Modern European Researches

ISSN 2311-8806

Issue 3
2017

Salzburg, Austria

MODERN EUROPEAN RESEARCHES (2017) ISSUE 3, 101 P.

Modern European Researches Journal is the peer review journal, which reflects the most outgoing scientific investigations in such fields of knowledge, as pedagogy, education and training, comprehensive study of human, psychology, social problems of medicine and ecology; philosophy, sociology, political science, jurisprudence, economics; language and literature study, study of art, study of culture.

EDITORIAL ADDRESS

SEEBURGSTRASSE 7,

5201 SEEKIRCHEN AM WALLERSEE,

SALZBURG, AUSTRIA

PUBLISHER@DOAJ.NET

ISSN2311-8806

Authors are responsible for accuracy of the information, contained in the articles.
Editorial opinion can differ from opinion of authors.
If reprinted, the reference to the journal is required.

Printed in Austria, 2017

CONTENTS

DEVELOPMENT OF SOCIAL INTERACTION SKILLS IN CHILDREN OF PRIMARY SCHOOL AGE IN THE PROCESS OF COLLECTIVE ACTIVITIES ORGANIZING

Abstract

The urgency of the problem under investigation is caused by the need to create conditions for the social upbringing of primary school age children. The article is aimed at identifying approaches to the organization of an educational process which would help to develop the skills of social interaction in children of primary school age. The leading approach to the study of this problem is a socially-oriented approach that takes into account the patterns of personal social development by sharing values of the society. In the article, research approaches to the concept of "social interaction skills" are structured and effective technologies for their development in children of primary school age are determined. The materials of the article can be useful in organizing the educational process at the stage of primary general education.

Keywords

children of primary school age, social interaction skills,
team work, social education

AUTHOR

Natalia Abramovskikh
Doctor of Pedagogical Sciences, Associate professor
Professor of Preschool and Primary Education
Theory and Methodology chair,
Surgut State Pedagogical University, 9, Artyom St, Surgut, 628400, Russia
E-mail: natali-270171@mail.ru

1. Introduction

1.1. Urgency of the problem

Modernization of the present-day education, orientation to the innovative way of its development could not but affect the system of primary general education. The content of the "National educational initiative" project "Our new school" *(project, 2009)* set clear guidelines for updating the objectives and content of general education, which must provide for the younger generation not only fundamental knowledge but also the most important social skills necessary for successful socialization.The standards of general primary education of a new generation, approved by the Ministry of Education and Science of the Russian Federation, became a significant mechanism for changing the goals and content of education. New demands on the results of primary education are created within the framework of this document *(Standard 2011)*. Young people should not only gain the certain amount of knowledge, learn how to read, write and count, but also acquire the skills which allow to analyze and apply information to solve problems, associate and cooperate fruitfully with other people, effectively participate in joint activities, set goals, plan and evaluate their own learning activities. At the same time, mass practice does not have mechanisms for the purposeful development of schoolchildren's social skills in the educational process. Teachers have significant difficulties with the justification of the social education goals in modern conditions and with the choice of sound technologies for solving this problem.

1.2. Formulation of the problem

Thus, the elaboration of theoretical foundations and practical ways of implementing technologies for the development of social interaction skills in children of primary school age in collective forms of activity and the identification of pedagogical conditions that ensure the effectiveness of their development are the urgent problems of modern education.

However, the conducted studies showed that the problem of methodological support to the process of social interaction skills development in primary school children is not given sufficient attention. And it has led to a number of contradictions between:

– social order to bring up a person capable to successfully adapt and evolve in an ever-changing world, and established practice of social education in primary school that does not always ensure the effectiveness of social interaction skills development among children of primary school age;
– significant social and pedagogical potential of primary school in the formation of social qualities of children and the lack of scientific and methodological basis for the social interaction skills development in children of primary school age in collective forms of activity.

2. Methodological basis

2.1. Modern approaches to the education of a person

The most important goal of modern education and one of the priorities of society and the state is the upbringing of a moral, responsible, initiative and competent citizen of Russia. In the new federal state educational standard of primary general education the process of education is understood not only as a process of the knowledge system assimilation, the formation of skills that make up the instrumental basis for the learning activity of a student, but also as the process of adopting social, spiritual, moral, family and other values providing personal development *(standard,* 2011). The process of personal socialization is carried out within the framework of educational activities that ensures spiritual and moral development of a person. This educational system integrates all the main activities: lessons, extracurricular activity (cultural, social practices), family and those of social utility. Thus, the main essential characteristic of the personal socialization is the acquisition of social experience within the framework of the complex educational process realization. At the same time, it is necessary to emphasize that social experience results from active interaction of a person with the surrounding world and from developed skills of activity and communication. So the activity is the most important component of the student's social experience mechanism formation and represents both the method, the form and the condition for expressing the cultural-historical reproduction of social experience by a person.

As a public phenomenon, education is a complex and contradictory process of including the rising generation in the life of society, in social and productive activities aimed at the socialization of the child, social experience appropriation that ensures the development of personality and individuality.

Thus, modern science and practice considers upbringing as the basis and the main mechanism of personal socialization. The following essential characteristics of upbringing are distinguished:

– it is a purposeful mechanism of updating the ideas of children and youth development which allows them to acquire necessary social qualities;

– it is activity in engaging people's social experience in all its forms (values, regulations, knowledge, qualities and skills of communication), including purposeful individual abilities development process. The social experience of a person is the result of active interaction with the environment;

– activities being the main element of psychological and pedagogical social experience mastering determines the set of diverse social roles acquired by a person in the process of education, including the social experience of initiation to the values of society and the relationship with the environment;

– creation of optimal social and cultural environment should become the primary goal of socially oriented education, allowing a person to develop and acquire social experience; the educational process should help the person to acquire social identity and self-realization of creative abilities and natural instincts; remove contradictions between social and individual.

2.2. The concept of social education of a person interpretation

According to AI Levko, the term social education is currently used in two aspects *(Levko, 2003)*:

1. Social education - is the education of a person in society, social environment, social community in the course of his or her interaction with them With this consideration of social education, the emphasis is made on the assimilation by a person of group samples, norms, stereotypes of collective activity, a particular social group or community style of thinking. The result of such education is to learn social roles, social values and norms of behavior and personality as an object of culture which is the product of socialization.

2. Social education is the process of acquiring by a person certain type of culture in the course of socialization and individualization on the basis of sharing the values of culture, as well as the performance of certain social roles In this approach the personality is an active subject of culture, possessing freedom, will, ability to creative activity. The emphasis is on the development of the cultural and social qualities of a person.

2.3. Scientific approaches to social education of a person

Modern psychological and pedagogical studies show that the realization of social education of students on the basis of cultural wealth can be carried out taking into account:

– general civil approach that takes into consideration human values and defining the culture as indisputable ideal, ideal target of society development. In the process of education great attention is payed to transmission of cultural standards and values to the rising generation. Mechanisms, methods and ways of the problem solutions are considered at the defined аспекте;

– multicultural approach, built on the basis of the diversity and pluralism of social education methods. At the same time each local culture is defined as one of the possible, its basic values are determined, they are transferred to students. Special role here belongs to national, regional, family education of a person.

2.4. The goal of social education of a person

The result of social education is sociality as person's ability to interact with the social world With the development of sociality, a person gets the ability to social self-development and self-education.

The implementation of modern social education methods should contribute to the development of personality, to realization of his (her) potential and capabilities in society, that is, through the accumulation of social experience and social competence development *(Zapiataia, 2011)*.

At the same time, social experience is a unity of various kinds of knowledge, skills, ways of thinking and activity; stereotypes of behavior, internalized value orientations and social attitudes, impressed feelings and experiences. It is the result of the child's actions, active interaction with the world around him. Acquiring social experience does not only mean the assimilation of necessary information, skills, images, but mastering of those specific ways of activity and communication, which give it as a result.

Thus, the most important component of the child's social experience development becomes the activity, which is both the way, form and the condition of the social experience cultural and historical reproduction expression, but it is by no means something external related to the internal structure of the person *(Golovanova, 2005)*.

It should be emphasized that social experience is, on the one hand, the result of the interaction of the individual with the surrounding world, and on the other hand, it is always projected by a person's own activity in this interaction. Therefore, among the main elements of the psychological and pedagogical mechanism of a person's social experience development are his social relations, in which he deals with reality.

Social relations are manifested in all types of the student's activities: in the context of communicating with others, playing games, studying, socially useful and artistic work. Social relations are manifested in several aspects *(Golovanova, 2005)*. They can be:

– functional role relations;
– emotionally evaluating relations;
– personally semantic relations.

Thus, the social upbringing of primary school age children ensuring their cultural and moral development is carried out by means of all the main activities: lessons and socially useful extracurricular activity (cultural practices), public and family work, it has a continuous and complex nature. Social education has as its main target the successful socialization of the younger generation in modern conditions and the self-development of a schoolchild as a subject of activity and communication.

2.5. The concept of "social interaction skills" in primary school age children

The deliberation of the problems of social interaction skills development among primary school children is a search for an answer to urgent questions: what are the typical ways by which people establish among themselves various relations, how they support these relations, what are the conditions for maintaining and preserving of social interaction, how they influence the social system stability, and how the nature of the social system affects the ways of its members' interaction.

Before speaking about the essence of "social interaction skills" conception in children of primary school age, it is important for us to define the essence of the concepts "social interaction", "social skill" which are presented in Table 1.

TABLE 1

Concept	The content aspect
interaction	A mixed effect of two or more independent variables on dependent variables when they act together. In study of the variables effect in the experiment, each individual effect can not explain the total change *(Explanatory Sociological Dictionary, 1999)*
social interaction	human efforts to achieve influence on each other *(Mardakhaev, 2002)*
skill	a method of performing actions and operations that has become automatic as a result of multiple exercises *(Mardakhaev, 2002)*
skill	automatic action; it is developed by continuous repetition. In the process of training it is necessary to develop skills, especially general educational, that of interdisciplinary significance: written and spoken language, problems solving, counting, measurement, etc. *(Kodzhaspirova, 2000)*
social skill	for example, the ability to speak and write clearly, use of time and finances efficiently, influence people making them to react with sympathy *(Mardakhaev, 2002)*
social skills (duties)	a set of techniques and methods of social impact which a man is mastering throughout the life and uses them to enjoy life in a society, keeps the balance with the others (a concept is defined by V.Slot) *(Kodzhaspirova, 2000)*

The analysis of the concepts' essential characteristics and the synthesis of various viewpoints on the social skills nature allowed us to formulate a general definition of the social interaction skills concept. In this article, we consider the social interaction skills as socially defined ways of activity acquired by the subject which ensure his successful interaction with other people for the performance of socially significant activities. Social interaction skill is combination of knowledge about society, ways of interaction with other people, about personal place in the social world *(Abramovskikh, Grigorieva, 2015)*. Great importance in the development of social interaction skills in children of primary school age has the organization of effective pedagogical communication, which in its turn, is also the interaction of all educational process participants. Cooperation can be the basis of pedagogical interaction, when all its participants attain mutual agreement and solidarity in understanding the goals of joint activities and ways of their achievement. Pedagogical interaction can also be in the form of rivalry when the success of some participants in joint activities stimulate or inhibit more productive and purposeful activity of other participants. The teacher must determine the optimal strategies for pedagogical interaction organization aiming to create conditions for the social experience development of students in the educational process.

2.6. Structure of social interaction skills

One of the constructive interaction main tasks is the optimal ways of communication and behavior training and self-training, as well as the consolidation and subsequent development of personal-semantic regulation mechanisms. Social interaction is the process and result of people's joint activities which includes each participant of these activities. Activity itself develops and expands the sphere of everyone's knowledge and skills and simultaneously forms appreciative attitude to all participants of activity and to the process of activity itself.

Thus, social interaction skills include the following abilities:

- to take the initiative and come into contact;
- to make first favorable impression;
- to formulate questions and answer them;
- express one's thoughts briefly and accurately making conversation;
- to encourage the interlocutor to clarify his (her) position, statements;
- to listen, hear and understand the partner;
- to provide feedback, i.e. to show the partner that he (she) has been heard and understood;
- to create a positive emotional environment, to control the emotional tension in the conversation, in the debate;
- to see и and correctly interpret nonverbal signals of the partner (look, facial expression, gestures , posture);
- to control own expressional signals during communication;
- to use different effective models of communication;
- to use optimal communication styles in the process of interaction;
- to understand the specifics of speech genres and communicative means of goal achievement during interaction.

