entire system.

The study identified the following benefits from the Association of educational institutions in educational cluster "college-institute":

- a single curriculum for full-time and distance learning: the common core cycle on 1-2 courses of students;
- systematization training profiles education cluster "college-institute", depending on the material and technical base, traditions that will enhance the quality of training;
- adjustment of deferment from military service of young men to continue life-long learning at the Institute after graduating from college;



- target destinations for lifelong learning in education cluster «college-institute»;
- internships in teachers college and Institute, exchange of experiences, technologies.

Testing technology of concentrated training of students of pedagogical specialties in continuing education, held in the process of experimental work, identified the impact of applied technology, reliability of identified patterns and mechanisms.

Should not succumb to illusions that overnight, created the educational cluster specialists education system switched to innovative forms of organizing and conducting classes, engage in in-depth training and retraining of readable academic disciplines. We are talking about low methodical preparedness specialists in implementing innovative technologies in tutoring students, which is not conducive to improving the quality of education. This raises the need to develop a system of training and retraining of specialists in the unified educational space cluster.

Promising directions for further research are: a study of trends in employment of graduates of pedagogic specialties on the profile of the diploma of higher education.

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