2.7. Conditions of social interaction skills development in children of primary school age

Based on the definition and structure of social interaction skills represented in Sec. 2.6. We can distinguish internal and external factors of their development. The internal factors include psychological characteristics of age and the person, the degree of the ability manifestation to interact and communicate. External factors include social conditions and social environment, communication and interactions experience. Certain factors should be taken into account in the organization of personal social education which results in development of social interaction skills. And the person exhibits stable desire and ability to provide effective interaction. The necessary conditions for the social interaction skills development are:

- emotionally positive background of dialogue under which we understand the creation of cooperation conditions, trust, sympathy, positive attitude to communication, secure environment when a student feels interest to himself as to personality and unconditional faith in himself (herself);

– the inclusion of the student in a variety of activities that are functionally associated with developed skills of social interaction;

– a high level of psycho-pedagogical and methodological experience of the teacher, including methods of pedagogical diagnostics;

– development and application of effective methods, forms and means of training and education;

– systematic control of social interaction skills development dynamics;

– continuity and systematic purposeful work by social interaction skills development on all stages of school education.

2.8. Collective forms of activity as means of social interaction skills development among children of primary school age

It is essential for a primary school age child's social interaction skills development to join the class team. Practical learning by a schoolchild norms and rules of social conduct is based on constant personal interaction with classmates and teachers, on taking a certain position in the system of children's relations. Children of primary school age are actively developing communication skills, the ability to make and maintain friendship *(Shapovalenko, 2005)*.

In the process of collective activity students acquire communication skills, learn to share the success and responsibility with others, learn new information about each other. Thus, two essential processes take place simultaneously and include education of the individual student, the development of the necessary personal qualities and creation, consolidation of a class as a team.

Scientific research helps to define the following technologies of younger schoolchildren collective activity:

1. Playing activities organization technology.

In the works of famous Russian researchers (NP Anikeeva, VM Bukatov, OS Gazman, VF Matveev SA Shmakov MG Yanovskaya etc.) various classifications of playing activities technologies according to the following backgrounds are discussed:

– according to educational activity - didactic and recreational;

– according to equipment - using natural materials, toys, sports equipment;

– according to creative level - games with rules, creative games;

– according to duration - short-term, long-term multifunctional competitions and tournaments, etc.

– according to cast character - the plot plays, drama plays.

Playing activity, being the main one in preschool years, however, does not lose its attraction for primary school children, allowing to solve the training and educational tasks by optimal for this age methods.

2. Technology of collective creative affairs.

The author of this technology is a scientist and a teacher IP Ivanov, who defined it as an integral part of "Pedagogy of common concern" practice *(Ivanov, 1989)*. The basis of the technology is a form of education ("affair"), which is seriously opposed to the event and the game. An affair presumes the transformation of reality, taking into account the benefit for the people around. At the same time, from the education technology viewpoint, four main features are important: the social significance, productivity, collectiveness, creativity.

Mechanism for implementing a collective affair technology is a work of microgroups. The foundation of their joining to collective action is based on the following idea: all that is defined as the aim of collective action ("intelligence", an analysis of ideas and projects, planning, preparation and affair realization, brainstorming) begins and ends in microgroups, acting independently, but not in isolation from the others, solve their own problems. Competition trends do not interfere with the possibility of co-operation and co-operation of all microgroups merge into a common affair.

3. The technology of the class teacher educational work.

In the class teacher activities extracurricular educational work does a significant share. The content of this activity includes systemically important "blocks" that require special technology:

I. Organization of business and friendly communication between schoolchildren.
II. Individual educational interaction with the child.
III. Pedagogical interaction with students' parents.

At the same time, to solve the problems of social interaction skills development we must give the priority to organized communication technology. It should be applied taking into account the principles of student-oriented approach. This will allow to get the best results in its implementation in the system of primary education. From the viewpoint of modern scientists it is necessary to consider the following pedagogical conditions by its realization *(Golovanova, 2005)*:

– organization of microgroups interaction in class;
– teaching children the culture of dialogue;
– humanization of boys and girls relations;
– establishing of class life "regulators": joint development of laws, rules, and traditions of the class;
– creating of success situations both for a single child and for microgroups, for all class;
– giving children the opportunity to choose important from their viewpoint kind of activities freely, forms of their organization and communication;
– development of humanistic class interaction with other classes and creative school groups.

These conditions will have different significance for each class, but the technology of organized communication is such that the main concern of the educator become just children's relations. Therefore, these conditions become simultaneously specific goals of the class teacher.

3. Results

Study of theoretical approaches to the problem of social interaction skills development among children of primary school age in collective forms of activity showed that domestic and foreign psychological-pedagogical science have significant achievements in this field. This made it possible to define the concept of social interaction skills as the development of the socially established ways of working by the subject to ensure his successful interaction with other people to carry out socially important activities. Social interaction skills are a set of knowledges about society, about ways of interaction with other people, about their place in the social world.

4. Discussion

Analysis of psychological and pedagogical literature concerning the problems of personal socialization and personal social skills development (NF Golovanova, NV Kalinina, IS Kon, J. Meade, B. Sugarman, AV Mudrik, VA Slastenin) showed that the concept of "social interaction skills" has not got clear scientific definition. It is viewed through the prism of social roles, social situations, social competence, social interaction.

Inadequate attention to methodological support review and to the distribution of social interaction skills development technologies complicates the solution of this problem in the contemporary system of primary education. Therefore, this article focuses on the consideration of specific technologies, the development of social interaction skills among children of primary school age through the organization of collective activities.

5. Conclusion

Modern solution to the problem of social interaction skills development among children of primary school age does not depend directly on teaching and educational influence of the teacher, but on specially created interpersonal and socio-cultural conditions and opportunities in the educational environment for social development of a person. Modern society development trends require from the students to develop effective cooperation skills, the inclusion of students in different types of activities (communicative, cognitive, managerial, reflective), a variety of collective action forms. Special kind of pedagogical activity - teaching pupils humane and constructive cooperation, which is carried out through an organized communication of younger schoolchildren, contributes greatly to solving the problem.

6. Recommendation

The content of the article is aimed at identifying the nature of social interaction, the study of different approaches to the essence of pedagogical process organization which helps to develop the social interaction skills among children of primary school age, the definition of the teacher's activity theoretical basis on social interaction skills development among children of primary school age in collective forms of activity. The article may be interesting to the teachers involved in the educational process organization for primary school age children. It may also be useful for students, graduate students engaged in study of socialization problems among children of primary school age.

REFERENCES

Abramovskikh, N.V., Grigorieva, M. Yu. (2015). Social interaction skills development among primary school children. *Pre-school and primary education: problems and prospects, the innovation of development. All-Russian Scientific Conference (with international participation).* (p. 37-40). Surgut State Pedagogical University.

Sociological Explanatory Dictionary (1999). Volume 1 (A-O): Tr. from English. (544 p.). Moscow: Veche, AST.

Golovanova, N.F. (2005). *General pedagogy.* (320 p.). Publishing house: Rech.

Zapiataia, O.V. (2011). *The younger schoolchildren social abilities development in the educational environment of school*: the thesis abstract on competition for a scientific degree of candidate of pedagogical sciences. Penza.

Ivanov, I.P. (1989). *Encyclopedia of collective creative affairs*. (124 p.). Moscow: "Pedagogy".

Kodzhaspirova, G.M., Kodzhaspirov, A.Y. (2000). *Pedagogic vocabulary*. (176 p.). Moscow: "Academia" Publishing Center.

The concept of cultural and moral education of Russian schoolchildren. (2009). http: // schoolinfo.spb.ru / doc all / FGOS / proektnie_materiali / duhovno_nravstv_vospitanie.doc

Levko, A.I. (2003). *Social pedagogy*. (340p.). Moscow: Ministry of Finance ICC.

Project: national educational initiative "Our New School". (2009). (Annex to the letter of the Department of State Policy in the Ministry of Education and Science of Russia 13.03.2009 number 03 - 451). http: // http://docs.cntd.ru/document/902156907

Dictionary of social pedagogy . (2002). Compiled by AV Mardakhaev, (368 p.). Moscow: Academy.

Federal state educational standard of primary education. (2011). The Ministry of Education and Science of the Russian Federation. Moscow: Prosveschenie.

Shapovalenko, I.V. (2005). *Age-related psychology. Psychology of development and age-related psychology*. (349 p.). Moscow: Gardariki

MODERN APPROACHES TO THE USE OF PERSONNEL IN THE QUALITY MANAGEMENT SYSTEM OF THE ENTERPRISE

Abstract

The relevance of the research problem due to the fact that the company's employees participate in all its processes, and thus, the effectiveness of the personnel management depends on the efficiency of the enterprise as a whole. The article is devoted to justification of the role of personnel in the quality management system of the enterprise. The theoretical approach was the lead in the study of this problem. The article substantiates the role of staff in the quality management system of the enterprise consists in the fact that the staff and its quality is of great importance to companies because of employee participation in all processes and stages of production. The article can be useful for teachers, postgraduates, students and also those interested in this problem.

Keywords

staff, quality, system of quality management approaches

AUTHOR

Ilonna V. Golubkova
Assistant of a Lecturer
Chair economics and management
Penza State Technological University. 1a / 11, Baidukova passage / st. Gagarin, Penza, 440039, Russia
E-mail: ilonna1990@mail.ru

1. Introduction

1.1. The urgency of the problem

The relevance of the research problem due to the fact that the company's employees participate in all its processes, and thus, the effectiveness of the personnel management depends on the efficiency of the enterprise as a whole.

1.2. The essence of the staff

In the quality management system is Central to the staff. As rightly observes L. V. Latypova, market conditions in the modern world is very volatile, but one concept remains relevant at all times *(Latypova, 2015)*. In this regard, leading enterprises pay great attention to the formation of the staff of the appropriate way of thinking in the field of quality.

A study of modern approaches to the use of personnel in the quality management system of the enterprise, it is advisable to start with a consideration of the essence of the category "staff".

So, A. Y. Kibanov defines staff as "the staff of the organization, involving all employees and working owners and co-owners"*(Kibanov, 2005)*.

A. P. Egorshin notes that staff include all employees (employees) performing work or management of the operation and involved the processing of objects of labor with the use of tools *(Egorshin, 2008)*.

T. V. Yarkina considers this concept as "the totality of the employees included in the payroll of the enterprise" *(Yarkina)*.

The dictionary defines a staff as "staff or employees of institutions, enterprises, are a group of professional or official signs" *(Ozhegov, Shvedova, 1997)*.

In the law dictionary, this concept is regarded as "the team of workers or a body of persons, carrying out labour functions based on the employment contract (contract)". This definition is widely used in the legislation of the Russian Federation.

N. Sveshnikov treats the staff as "the aggregate of individuals comprising the firm as a legal person in relations governed by a contract of employment" *(Sveshnikov, 2003)*.

Thus, in the article under the staff is a set of all employees of enterprises operating on the basis of an employment contract.

1.3. Status of a problem

Modern personnel management is a system of ideas and methods of effective building and managing businesses.

In the writings of T. Y. Bazarov, P. G., Bogachenko, L. S. Vereshagina, V. R. Vesnina, O. S. Vikhansky, B. M. Genkin, V. I. Dolgikh, V. A. Dyatlov, A. P. Egorshina, P. V. Zhuravlev, R. P. Kolosova, M. I. MAGURA, F. B. Mihailova, E. Morgunova, T. V. Nikonova, G. G. Nasonova, V. P. Pugachev, S. D. Reznik, S. I. Samygin, V. A. Spivak, E. E. Starobin, V. V. Travin, C. B. Shekshnia, etc. are analyzed practice of personnel management in modern enterprises, its impact on quality, labor efficiency and production.

Experience of personnel management in foreign enterprises is considered in the works of M. albert, G. S. Becker, F. Herzberg, G. Dessler, John. Ivancevich, J. McClelland, D. McGregor, A. Maslow, M. H. Meskon, F. Hedouri, R. Marra, V. Ouchi, R. Smith, G. Schmidt, R. Ehrenberg and others. Noted, the authors examined the theoretical and practical problems of personnel management in industrial enterprises.

1.4. The hypothesis of the study

The hypothesis of the study is based on the assumption that effective use of staff contributes to the quality of products and the company's management.

2. Materials and Methods

2.1. Objectives of the study

During the research the following tasks were solved: 1) identification and systematization of methodological approaches to human resource management; 2) study the feasibility of applying the competency approach to human resource management; 3) substantiation of the role of personnel in the quality management system of the enterprise.

2.2. Theoretical methods

To verify the hypothesis were used theoretical methods: analysis of foreign and domestic literature on the research problem, the study and generalization of innovative experience, analysis, and synthesis.

3. Results

3.1. Methodological approaches to human resource management

Based on the analysis of scientific literature on problems of personnel management in enterprises, the article revealed and systematized methodological approaches to human resource management (figure 1).

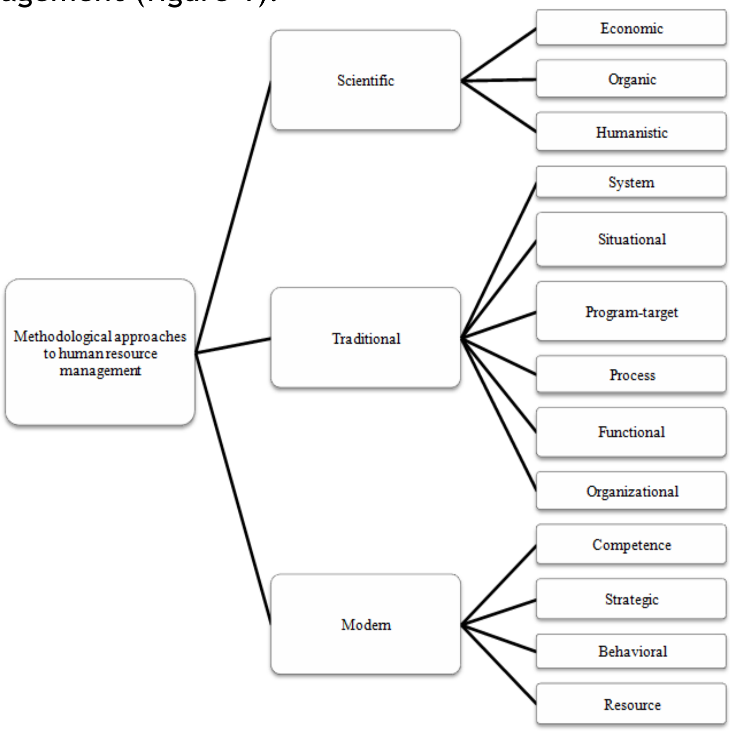

FIGURE 1. SYSTEMATIZATION OF METHODOLOGICAL APPROACHES TO HUMAN RESOURCE MANAGEMENT

The development of methodological approaches to human resource management was attended by leading scientists in the field of management - R. Waterman, T. Peters, I.], P. Drucker, M. Hilb, F. Haze and other American and European scientists. In Russia, a great contribution to the development of new management concepts introduced by such scholars as T. U. Bazarov, A. A. Bachurin, V. N. Verkhoglazov, V.] I. Gurkov, Gutgarts R. D., S. P. DIRIN, I. B. Durakova, A. P. Egorshin, N. N. Ermoshkin, A. J. Kibanov, O. Kozlov, A. I. Kochetkov, V. Maslov, E. B. Morgunova, T. I. Ovchinnikova, E. I. Pugachev, A. Radygin, V. Tokarev, N. Trenev, S. A. Shapiro, and S. V. Shekshnia, E. V. Shubenkova.

Scientists have identified three major scientific approaches - economic, organic and humanistic. The fundamental difference between them, as noted by T. Y. Bazarov and V. Maslov, is to assess the role of humans in organizations and in understanding the nature of the organization *(Bazarov, Eremina, 1998; Maslov, 2002)*.

Thus, the economic approach considers the staff as object of management, and the main interest is its function - the work measured by expenses of working hours and wages; the organization has a mechanism: its function shall be carried out algorithmically, efficiently, reliably, and predictably.

The organic approach involves a special interest in staff, expanding the notion of personnel management, bringing it beyond the traditional functions of the organization work and income staff. HR function from a purely control gradually began to develop and spread in search and selection of employees, planning their career growth, an assessment of the competence of our employees and managerial staff, improving their qualifications.

The humanistic approach assumes the concept of management of personal and image of the organization as a cultural phenomenon. If the economic and organic approaches relied on the structural side of the organization, the humanist was based on the creation of organizational reality and showed how the development of the strategy of the organization may become an active creation and transformation of the surrounding reality.

The essence of this concept is to move away from technocratic thinking, that is, from traditional installations to achieve success in business activity, primarily due to the rational organization of labor, decrease in costs for staff, development of measures of specialization of workers. The main innovation is the declared transition to personnel management aimed at the future, that is a statement of priorities for strategic management.

These features necessitate changing the overall concept of personnel management. The expectation of consideration of personnel as the main object of interest of the management.

3.2. Approaches to human resource management

Is the study of A. P. Egorshina "Personnel Management", as well as a number of works edited by A. Y. Kibanov, which reveals the essence and provides key definitions many of the terms describing the management of personnel.

So, A. P. Egorshin the concept of personnel management is in the form of a system consisting of seven interrelated subsystems:

- the concept of personnel management;
- personnel policy;
- staff recruitment;
- evaluation of personnel;
- placement of personnel;
- adaptation of personnel;
- staff training.

In this system, the concept of personnel management is "the labor market, the classification of staff categories and the relationship of the subsystems" *(Egorshin, 2008)*.

According to A. Y. Kibanov, personnel management system, the formation of the purposes, functions, organizational structure, personnel management, vertical and horizontal functional interrelations of heads and experts in the process of substantiation, elaboration, adoption and implementation of managerial decisions" *(Kibanov, 2005)*.

A. J. Kibanov writes that the HR management system that implements the functions of personnel management. It includes different subsystems of the General linear guidance and a number of functional subsystems, specializing in the implementation of uniform features, such as: General line management, planning and marketing staff, accounting personnel, labour relations management, ensuring the normal working conditions, management development, personnel management, personnel motivation, management of social development, development of organizational structure of management and legal support.

A similar view is held by I. A. Hovhannisyan, in his opinion, the system of personnel management 9 presents the functional subsystems with the corresponding complex of tasks: working conditions, labour relations, registration and accounting of personnel, planning, personnel marketing, personnel development, analysis, and development of incentives, legal services, social infrastructure development, development of organizational structure of management *(Oganesyan, 2000)*.

According to some authors, human resources management is a set of techniques, methods, technologies of organization of work with personnel. In the personnel management system from the position of this approach included the following elements of human resource management: human resources planning, determining the need for hiring, recruitment, selection, employment, adaptation, training, career, evaluation, motivation, labor regulation *(The system of personnel management in organizations)*.

Another approach to the definition of personnel management is the performance of personnel management from an organizational point of view (for example, T. Y. Bazarov). The author suggests that personnel management is a set of organizational structures performing the functions of personnel management. This includes managers, personnel service, that is all somehow implementing the functions of personnel management. In this case, provide: personnel, normative-methodological; record keeping; organizational; information; material and technical support of the personnel management system *(Bazarov, 2011)*.

The behavioral approach the focus of leaders is people. No matter how carefully thought out the structure of the enterprise, effective functioning of his will be determined primarily by the people working at the plant, their knowledge, skills and abilities and their motivation to work. Management personnel must create the necessary conditions for the realization of their creative abilities, to accumulate their knowledge and develop their skills in the process of functioning of enterprise, which is the goal of the behavioral approach to the development of competencies of managerial staff. The behavioral approach takes into account the following characteristics of management personnel *(Shevnina, 2006)*:

- independence in the choice of life goals and ways to achieve them;
- the ability to advance the awareness of reality, abstraction, forecasting and modeling;
- axiological and emotional relation to reality, mediating all external influences;
- dependence and inseparability from other people;
- emotion that defines the human activity along with intelligence;
- learning, as the ability to purposefully develop.

Based on the foregoing, it should be noted that a behavioural approach is in the form of Autonomous systems functioning on the basis of the interaction of private and common social and psycho-physical laws, and private goal setting. The drawbacks of this approach are primarily behavioral approach focuses on the actions of subordinates in the team, of the organization; the study of organizational relations; the formation of spiritual and moral values in the team, and the development of competencies of managerial staff (knowledge, skills, abilities) related to the secondary objectives.

The resource-based approach is a new paradigm of corporate strategy that emerged as helping companies to achieve greater competitiveness in a constantly changing globalized business environment of the XXI century. This approach considers the managerial competence of staff (knowledge, skills, abilities) as a source of company competitive advantages *(Grant, 2008)*. The relationship between workforce competencies as a strategic resource and the strategy can be identified at different levels.

Under this approach there are two fundamental methods that allow the management to fully realize the potential of staff within the tasks they undertake. The first method consists in establishing a link between the strategic management of staff and process of strategic management. The second method is designed as a strategy in human resources, aimed at maintaining corporate strategies *(Analoui, Karami, 2005)*.

Strategic approach to human resource management presented by S. V. Shekshnia and N. N. Ermoshkina in the book "Strategic human resources management in the Internet era" *(Shekshnia, Ermoshkin, 2002)*.

The authors note that the HR strategy – a plan that uses the external and the internal environment opportunities to consolidate and maintain the competitiveness of the company by its employees, based on the overall strategy of the organization, where the opportunities of the internal environment refers to the use of internal resources of the organization. Accounting for this nuance is particularly important when we talk about the recruitment process. Further cascading of the strategy to manage staff levels, leading to the selection of strategies for staff recruitment, training and development of employees, development systems, compensation and benefits, etc.

Currently, the staff is one of the most important components of successful activity of enterprise, because employees depends on its competitiveness, stability and efficiency of functioning in a constantly changing environment.

Recently special popularity the competence approach to personnel management. In this regard, the competency approach to human resource management is of particular interest due to the fact that the competence of the staff directly affects the productivity, quality of products and quality of management of the enterprise.

The development of this approach has been associated primarily with research by D. McClelland, who in 1959 introduced the concept of "variable competence" to describe qualities of the employee. He was involved in identifying the behavior necessary for the effective performance of the work, with the aim of which was formed a test predicting the success of a particular work.

This approach differed greatly from the then existing approaches. If early psychologists conducted many studies for the formation of a task necessary for the efficient performance of work, developed tests to measure the skills of employees and evaluated, the D. McClelland used the opposite approach. He studied the process of man's work and tried to determine what caused the effective implementation of this work (personal characteristics of the employee, his skills, behavior). As a result of the competencies required for effective work was formed in 1976, and in 1989, the competence-based approach for use in business schools in the United States.

Among the Russian scientists who stood at the origins of formation of the competence approach, it is necessary to call such scientists as V. R. Vesnin, A. I. Galagan, V. P. Galenko, B. M. Genkin, A. I. Dobrynin, A. P. Egorshin, V. Yu. Zabrodin, M. I. MAGURA, A. K. Markova E.B. Morgunov, S. K. Mordovin, T. V. Nikonova, A. L. Sventsitsky, V. I. Sigov, A. L., Sloboda, D. S. Chernenko, S. V. Shekshnia.

Staff development in the context of the competence approach are investigated in the works in the field of sociology and psychology of management professionals such as Z. A. Avdoshina, A. B. Ambalov, A. A. Derkach, M. I. Margiev, O. V. Ustinov, V. I. Patrushev, S. N. Kavokin, S. I. Grigoriev and others *(Chulanova, 2014)*.

According to some scientists (A. G. Asmolov, D. A. Belukhin, C. B., Kulnevich, etc.), the formation and development of competences of personnel is carried out not only in the course of self-realization of their own capabilities and professional activities, but also in the formation of other professional values, motivational orientations, and quality characteristics.

Thus, the consideration of competencies from the standpoint of humanistic approach allowed to investigate staff as a subject of professional relations.

Process approach allow to consider the competence of staff in terms of identifying the factors that have a significant impact on his career. In addition, will allow to justify the sequence and content of steps associated with the formation and development of management systems, staff competencies, promote personal growth and achieve organizational effectiveness.

Competency approach in personnel management of the enterprise is a tool that allows you to solve the problem of maintaining and developing the level of activity of the enterprise in a constantly changing environment.

When applying the competence-based approach requires an understanding of what workforce competencies are Central to effective performance and how relevant are these competencies in the future. With the development of the enterprise and the economy in General, personnel requirements should also be specified and to evolve.

Competence approach allows to take into account as economic effect evaluation of staff (increased financial performance of the company) and psychological (simulation of specific work behavior, increased customer satisfaction the results of the labor leadership and from the staff).

This approach can be used in different processes of human resource management such as recruitment, assessment, and certification of personnel, formation of personnel reserve, formation of corporate culture.

However, the approach can be difficulties related to the resistance of the staff, because of the perception of it as imposing new systems and regulations, restrictions. This problem can be solved with explanations to employees of the benefits of implementing a competence approach for each individual employee and the enterprise as a whole.

The essence of the competence approach is the development and implementation of competency models personnel, the use of this model in the evaluation, selection, training and career growth. If the model was compiled correctly it becomes a fairly effective way to regulate behavior of workers, contributing to the growth of labor productivity and increase profitability.

S. Widett defines a competency model as a set of key competencies needed by the employee to successfully achieve the organization's strategic goals, with specific indicators of their development in professional activities *(Widett, Hollyford, 2008)*.

There are three types of competency models (figure 2).

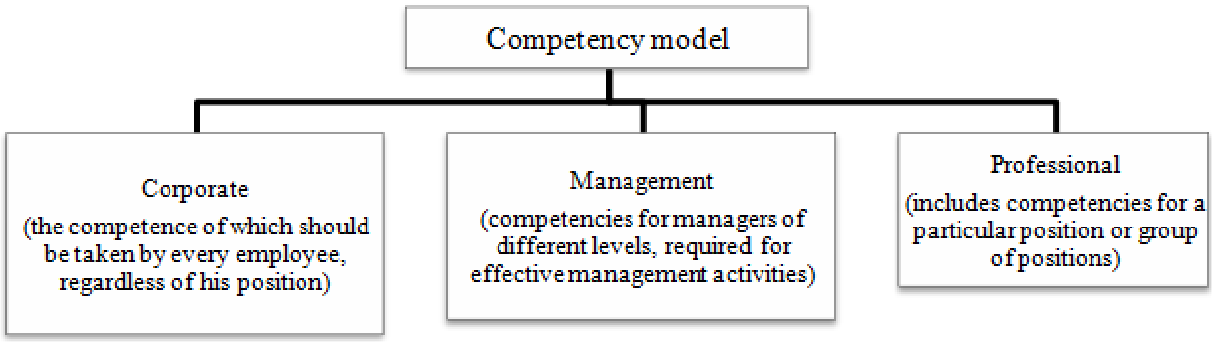

FIGURE 2. TYPES OF COMPETENCY MODELS

Vysochina M. V., N. In.Svyatokho and Z. O. Osmanov identifies a number of features and advantages of the competence approach:

– the man regarded as a person with unique knowledge, values, behaviour, needs and motives, which ensure the effective implementation of specific work;
– ability to develop professional and behavioral requirements depending on an employee's position;
– addresses personal performance of each employee;
– ability theoretical and methodological justification of the results of operations of not only staff but also businesses, industries, sectors and the economy as a whole;
– ability to maintain vertical and horizontal mobility of staff through career development and rotation;
– consideration of the interests of the personnel management system, business and modern education system;
– enhances the effectiveness of activities, the formation of competitive advantages and competitiveness of the enterprise as a whole;
– the success of this approach depends on the level involved in the development of model of competences of specialists (Vysochina, Svyatokho, Osmanov).

For the effective application of the competency model it is necessary to establish its compliance with the set goals and objectives. The competency model should at least be consistent with the quality standards presented in table 1 *(Kibanov, Mitrofanov, Konovalov, Chulanov, 2014).*

TABLE 1. THE QUALITY STANDARDS MODELS OF COMPETENCE (MC)

Product name quality standard	**The content of the quality standard**
The clarity and ease of understanding	MC must not be multivalued. MC should be simple to understand and use. MC needs to have a clear structural logic.
Relevancy and the matching degree	In MC this staff of the organization should be clearly defined indicators of employees behavior in accordance with the requirements. These requirements are aimed at ensuring the quality of works. The use of MC means the employees understand its usefulness and appropriateness to achieve the goals of the organization.

Monitoring and evaluation possible changes	The probability of change is taken into account in the MC through the description of the standards of conduct that reflect the algorithm of implementation of the workforce in the near future or in the longer term. To ensure the adequacy of MC should consider the possibility of changes in the external environment, introduction of new techniques and technologies, potential image, the predicted leaders to communicate to employees the meaning of decisions.
The presence of elements different from others, for example, behavior indicators, intersecting	In MC should be observed that the rules that will avoid the imposition of various competencies: competences should be independent from each other. - competencies and behavior indicators should be included only in one model fragment. - competence can not be included simultaneously in several clusters. indicator behavior should belong to the same competence. indicator behavior should belong to the same level of competence. indicator behavior should characterize only measurable/observable manifestation of competence.
A unified approach to all involved in the process of applying MC	MC, including high standards of fair in relation to everyone for whom it is used.

E. Rudavina believes that the basis of the competence model contains the characteristics of the best performers. These characteristics are collected in clusters according to the criterion of semantic community competence. In each cluster on average contains 3 to 12, competence. Competence can be represented in the form of a set of related behavioral indicators and to characterize narrative description of the standards of behaviour seen in the actions of the employee who has a specific competence *(Rudavina 2008)*.

When using competencies without levels, the competency model has a simplified form. This competence covers the types of works with ordinary standards of conduct. In the competence model reflects a single list of indicators of all competencies related to all types of work in the organization.

The effect of using competency model in HR management depends on the level of organizational development of the ability to use tools appropriate to the specifics of its activities.

In addition, it should be noted that the success of the application of the competency model may be provided by the expertise of specialists and managers at all levels in the field of personnel management. Well-built and scientifically sound model of competencies can be the basis for optimizing the structure of personnel management, a tool for the strategic management of the organization and contribute to increasing coherence among its staff *(Mitrofanova, 2010)*.

Thus, in the dissertation study, personnel management understand the development of knowledge, skills and abilities of staff in accordance with the level of management and an appropriate strategy of functioning and development of industrial enterprises with the aim of improving product quality, manufacturing and business processes.

Investigation of the role of staff in improving the quality of production was reflected in the works of J. Adler, A. V. Gocheva, P. Kalita, V. Lapidus, N. D.Elenkoval, Y. Kabakov, D. K., Shevchenko, V. N. Bass, F. Taylor, A. Fayol, G. Emerson, E. Mayo, A. Maslow, F. Herzberg, E. W. Deming, D. M. Jurena, F. B. Crosby, George.Rabbit, P. Berghe and many others.

The first awareness of the importance of personnel quality management system has been in the 60-70 ies of XX century.

So, V. N.Bass notes that "the introduction of modern quality systems is not possible without broad and active participation of all personnel involved in the quality assurance for each and every employee" *(Bass, 2003)*.

As noted by O. V. Aristov, almost any employee of the enterprise to some extent affects the quality of the products created by the company. This approach is reflected in the progressive concept of quality management — concept of total quality management (TQM), the development of which a large contribution was made by such scientists as D. Juran, W. E. Deming, A. Feigenbaum, K. Ishikawa *(Aristov, 2006)*.

A number of researchers (Y. Adler, A. B. Gliches, P. Kalita, V. Lapidus, N. D.Ilenkova, Y. Kabakov, D. K. Shevchenko) come to the conclusion that the success of any enterprise increasingly depends on production and financial resources, and its human potential and management efficiency *(Sidneva, 2013)*.

The dependence of the efficiency of the enterprise activity from the motivation of staff was stressed by such researchers as F. Taylor, A. Fayolle, G. Emerson, E. Mayo, A. Maslow, F. Herzberg. Motivation of labour resources with the aim of improving the quality includes different methods such as wage increases and bonuses, shares of the company among employees, assignment of honorary titles, career growth, providing more interesting work, possibility of education and scientific activities *(Sidneva, 2013)*.

A number of researchers (W. E. Deming, J. M. Juran, F. B. Crosby, George. Rabbit, P. Bergh) offering recommendations for improving quality, among other celebrated and regulations concerning personnel of the enterprise *(Modern concepts and models of quality management)*.

N. And. Osipenko, I. V. Trifanov, L. I. Oborin note that the staff plays a huge role in the achievement of organizational goals and solving problems in the field of quality. The company's employees constitute an important resource because they are dependent on the effective operation of the quality management system. In General, under quality, according to these researchers, should be understood not only quality products, but also the quality of work of all employees.

It is therefore essential to motivate staff for quality work and constant improvement of the quality management system. However, the methods of coercion in this case give poor results. Much more effective to motivate staff good wages, as well as avoiding discharge to the staff of the fear of losing their jobs. This is because in case there are serious sanctions for errors in the work, the employee will seek to conceal them, which will undoubtedly affect the quality.

To increase the effectiveness of the quality management system contributes to the elimination of barriers between the individual structures in a vertical (between the managers and employees) and horizontal (between private entities and their employees) directions. For a better understanding of the work requirements necessary to bring to the organisation's philosophy of quality of the enterprise, to coordinate the short-term requirements with long-term orientation. You should refuse to perform meaningless work, strive to create a creative atmosphere and conditions of cooperation *(Osipenko, Trifanov, Oborin, 2009)*.

Another important task is the training of employees, which helps to reveal the potential of each employee.

According to V. E. Shvets mandatory training is necessary in three cases: when enrolling a person in the enterprise; in the appointment to a new position or change of the functions; after verification, in case of ignorance of certain skills *(Shvets, 2001)*.

You need to create an efficient training program and an atmosphere of self-improvement for each employee. To train employees is more profitable than to change them *(Vladimirtsev, Martsinkovsky, Shekhanov, 2003)*.

Additionally, the quality assurance plays an important role and motivation of staff. As noted by I. Condo, even professionally designed quality management system will not function if the staff no motivation.

Is the study of Petoskey E. A. and B. N. Kvashnin, who consider a model for the quality management of products based on the formation of competence of personnel of the enterprise, which consists of four interconnected basic units, is presented in figure 3.

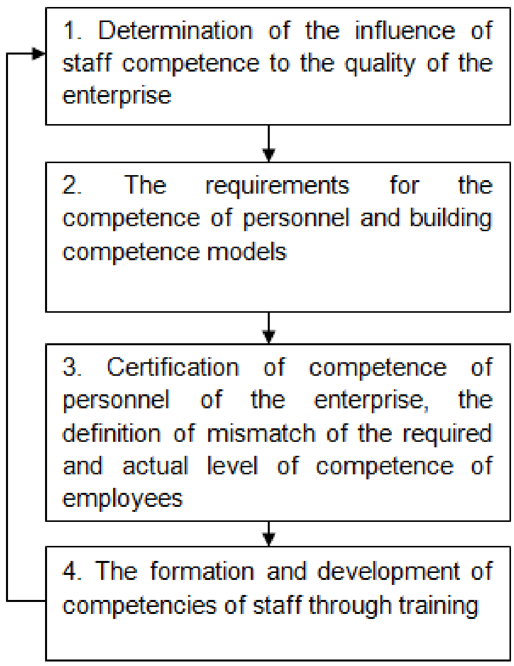

FIGURE 3. THE GENERAL STRUCTURE OF THE MODEL OF QUALITY MANAGEMENT BASED ON FORMATION FACTOR OF COMPETENCE

The model contains a mechanism for continuous management of competency of enterprise personnel, allowing to monitor changes of indicators of quality of production on this factor. To create such models, according to E. A. Platoshkin and B. N. Kvashnin ensure systematic and organized development of staff, improving the quality of his work, and, consequently, improving product quality *(Platoshkin, Kvashnin, 2015)*.

In this thesis, based on the analysis of modern concepts of quality management, identified the main emphasis on personnel management (table 2).

TABLE 2. THE MAIN FOCUS ON PERSONNEL MANAGEMENT

The concept of quality management	Emphasis on personnel management
ISO	Each employee is entrusted with a particular job must be competent, have the necessary education, training, skills and experience to perform the work. Based on this requirement, there are a number of other interrelated requirements. To implement the requirements of the ISO standard can be brought not only HR staff or service personnel responsible for personnel management, but also the heads of all units of the organization and also employees (*Personnel management in the QMS)*.
Kaizen	Motivation of staff, staff will be given the opportunity to Express themselves with senior management. Respectively is feedback - people understand that leadership is interested in them and goes with them on contact *(Vaschenko)*.
6 Sigma	The result of the work of the organization is the work of staff. To achieve high quality, each employee must be interested in working and interested in achieving high results. Employee engagement leads to increased customer satisfaction (*Six Sigma)*.
20 keys	Stimulation of employees to implement improvements, the work team for the implementation of improvements, time management and discipline.
Lean manufacturing	The rate for employees gives maximum results. The system of motivation of employees in lean manufacturing production stimulates the actions of employees, aimed at the continuous movement of values in the stream, to the exclusion of all possible losses (*Lean manufacturing and staff*).
Benchmarking	Rotation of staff within the company, creation and implementation of competency models, creation of Assessment Center for assessment against the relevant competencies (*Benchmarking: a cookbook for training and staff development)*.

In all the considered concepts of quality management staff, plays a pretty important place, on his bet as the most important factor affecting the quality. It is also noted the importance of qualitative characteristics of staff, such as competence, qualification, experience, and interest and motivation.

T. A. Salimov, and Yu. R. Enaleeva propose a hierarchy of employee engagement of the organization in the continuous improvement process *(Salimova, Enaleev, 2005)* (figure 4).

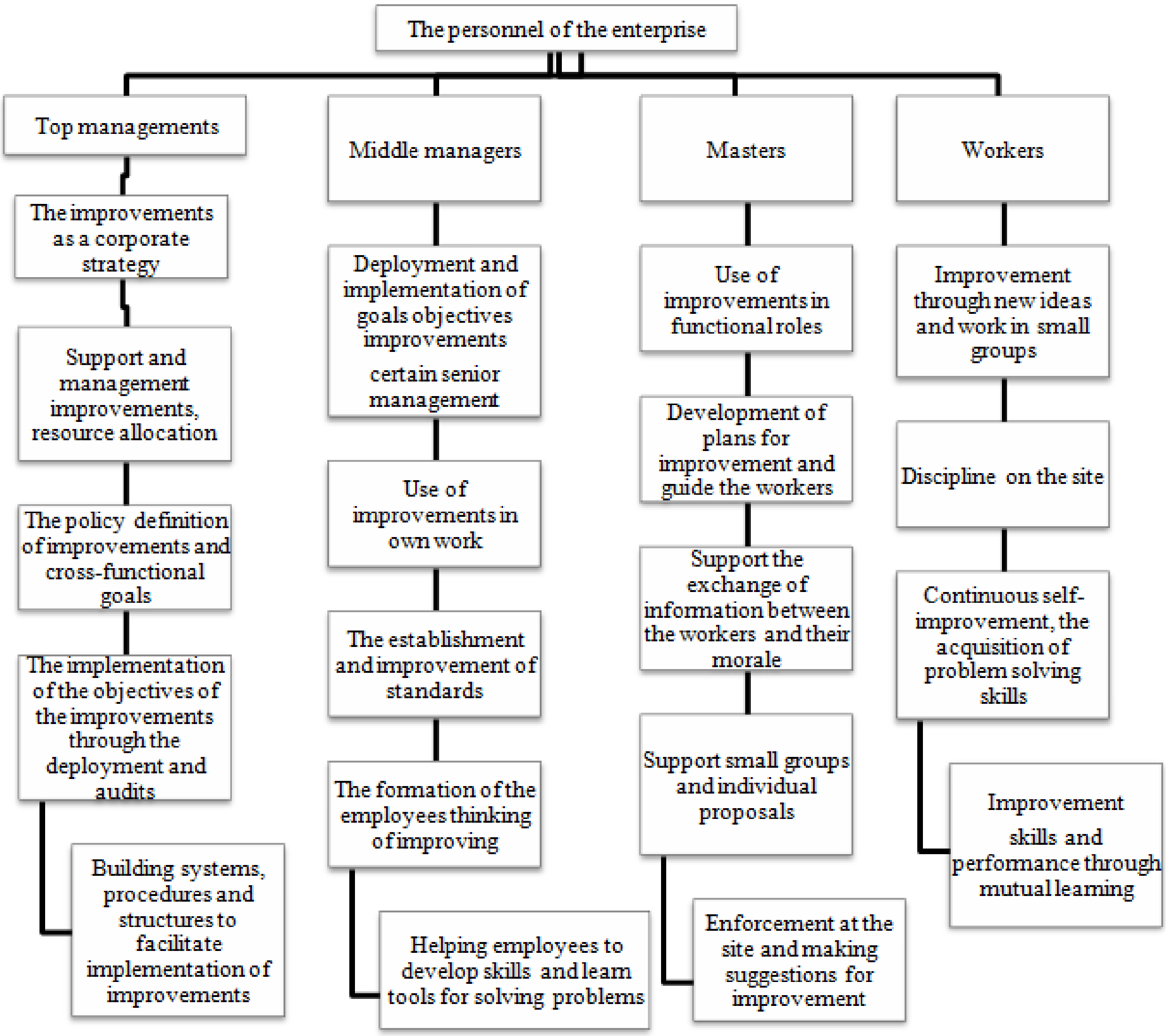

FIGURE 4. HIERARCHY OF EMPLOYEE ENGAGEMENT OF THE ORGANIZATION IN THE CONTINUOUS IMPROVEMENT PROCESS

The staff is considered in the quality management system as one of the key types of resources. From the effective work of the staff depends on the efficiency, well-being and the health of the enterprise as a whole. This is because employees of the organization participate in all its processes, and thus, the effectiveness of the personnel management depends on the efficiency of the enterprise.

Model the use of personnel in the quality management system of the enterprise is presented in figure 5.

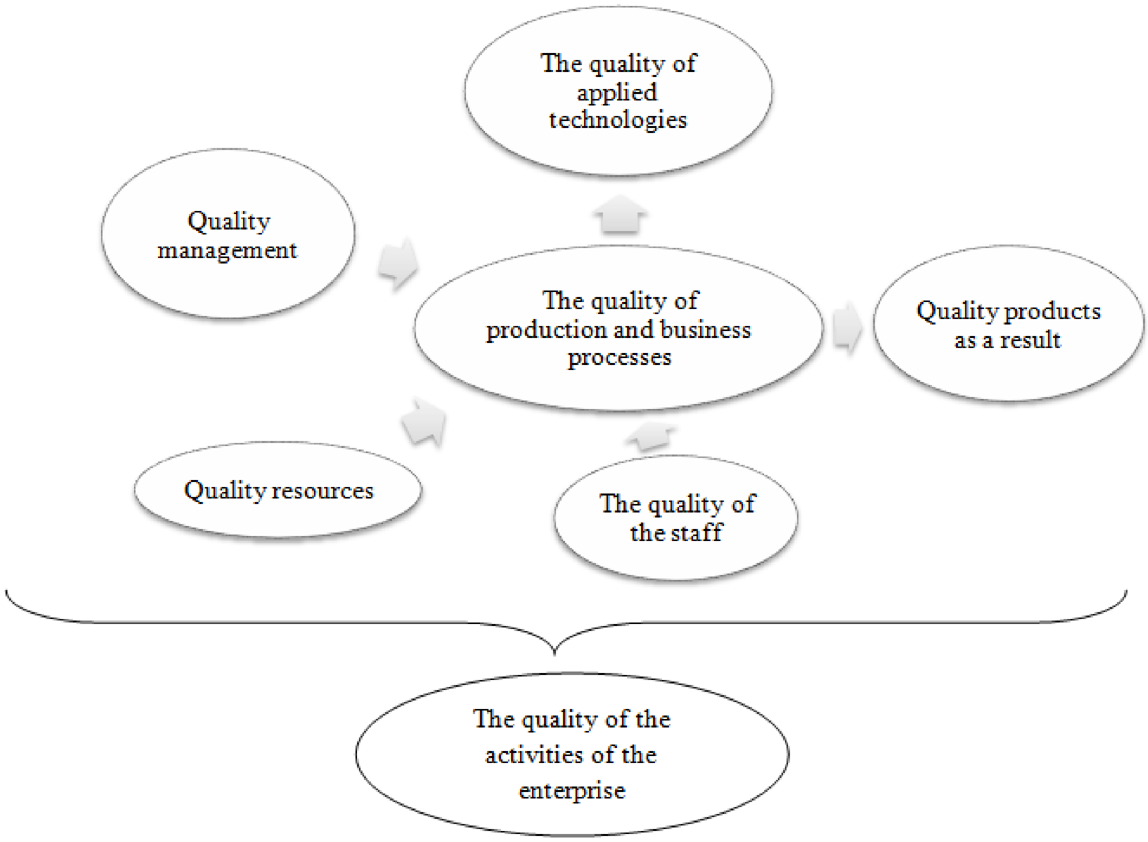

FIGURE 5. MODEL THE USE OF PERSONNEL IN THE QUALITY MANAGEMENT SYSTEM OF THE ENTERPRISE

Product quality as a result of activity of the enterprise is determined by the quality of production and business processes. The effectiveness of these processes depends on the quality of resources, technology, management, and of course staff. Qualified and experienced staff ensures high quality of company products at all stages of its life cycle. The quality of all these parameters determines the quality of the activities of the enterprise as a whole.

4. Discussions

In the result of the study made the following conclusions: 1) identified and systematized methodological approaches to the management of scientific, traditional and contemporary; 2) the expediency of the competency approach to human resource management due to the fact that the competence of the staff directly affects the productivity, quality of products and quality of management of the enterprise; 3) the competency model aligned with the quality standards.

5. Conclusion

Thus, the study of modern approaches to the use of personnel in the quality management system has enabled the company to make the following conclusions about the role of staff in the quality management system of the enterprise, which lies in the fact that the staff and its quality is of great importance to companies because of employee participation in all processes and stages of production.

6. Recommendations

The article can be useful for teachers, postgraduates, students and also those interested in this problem.

REFERENCES

Analoui, F. and Karami, A. (2005). *Strategic management of small and medium enterprises*. Moscow: YUNITI-DANA.

Aristov, O. V. (2006). *Quality Management: Textbook. the manual for high schools*. Moscow: INFRA-M.

Benchmarking: a cookbook for training and staff development http://www.life-marketing.ru/life-marketing/node/58

Bass, V.N. (2003). *Managing staff in the organization focused on quality, abstract*. http://www.dissercat.com/content/upravlenie-personalom-v-organizatsii orientir ovannoi-na-kachestvo

Bazarov, T.U. and Eremina, B.L. (1998). *Personnel Management*. Moscow: Banks and exchanges, YUNITI.

Bazarov, T.U. (2011). *Personnel Management*. Moscow: Academy.

Chulanova, O. L. (2014) *The Formation and development of the competence approach in personnel work: theory, methodology, practice*. Thesis for the degree of doctor of economic Sciences. Moscow.

Egorshin, A. P. (2008). *Fundamentals of personnel management*. Moscow: INFRA – M.

Grant, R. M. (2008). *Contemporary strategic analysis*. Saint-Petersburg: Peter.

Kibanov, A. J. Mitrofanov, E. A., Konovalov, V. G. and Chulanov O. L. (2014). *The Concept of the competency approach in personnel management*. Moscow: Research center INFRA-M.

Kibanov, A. Y. (2005). *Personnel Management*. Moscow: Infra-M.

Latypova, L. V. (2015). *Modern methods of estimation of quality management system*. Economics and entrepreneurship. 6 (part 3) (844).

Lean manufacturing and staff. http://www.jobgrade.ru/modules/Articles /article.php?storyid=544

Maslov, V. (2002). *Strategic staff management*. Problems of the theory and practice of management. 5 (99-105).

Mitrofanova, E. A., Konovalov, V. G., Belova, O. L. and Kibanov, A. Y. (2012). *Competence approach in personnel management*. Moscow: Prospekt.

Mitrofanova, E. A. (2010). *Forming a model of competencies: a methodical approach*. Kadrovik. Personnel management. 8 (103-111).

Modern concepts and models of quality management http://www.dist-cons.ru/modules/qualmanage/section2.html

Oganesyan, I. A. (2000). *Personnel Management*. Moscow: Amalfeya.

Osipenko, N. I., Trifanov, I. V. and Oborin, L. I. (2009). *Motivation and personnel management as an integral part of the quality management system*. Bulletin of the Siberian state aerospace University named after academician M. F. Reshetnev. 1-2. (106-109).

Ozhegov, S. I. and *Shvedova, N.* Yu. (1997). *Explanatory dictionary of Russian language by S. Ozhegov And N. Shvedov, N.Yu.*

Personnel management in the QMS http://www.kpms.ru/Procedury/Q_HR_QMS.htm

Platoshkin, E. A and Kvashnin, B. N. (2015). *Quality control of products on the basis of formation of competences of the personnel of the enterprise* http://www.scienceforum.ru/2015/pdf/13379.pdf

Rudavina, E. (2008). *Construction of model of competences in the company*. Moscow: international center for financial and economic development.

Salimova, T. A. and Enaleev, Y.R. (2005). *Self-assessment of the organization's activities*. Saransk: Publishing house Mordov. University press.

Shekshnia, S.V. and Ermoshkin, N.N. (2002). *Strategic staff management in the Internet age*. Moscow: Intel-Sintez.

Shevnina, G.V. (2006). *Development of management microeconomic system of the enterprise based on the behavioural approach*. The dissertation on competition of a scientific degree of candidate of economic Sciences. Saratov.

Shvets, V. E. (2001). *Measurement of processes in a modern quality management system*. Standards and quality. 1(11-13).

Sidneva, J. K. (2013). *The Role of staff in quality management*. Theory and practice of management of human potential in the new economic environment. II Intern. a science-pract. Conf. Russia. Yekaterinburg: Ural state University. (130-132).

Six Sigma http://www.kpms.ru/General_info/SixSigma.htm

Sveshnikov, N. (2003). *Professional development of staff is a pledge of stability of the enterprises*. Man and labor. 10.

The system of personnel management in organizations http://www.grandars.ru/college/biznes/sistema-upravleniya-personalom.html

Vaschenko, S. *5S3R System in manufacturing* http://www.management.com.ua/ qm/qm206.html

Vladimirtsev, A.V. Martsinkovsky, O. A. and Shekhanov, Y. F. (2003). *Quality management System and process approach*. Standards and quality, 2 (17-22).

Vysochina, M. V., Svyatokho, N. In. and Osmanov, Z. O. *Competency approach in personnel management of the enterprise* http://izron.ru/articles/voprosy-i-problemy-ekonomiki-i-menedzhmenta-v-sovremennom-mire-sbornik-nauchnykh-trudov-po-itogam-me/sektsiya-22-ekonomika-truda-i-upravlenie-personalom/kompetentnostnyy-podkhod-v-upravlenii-personalom-predpriyatiya/

Widett, S. and Hollyford, S. (2008). *Guide to competencies*. Moscow: NRA.

Yarkina T. V. *Fundamentals of business Economics* http://www.aup.ru /books/m64/2_1.htm

ICONICITY ATTRIBUTE IN STATEMENTS WITH DEPENDENT TAXIS IN RUSSIAN LANGUAGE

Abstract

The aim of this study is to determine iconicity attribute in case of dependent taxis presented in verbal participle phrases designs. The study describes the features of the semantics of dependent taxis, clarifies the essence of sign iconicity in structures with dependent taxis and identifies cases of non-sign iconicity in statements to dependent taxis. This work identifies theoretical aspects of iconicity in sign statements with dependent taxis, as well as reviewes design with dependent taxis with the semantics of simultaneity and time difference.

Keywords

taxis, iconicity, aspectuality, dependent taxis, aspectual-taxis situation, categorical, polypredicative structure, semantics conditioning

AUTHOR

Anastasia S. Efimova
Master's student of Faculty of History and Linguistics
teacher of Russian Language and Russian & Foreign Literature
Chuvash State Pedagogical Univercity named after I.Y. Yakovlev. K. Marx St, 38, Cheboksary, 428000, Russia
E-mail: yamiko@list.ru

Introduction

Taxis (gr. τάξις — formation, order, arrangement) — is a linguistic category, which characterizes any time-dependent relations between actions (in a generalized sense – including any types of predicates) simultaneity or non-simultaneity, interruption, correlation of general and associated action, etc. Taxis includes an aspectual (specific) characteristic of temporally correlated actions and interacts with causative-consecutive, concessive-adversative and other values.

A temporal category acts as taxis itself in case of dependent taxis, thus the “correlation of past and present tenses transforms to the opposition, which could be described (using the terminology by B.L.Whorf) as opposition of an interval and a contact between two corresponded facts *(Whorf, 1946)*. A marked form of this specific type of taxis in the Russian language is the adverbial participle, which dictates the corresponded fact that correlates with the major corresponded fact.

The time-related relations between the finite form and the adverbial participle in the Russian language are featured as relations between simultaneity or non-simultaneity, expressed by aspectual relations of predicates. Simultaneity is expressed by the adverbial participle built from the infinitive verb, while a non-simultaneity is expressed by the adverbial participle built by the perfective verb.

The concept of iconicity is very important nowadays, inasmuch as the language studies have been developed in line with the sign theory in the XXth century. However, issues related to the semiologic interpretation of linguistic units, categories and texts remain unsolved to a large extent.

In this study, we have defined the theoretical aspect of iconicity in sentences with dependent taxis. The subject of the research is the expression of iconicity attribute in dependent taxis. The object of research are sentences with dependent taxis.

Materials and Methods

Let us examine constructions with dependent taxis and simultaneous and non-simultaneous semantics. The constructions with verbal adverb phrases and simultaneous semantics are commonly used when correlated actions in sentences are process-based, i.e. acts in dynamics of their elapsing. The simultaneousness of processes, as well as simultaneousness of secondary process and primary integral fact are distinguished depending on the character of interactions to the bound of general and associated processes.

The process of simultaneousness characterizes by the presence of verbal adverb phrases of imperfective aspect with iconicity attribute, since the progression of verb forms in examined sentences is reflected in accordance with the substantial course of events. For example: 1) *Анна Павловна не поглядела на нее, а, не спуская глаз с дороги, отдала ключи и не спросила даже зачем // Anna Pavlovna did not glance at her, and not taking her eyes from the road gave her the keys without even asking her what for*. (I. Goncharov. A common story); 2) *«Садитесь здесь», — говорила Вера Иосифовна, сажая гостя возле себя. // "Sit down right here" – said Vera Iosifovna, beckoning him to a seat at her side*. (A. Chekhov - Ionych); 3) *Гуров, глядя на нее теперь, думал: «Каких только не бывает в жизни встреч!» // Gurov looked at her and thought: "What different people one meets in the world!"* (A. Chekhov – Lady with a Lapdog).

Representation of the process as an initial communicative element of the sentence or as a background, which is expressed by a pre-positive verbal adverb phrase of imperfective aspect is quite common for sentences with taxis situation of "secondary process simultaneousness" type of taxis situations. In other words, this is a process, which is executed on a background of another process; or a process, which is determined by another process. The iconicity attribute is present in constructions with "secondary process simultaneousness" type of taxis situations, since the substantial course of events is implemented by verb forms. For example: 1*) И, садясь с наслаждением в коляску, он подумал: «Ох, не надо бы полнеть!» // And, as he sank blissfully into his seat, he thought: "Oh dear, I must not get fat!"* (A. Chekhov - Ionych); 2) *Она приносила с собой работу, книги и садилась под дерево, показывая вид совершенного равнодушия к пристрастию Александра // She brought work and books with her and sat down under a tree, with an appearance of complete unconsciousness of Alexander's existence*. (I. Goncharov. A common story).

Opposite situations, in which both the general and the associated actions are represented by perfective or imperfective aspects. The verbal adverb phrases, which contain both perfective or imperfective aspects, commonly include the same meanings as simultaneousness or asynchronicity. Taking into account that these constructions represent the substantial course of events, the iconicity symptom is also present in them. The simultaneousness of the secondary action or process and primary integral fact are shown in the following examples: 1) *Александр, бежав от Юлии, бросился в вихрь шумных радостей // Alexander, fleeing Yulia, plunged into the whirlwind of vibrant delights* (I. Goncharov. A common story); 2) *«Давайте же поговорим», — сказала она,* *подходя к нему. // "Do let us have a talk!" she said going up to him.* (A. Chekhov - Ionych); 3) *И капитан стал приглядываться к Чонкину, изучая его привычки и склонности, ибо, прежде чем победить врага, надо его изучить // And the captain started observe Chonkin, studying his habits and aptitude, as one needs to know one's enemy before defeating them.* (V. Voinovich. The Life and Extraordinary Adventures of Private Ivan Chonkin); An example for simultaneousness of the secondary resultative state and primary process. 1) *Александр, высунув голову из окна кареты, всячески старался настроить себя на грустный тон и, наконец, мысленно разрешился монологом // Alexander, sticking his head out of the carriage window, was trying to bestir himself to a sad note and finally delivered an inner monologue* (I. Goncharov. A common story); *Старцев воспользовался минутой замешательства и сказал Екатерине Ивановне шёпотом, сильно волнуясь. // Startsev took advantage of the bewilderment and whispered to Ekaterina Ivanovna, in great anxiety* (A. Chekhov - Ionych); 3) *Князь Андрей пожал плечами и поморщился, как морщатся любители музыки, услышав фальшивую ноту. // Prince Andrew shrugged his shoulders and frowned, as lovers of music do when they hear a false note.* (L. Tolstoy – War and peace). The iconicity symptom appears in verbal adverb phrases, which contain the general and associated actions represented by perfective or imperfective aspects.

An interaction between aspectual-taxis meanings and interactions of dependence between actions, which are designated by primary and secondary verbs, are definitive for aspectual-taxis situations, which include the elements of dependence semantic. Interactions between a cause, destination, condition, concession and effect are commonly distinguished in the semantic sphere of conditioning. Taking into account the results of comprehensive analysis of sentences with semasiology of simultaneousness, which contain cause and effect dependence, we can conclude that the substantial course of events is violated in these sentences, as a result – the iconicity attribute is absent. For example: 1) *Пьер скинул плащ и вошел в первую комнату, где стояли остатки ужина и один лакей, думая, что его никто не видит, допивал тайком недопитые стаканы // Pierre threw off his cloak and entered the first room, in which were the remains of supper. A footman, thinking no one saw him, was drinking on the sly what was left in the glasses.* (L. Tolstoy – War and peace); 2) *Она полюбила и басню о Семеле и Юпитере, и об изгнании Аполлона и его проказах на земле, принимая все это так, как оно написано, и не подозревая никакого другого значения в этих сказках.* (I. Goncharov. A common story); 3) *Прекрасно! — сказал и Старцев, поддаваясь общему увлечению. // "Beautiful!" exclaimed Startseff, abandoning himself to the general enthusiasm.* (A. Chekhov - Ionych). This attribute is present in a few examples: 1) *Лизавета Александровна посмотрела украдкой раза два на Александра и, видя, что он не говорит ни слова, тоже вышла что-то приказывать людям //* Lizaveta Alexandrovna sneaked two glances at Alexander and seeing him not utter a word, also went out to give orders to people (I. Goncharov. A common story); 2) *Она смутилась, оглянулась вокруг себя и, увидев брошенную на кадке свою куклу, взяла ее в руки // She grew confused, glanced round, and, seeing the doll she had thrown down on one of the tubs, picked it up.* (L. Tolstoy – War and peace). The substantial course of events is present in virtually all examples with purpositive semantics, thus the iconicity attribute is present. Examples: 1) *И, не откладывая дела в долгий ящик, она подхватилась с Гераклом и кинулась вон за калитку // And, without pigeonholing, she grabbed Hercules and rushed our of the gate* (V. Voinovich. The Life and Extraordinary Adventures of Private Ivan Chonkin); 2) *Вскоре после знакомства с ней, он заговорил о свадьбе, как будто давая знать, что любовь тут сама собою разумеется и что о ней толковать много нечего // Soon after making her acquaintance he started speaking of a wedding, as if giving to* *understand that love should be taken for granted and should not be spoken much of* (I. Goncharov. A common story).

In most cases, the meaning of asynchronicity is implemented as a precedence of the associated action before the general action. Depending on the aspectual character of the general action, we can distinguish the situations when the secondary integral action is preliminary to the primary fact with the perfective attribute and it could be combined with the meaning of simultaneousness. There are aspectual-taxis situations that include the elements of purpositive semantics with interactions between time, cause, destination, condition, concession and effect. The iconicity attribute is not always present in examples with precedency semantics, because the substantial course of events is not represented in approximately half of analyzed examples. For example: 1) *Сказав это, Наполеон поехал дальше навстречу к маршалу Лану. // Having said this, Napoleon rode on to meet Marshal Lannes, who, hat in hand, rode up smiling to the Emperor to congratulate him on the victory.* (L. Tolstoy – War and peace); 2) *Она вспыхнула и с живостью обернулась, уронив в свою очередь удочку в воду* (I. Goncharov. A common story); 3) *И он, представив, как махал руками квартальный, опять захохотал звучным и басистым смехом, колебавшим всё его полное тело, как смеются люди, всегда хорошо евшие и особенно пившие. // And as he waved his arms to impersonate the policeman, his portly form again shook with a deep ringing laugh, the laugh of one who always eats well and, in particular, drinks well.* (L. Tolstoy – War and peace). However, the iconicity attribute is present in aspectual-taxis situations, which includes the elements of conditional semanticsas the substantial course of events is reflected in the verb forms. Examples: 1) *Приехав в Москву, она останавливалась в «базаре» и тотчас же посылала к Гурову человека в красной шапке. // In Moscow she stayed at the Slaviansky Bazaar hotel, and at once sent a man in a red cap to Gurov.* (A. Chekhov – Lady with a Lapdog); 2) *Однажды вечером – это было в четверг – Александр, воротясь домой, нашел у себя на столе две вазы и записку от дяди. // One evening – on Thursday – Alexander, upon returning home, found two vases and a note from his uncle on his table* (I. Goncharov. A common story); 3) *Потом, убедившись, что все глаза устремлены на него, он как будто осторожно приподнял обеими руками какую-то невидимую, драгоценную вещь над головой, подержал ее так несколько секунд и вдруг отчаянно бросил ее. // Then having satisfied himself that all eyes were fixed on him, he raised both arms as if carefully lifting some invisible but precious object above his head and, holding it there for some seconds, suddenly flung it down.* (L. Tolstoy – War and peace). However, the iconicity attribute is not present in examples with the semantics of time, causative, temporal or directed conditioning, because the substantial course of events is violated there. Examples: 1) *Пьер, решившись во всем повиноваться своей руководительнице, направился к диванчику, который она ему указала. // - Pierre, having made up his mind to obey his monitress implicitly, moved toward the sofa she had indicated.* (L. Tolstoy – War and peace); 2) *Ложась спать, он вспомнил, что она еще так недавно была институткой, училась, всё равно как теперь его дочь // Going to sleep, he recalled that she had been a student not so long ago, she had been studying, just like his daughter then*(A. Chekhov - Ionych).

The dependent taxis of recurrence is implemented when the dependent form of taxis designates the S1 situation, which is oriented relatively to the S2 situation, which chronologically precedes the S1 situation and is represented by prop and independent verb form. An intervenient, contiguous or non-contiguous sequence is determined in dependence on presence or absence of a temporal span between the situations. The iconicity attribute is present in such constructions, as the sequence of the course of events is determined in them. For example: 1) *Юра шел один, быстрой ходьбой* *опережая остальных, изредка останавливаясь и их поджидая. // Yura walked on alone, quickly getting ahead of the rest, stopping now and then to wait for them.* (B. Pasternak. Doctor Zhivago); 2) *Скорее, скорее и скорее, лише, лише и лише развертывался граф, то на цыпочках, то на каблуках, носясь вокруг Марьи Дмитриевны и, наконец, повернув свою даму к ее месту, сделал последнее па, подняв сзади кверху свою мягкую ногу, склонив вспотевшую голову с улыбающимся лицом и округло размахнув правою рукой среди грохота рукоплесканий и хохота, особенно Наташи. // Faster, faster, and faster; lightly, more lightly, and yet more lightly whirled the count, flying round Marya Dmitrievna, now on his toes, now on his heels; until, turning his partner round to her seat, he executed the final pas, raising his soft foot backwards, bowing his perspiring head, smiling and making a wide sweep with his arm, amid a thunder of applause and laughter led by Natasha.* (L. Tolstoy – War and peace).

Results

Speaking of iconicity in dependent taxis, it is important to note that the presence of iconicity attribute is determined by additional means as well as aspectual semantics (perfective or imperfective aspects). The absence of the iconicity attribute is determined by the disparity between the order of predicates and a substantial course of events.

Discussion

R.O Jacobson was the first to introduce the term "taxis" to the academic world in order to determine the category of the verb, which "characterizes the communicable fact in regards to another communicable fact but with no reference to the fact of communication" *(Jakobson, 1957)* in his famous publication "Shifters, verbal categories and the Russian verb; as it is often mentioned by modern researches. Taxis by Jacobson is a grammatical category of the verb", which is represented by two forms. The first type includes forms of dependent taxisthat characterize the communicable fact in regards to another (general) communicable fact. These forms cannot be used in the text on their own. Another type of forms includes the forms of independent taxis that do not characterize the communicable fact in regards to another communicable fact but correlate this fact to the fact of communication. Dependent taxis has been defined as "expression of different types of relations to independent verb, such as simultaneousness, precedence simultaneity, interruption, et cetera" *(Bondarko, 1987)*.

Iconicity, as one of the general semiotic dominants of the language sign, is viewed in keeping with the concept by C.S. Peirce, who expanded the boundaries of the iconic signs functioning by the semiotic systems of art, demeanor, ethics, para-linguistics and artificial languages. C.S. Peirce introduced the term "iconic sign" (gr. eikon – depiction, image, resemblance) and developed its content *(Pierce, 1938–1952)*. In the opinion of a number of scholars (Y.S. Stepanov, E.S. Kubryakova, A.E. Kibrick, V.A. Vinogradov, E. Benvenist), this fact could be explained by one-sidedness of this very theory as well as by its restraint in Saussurean model of language “by itself and for itself”.

The amount of iconic signs is limited by the structure of units, which are associable by a metaphoric correlation between the signified and the signifier, while the category of iconicity itself is comprehended either as a resemblance between the sign and depicted object, which is similar in appearance as a characteristic of non-verbal signs, or as a characteristic of signs-symbols – a formulation of the similarity of connection between different elements of particular category.

R.O Jacobson works are connected with universalization of manifestations of iconicity in language; these works feature the description of semiotic relevance of iconicity in its correlation with index or symbolic tendencies of the development of linguistic signs. In accordance with Jacobson, a linguistic unit equally reflects the vectors of development of iconic, indexial and symbolic semiotic systems *(Jacobson, 1983)*.

The urgency of the research is determined by the fact that the question of the linguistic sign iconicity remains deeply academic, contemporary, and is commonly debatable since Plato until nowadays. This problematic is not well researched in relation to taxis structures and this fact determines the academic novelty of this study.

Conclusion

As part of the study, we examined the distinctive features of the semantics of dependent taxis, discovered the essence of the iconicity attribute in structures with dependent taxis, as well as unraveled the possible absence of the iconicity attribute in a sentences with dependent taxis.

This study determines the theoretical aspects of the iconicity attribute in sentences with dependent taxis. We discovered that taxis includes the aspectual characteristic of actions correlated through time, and the possibility of its engagement with the cause-and-effect, adversative-concessive and other meanings. The dependent taxis characterizes the communicable fact in regards to another (general) communicable fact. Iconicity (or iconicity sign) is a sign that possesses a number of attributes, inherent for designated object and acts as an impression of course of events or a sequential arrangement of the situations within the timeline.

This study examines constructions with the dependent taxis and semasiology of simultaneousness and asynchronicity. Constructions with verbal adverb phrases with semasiology of simultaneousness occur in cases when conjoint actions in a sentence are process-driven, in other words, they act in dynamics of their elapsing. Depending on the character of relations to the bound of general and associated processes. The simultaneousness of processes, as well as simultaneousness of secondary process and primary integral fact distinguishes depending on the character of interactions to the bound of general and associated processes.

Recommendations

Practical and theoretical utility of this study lays in the possibility of its usage in lecture courses for general linguistics, workshops and special courses, which are concentrated on functional grammar, as well in researches regarding the semasiology and syntax of temporal poly-predicative constructions and in the course of typological analysis of taxis category. Students who study the functional grammar, as well as teachers who present this course, can make use of this research.

REFERENCES

Apresyan, J.D. (1983). *Of structure and meanings of linguistic units. Tekst i zdanie: Zbior studiow.* (p.313) Warsaw: Ossolineum.

Bondarko, A.V. (1987). *General characteristics of semasiology and structure of taxis field.* Theory of functional grammar; Introduction. Aspectuality. Temporal locality. Taxis. Leningrad.

Bondarko, A.V. (1985). *Of taxis (based on Russian language material).* Berlin: Zeitschrift für Slawistik.

Jakobson, R.O. (1957). *Shifters, Verbal Categories and the Russian Verb*. Harvard University.

Jacobson, R.O. (1983). *In a search of essence of language. Semiotics*. (p. 102) Moscow: Raduga

Kozintsev, N.A. (2001). *Taxis constructions of Russian language: simultaneity*. Studies on the Syntax and Semantics of Slavonic Languages. Oldenburg: BIS.

Nedyalkov, V.P., Otaina, T.A. (1987). *Typological and comparative aspects of analysis of depended taxis (based on Nivkh language material in comparison with Russian)*. Theory of functional grammar. Introduction. Aspectuality. Temporal localization. Taxis. Leningrad.

Pierce, Ch.S. (1938-1952). *Collection of articles by Charles Sanders Peirce*. 1-8. Cambridge.

Seagull, K. Y. (1999). *Iconicity questions in language, based on Russian syntax*. Moscow.

Tesnière, L. (1998). *Basis of structural syntax*. Moscow.

Valimova, G.V. (1940). *Participal contsructions of modern Russian language*. (p. 77). Rostov-on-Don: Academic lectures of Rostov-on-Don Pedagogical University.

Whorf, B. (1946). *The Hopi language in Toreva Dialect*. (Vol.6, p. 158) N.Y.: Linguistic structures of Native America (Vicing Fund Publication in Anthropology).

PSYCHOLOGICAL AND PEDAGOGICAL ANALYSIS OF COMMUNICATIVE DESTRUCTION IN THE INTERNET SPACE AS A SOCIO-CULTURAL PHENOMENON

Abstract

The paper deals with the questions of the destruction of communication in the Internet space as a kind of verbal aggression. An analysis of the causes and internal motives is offered for the destruction in communication. The article poses the features of the destruction of Internet communication, on the basis of behavioral markers, forms a psychological portrait of the troll personality. Trolling as a kind of destructive communication is a multidimensional phenomenon of sociocultural space. The contents of this article will be useful for teachers, psychologists and sociologists.

Keywords

psycho-pedagogical analysis, aggression, destruction, communication, bullying, Internet

AUTHOR

Evgenia V. Konkina
PhD, Associate Professor, Department of General Pedagogy
Orenburg State Pedagogical University. 19, Soviet st., Orenburg, 460014, Russia
E-mail: evgeniavk2@gmail.com

Irina A. Savinova
Master's student,
Institute of Pedagogy and Psychology, Orenburg State Pedagogical University.
19, Soviet st., Orenburg, 460014, Russia
E-mail: irene098@mail.ru

1. Introduction

1.1. Relevance of the problem

Modern society is immersed in the Internet environment - the space of information and freedom. The Internet has changed its original function of the communicational instrument. Now this is a real functional environment. The audience of social networks is constantly increasing and now it reaches several billion people. Social networks now offer its users a number of options: messaging in a private format, posting their news directly on the page in free access, sharing various files (photos, video, audio, documents), commenting, publishing and saving other people's records on its page, due to which there is lightning spread of information.

Through social networks, we can use the range of possibilities and instantly disseminate information. Diversity of possibilities makes the Internet attractive for different age groups, especially for young people *(Feldshtein, 2010)*.

1.2. Main risks

Great opportunities entail significant risks and threats to security. The attention of humanity is focused on cybercrime, when only by using the possibilities of Internet communications hackers - malefactors from different countries, kidnap confidential information of civil servants and personal data of ordinary citizens. Also crimes are committed against individuals (adults and children) who often remain defenseless one-on-one with danger. When communicating in a network, text with an increased emotional charge makes it possible to compensate for the lack of tactile and emotional interaction. Corresponding with someone, people are deprived of the opportunity to observe the body language, facial expressions and other non-verbal signals. This limits the perception of the exclusively emotional component of the text. On intense emotions, most often negative, parasitizes a special type of manipulative communicators - "trolls". This is one of the varieties of online threats - trolling, which can manifest itself as destruction of communications, the humiliation of the individual or an entire group of people. It is important to understand the motives of Internet aggressive persecution of children and adults, deprived of any commercial benefits, to make forecasts and carry out preventive work. Information and psychological safety of children is a state of children's protection, which minimizes the risk of harm to the health of children, their moral, physical and mental development *(Ratiner, 2014)*. Education of information culture, rejection of suspicious information becomes one of the intents of modern psychological and pedagogical work.

2. Methodological Framework

2.1. Purpose and tasks of our research

The main purpose of our research was to conduct a psychological and pedagogical analysis of communicative destruction in the Internet space as a socio-cultural phenomenon. We analyzed the psychological characteristics of aggressive persecution in the network, excluding its varieties (like bullying, etc), as business trolling, whose target is making money. Because the business trolling there is no internal motivational component, which represents the greatest value for our research. We formulated several tasks:

– to clarify the semantic content of the term "trolling", as a descriptive construct of Internet communication;
– to analyze possible psychological and pedagogical reasons for the desire to destroy Internet communication;
– to determine the possible purposes of communicative destruction as an orientation toward a certain result;
– to compile a psychological portrait of a person who is interested in the destruction of Internet communication, bullying and persecute;
– to describe the characteristic behavioral markers, which exhibit trolling, in order to prevent possible destruction of communication.

2.2. Literature Review

Elements of communication destruction can be found even among the ancient philosophers. For example, a widely known the Socratic irony, by which he could bring to the frenzy of his less witty companion and make him certain actions (Arhangelskiy, 2017). For the first time, "trolling" as the general term denoting the destruction of communicative Internet space, was recorded in 1992 in the Oxford dictionary, but is firmly established in the lexicon since 2000. At the same time, linguists still differ in understanding the origin of this word. One version contains a mention of fishing for a spoon-bait. Another version is focused on Scandinavian myths that mention a troll as a character eternally angry and sullen, he is causing trouble to ordinary people. A very precise definition is given by Akulich, M.M.: "Trolling is a form of manipulation, and such remains, no matter how erudite and prepared troll" *(Akulich, 2012)*.

The dialogues in the Internet there are often people who try to destroy the dialogue, deconstruct ethical norms in order to provoke conflict and cause aggression. These people are called "trolls" - this is a real virus that can destroy not only communication, but also the whole community from the inside. They do not recognize the norms worked out by the rules of self-regulation, which is why they preserve invulnerability *(Arhangelskiy, 2017)*.

Digital sciences researcher Yang Vandeyk, offers a more relevant approach: trolling - it is a situation of speaking, the articulation of one's position online. The specificity of the digital space makes it possible to trace that the network intensifies and radicalizes those phenomena and habits that are offline *(Moroz, 2015; Dementiev, Dubrovin, 2015)*.

Human perception causes people to respond to provocative questions, since it implies effective communication, and to "declassify" destructor takes time. When provocation is evident, other interlocutors give an advice "not to feed the troll" - to stop the communication.

There are several key targets for the implementation of the communicational destruction in the Internet space:

- use it as a tool to achieve your target;
- satisfaction of personal ambitions through mockery;
- depreciation of a person who evokes envy;
- dissolution of the discussion in verbal garbage;
- falsifying information: slander and compromising.

2.3. Types of communicative destructors

Two classical trolling situations can be distinguished. One person interacts and annoys an opponent or a whole group of people. In the second situation, the whole group is going to sabotage the discussion or harm a person, possibly several people at once. The reason for this may be mockery of his ideological enemy, a man who has clearly manifested himself in some kind of activity, on the net, hatred for certain positions, spelling or factual error made by the author of any text, video, and much more.

Gradually, the society formed an idea of the true causes of bullying on the Internet. People, who are attacked in social networks, now simply bring provokers to the "black list". As a result of these changes, trolling begins mutate and disguise itself.

Based on her research, Akulich M.M. developed a classification of people who practice in aggressive persecution in the network, dividing them into 3 categories:

Unconscious. People act under the influence of their own emotional impulses.

Conscious. A person realizes that acting wrongly, but continue to operate as a sense of inner necessity.

Provocateurs. They deliberately, purposefully and subtly strive to involve people in the conflict, to evoke vivid emotional reactions.

3. Results

3.1. Personal portrait of communicative destructor

Psycho-pedagogical analysis of trolling as a multidimensional and interdisciplinary phenomenon allows us to present a personal portrait of a young person engaged in bullying, persecute and destruction.

1. It is often uncertain and bound in living communion people who are afraid to express their opinions. Inability to cope with accumulated aggression and the usual stress pushes a person to the stress relief available to him - go to an anonymous network and express accumulated negative. The reason for this strategy of self-regulation is especially education in the parents' family, when the child instills the idea that it is forbidden to get angry, shouting to protest. Because of this, a habit of constraining negative emotions is formed, but not for long. At some point the child discovers the opportunity to safely and secretly dispose of the accumulated emotions on weaker: animals, small children, unfamiliar people on the network, etc. This habit is fixed for a long time. Later, a person engaged in bullying, persecute and destruction begins not simply remove your stress, but also to have fun, he feels his strength.

2. Provocateur seeks to manage communication: destroy, direct, manipulate, trigger certain actions provoke certain actions. Because of this, behaviors can be very different. Some, due to the limitations of intelligence, are only capable of a flat, one-syllable dialogue, others will be characterized by a demonstration of erudition to humiliate the opponent.

3. The feeling of comfort in the process of conflict in the network. For the troll, conflict is a form of life, a form of emotional feeding. Conversely, provocation and conflict in Internet communication is perceived by the average user as a danger, discomfort, from which he wants to get rid of. Despite the obvious negative halo of trolling, there is a constructive component in it. Provocations perform an important syntactic and educational function. If this potentially conflicting way of communication were completely absent in our life, we would have met with the infantilization of the media audience and the Internet environment, which lacks resistance.

4. The presence of pathological changes in the psyche, and as a consequence, a potential danger to society. This statement is confirmed by a series of multifactor research of Canadian scientists *(Golbeck, 2014)*. They conducted 2 online surveys, in which 1200 people participated. Complex psychological tests allowed researchers to discover the relationship between the need for Internet provocations and a number of psychological pathologies: narcissism, Machiavellianism, psychopathy and sadism - "Dark Tetrad". The most pronounced was the pathology of sadism, and to a lesser extent is expressed narcissism. Consequently, this tendency to sadism stimulates the inner need for violence. Such actions have already caused a lot of crimes, including online community where teens incited to commit suicide.

5. The presence of a strong sense of envy. The troll has no ability to constructively overcome feelings of envy due to a feeling of inferiority and a lack of sense of self-worth. The struggle with successful people becomes the purpose of life to create an illusion of control. When a successful person gets involved in a conflict - it gets the best reward for the provocateur, because now communication takes place on an equal footing without status differences.

6. The desire to gain significance and glory. For provocateur is important to receive a portion of attention to his personality, because in his everyday life they are deprived of this. In real life, someone writes books, someone sews beautiful clothes, because of that people feel successful and meaningful. The main achievement of the troll is the response of his opponent in communication, the disruption of the entire communication system.

Discussions

The problem of aggression in the field of communications is a subject of research not only in the psychological and pedagogical sciences. If we consider trolling as a social phenomenon, we find an abundance of possible causes: economic, political and socio-cultural needs and interests. Social psychologists and culturologists simplistically consider bullying and persecute in the network, as an online phenomenon associated with the construction of a speech and communicative situation, indicating a habit of sadism *(Pavlov, 2014)*.

If we turn to the psychodynamic approach, we will find out that the desire for power over another person is often dictated by the compensatory nature of prestige. Possible manifestations of this intention: the desire to bring your "I-Real" closer to the "I-Perfect", desire even illusory touch the **aspirational** position, to get a sense of well-being at the expense of self-affirmation over others.

According to Max Weber, the prestige regulates compare one person to another and becomes the measure of a person's social status *(Komleva, 2000)*. Parvenu effect fullest describes this state. Parvenu (from the French parvenu.) - an upstart, a man of humble origin, broke into aristocratic society and imitate the aristocrats *(Zaharenko, Komarova, Nechaeva, 2003)*. In today's context, the upstart is a person who desperately wants to succeed in society, despite the internal feeling of weakness and uncertainty. Especially clearly striving to stand out markedly from other modern schoolchildren. Children are also affected by changes in the social aspects of society: increased competition; planting of attitudes about the decisive importance of success and public recognition, etc. *(Guryanova, 2014)*. At the same time, the lack of internal resources to implement a constructive plan for success, not knowing their abilities and hidden talents, low self-esteem, the presence of fear. This contradiction creates a space for the emergence of the desire to find the most accessible and simple way to stand out from the others. Children every day become participants in the race for prestige among classmates. The desire to stand out in a crowd of peers makes them turn sometimes to extreme ways of attracting attention - so the effect of parvenu arises. We can observe how interpersonal relations in schools are imbued with disregard from children from high-income families who are not burdened with upbringing and "aristocratic manners". Children have an attitude that it is necessary to become better at all costs than others, so that you can humiliate others in response to their insults. This becomes an incentive to trolling, as the most accessible and low-cost way of self-assertion.

However, according to Susan Hering, there is a serious problem in the allocation of markers, which can identify provocateur in time *(Zagidullina, 2013)*. It is unclear how to distinguish the expression of sincere disagreement from hidden trolling. To save communication, participants must find in time a provocateur, who is capable of destroying communication.

Despite the lack of clarity, we have found 3 reference points, which will signal about the danger of communicative destruction:

– imitation of sincerity: the participant tries to demonstrate himself sincerely, emphasizes this fact in communication, but other participants of communication are biased;

– the existence of provocation: the provocation, which is aimed at conflict and fomenting emotions in the opponent;

– departure from the original topic of communication: the abundance of messages that do not relate to the original topic of communication, there is a "blunder" of the participants in the discussion.

Conclusion

According to the results of our research, we arrive at the following conclusions.

Trolling as the destruction of communication in the Internet space remains undervalued threat. You can call it a form of trolling - manipulation in the online space; and cyberbullying - psychological violence in the Internet environment, right up to the suicide. It is necessary to draw attention to the solution of this problem by all available means.

Psycho-pedagogical analysis of the communicational destruction in the Internet space proves that online communication has firmly entered into the everyday life of children and adults. Therefore, to abandon the Internet for security is impossible. Abandonment means deprivation. It will be much more constructive work on the development of children's and adults' skills of safe behavior in the network. For this work it is necessary to involve parents, teachers, psychologists, representatives of law enforcement, etc. For example, in Moscow the training program "Stop Threat" is already being implemented, aimed at teaching children the skills to prevent dangerous situations in the real and virtual world.

Recommendations

Parents, teachers, psychologists should pay attention to the formation of a positive self-relationship and adequate self-esteem in the individual, actively develop cognitive processes, expand the horizon and increase erudition.

It is self-development that will help all communication participants anticipate possible problems. For people inclined to provocations, all-round development will allow them to show their talents and abilities in real life, gain recognition and authority in society by constructive methods. For ordinary users, self-development will provide insight when communicating in the Internet environment and will form a resistance.

At the legislative level, it is necessary to provide for the possibility of protecting the emerging personality of the child from intruders in the Internet space, while preserving all the positive functions of the Internet environment. It is possible to predict the disappearance of rude bullying and persecute in the future.

There are some programs of media and digital literacy. There is an idea of civilian control in the Internet environment, when people come together in communities and try to react to radical cases of humiliation, breakage of communication. However, certain forms of aggression in the Internet space are transformed and preserved, there will appear witty forms. Trolling like language game will develop at the same pace with modern society.

REFERENCES

Akulich, M.M. (2012). Internet trolling: concept, content and forms. Tyumen State University Herald, 8, 47-54.

Akulich, M.M. (2012). Trolling in social networks: emergence and development. RUDN. Journal of sociology, 3, 30-37.

Dementiev, O.M., Dubrovin, M.M. (2015). Internet - trolling - prank, offense or crime? Science Time, 10 (22), 80-86.

Feldshtein, D.I. (2010). Profound changes of modern childhood and the actualization of psychological and pedagogical problems of the development of education as consequent. Practical Psychology of Education,1, 45-54.

Guryanova, M.P. (2014). Social pedagogy in Russia: on the edge of time: monograph. Moscow. FGNU "Institute of Social Pedagogy" RAO. Publishing house "Modern Education".

Interview with Pavlov, A.V. (2014, August 12). In PostNauka, broadcast of Russian News Service. Retrieved from https://postnauka.ru/talks/30135

Jennifer Golbeck (2014). Internet Trolls Are Narcissists, Psychopaths, and Sadists. Psychology Today. Retrieved from https://www.psychologytoday.com/blog/your-online-secrets/201409/internet-trolls-are-narcissists-psychopaths-andsadists

Komleva, V. V. (2000). Prestige as a phenomenon of the spiritual life of society. Tambov University Herald. Series: Humanities, 4, 26-32.

Meanwhile with Alexander Arhangelskiy (2017, March 5). In TV broadcast "Trolling as a phenomenon of culture?" of tvkultura.ru. Retrieved from http://tvkultura.ru/anons/show/episode_id/1429942/brand_id/20905/

Moroz, O. V. & Korneva, M.S. (Eds.) (2015). Digital-aggression: what to do and who is to blame? Collection of articles and materials for a scientific-practical conference. Retrieved from http://mediatoolbox.ru/Digital_agression.pdf

Ratiner, T.G. (2014). Information and psychological safety of school children on the Internet. NB: Pedagogy and enlightenment, 1, 73-96.

Zagidullina, M.V. (2013). Development of Internet trolling and problems of "noise" in the communication channel. Bulletin of Chelyabinsk State University, 31 (322), Philology. Art history. Issue., 84, 35-37.

Zaharenko, E. N., Komarova, L.N. and Nechaeva, I. V. (2003) The new dictionary of foreign words: 25,000 words and phrases. Moscow: Azbukovnik.

DETERMINATION OF OPTIMAL STRATEGIES IN UNCERTAINTY CONDITIONS BASED ON A RANDOMIZED MULTI-CRITERIA EVALUATION OF ORGANIZATION'S FOREIGN TRADE ACTIVITY EFFECTIVENESS

Abstract

The article defines optimal strategies in uncertainty conditions based on a randomized multi-criteria evaluation of the foreign trade activity efficiency, which the current situation in international trade requires. This situation forces its participants to look for new methods of the foreign trade efficiency analyzing. The search led to the necessary consideration of randomized criteria that allow to perform multicriteria evaluation of foreign trade optimal strategies. One such criterion is the Hurwitz criterion, the structure its many optimal variants is determined by the optimism level indicator of the decision maker. That makes it possible to choose an effective foreign trade strategy even in cases when the world market is not in the most favorable or, on the contrary, extremely unfavorable condition. The property of leveling the Wald criterion extreme pessimism and the maximax criterion extreme optimism in choosing the optimal strategy from the set of available alternatives allows applying the Hurwitz criterion in the practice of analyzing the efficiency of the organization's foreign trade activity.

Keywords

efficiency, foreign trade activity, Wald criterion, Hurwitz criterion, maximax criterion, uncertainty, Markov chain, analysis system, multicriteria, probabilistic model, economic and mathematical modeling

AUTHOR

Olga Martyanova

PhD, Oryol State University of Economy and Trade,
Oryol, 12 Oktyabr'skaya Str., Oryol, 302028, Russia.
E-mail: 1263m@mail.ru

Introduction

In his message to the Federal Assembly President set a task to achieve by 2019-2020 "... the pace of economic growth above the world indices ...", which means "... improvement of Russia's position in the global economy ..." (*Putin, 2016*) despite the growth of protectionism, which is one of the main problems of world trade today. According to the President of the Russian Federation, a new level of efficiency for domestic organizations will be ensured by strong international competition, which, in its turn, will improve the Russian economy.

We can not disagree with this opinion, since the new level of organization development, and therefore of the economy as a whole, is determined by the quality of the goods sold, the competence of the staff, its labour productivity, its own developments, which improves the organization's efficiency not only in the home market, but also in the international one. A powerful factor for the accumulation of scientifically based reserve, necessary for the growth of the economic efficiency of organization's foreign trade activity (hereinafter referred to as FTA), should be the criteria for its analysis. The task is not only to evaluate and forecast future trends in the world market, but also to choose the optimal solution that provides to the organization competitive advantages in a particular segment of foreign trade.

The importance of the criteria for analyzing an economic entity's foreign economic activity efficiency is especially growing in the current situation, when trade barriers are being built, external restrictions are growing, access to financial resources is decreasing due to the rise in domestic borrowing costs, which does not contribute either to maintaining the business activity of the FTA member organization or implementing of foreign trade projects with foreign partners. In situation when Russia faces serious economic challenges, resists the unfavorable market conditions and the imposed sanctions, it is relevant for business what criteria will be chosen by the organizations to evaluate the effectiveness of their functioning in the world market, because the activity of each economic entity creates the foundation of the national economy.

Methodological Framework

The analysis of the theoretical base on the problem under consideration made it possible to reveal only a small number of works devoted to the methodological aspects of determining the values of weight coefficients that directly affect not only the formation of a single optimization model, but also the choice of an appropriate solution as the optimal one. We believe that the existing methods and approaches to the procedure of optimizing solutions within the chosen criterion require adaptation to the changing conditions of the business environment, including the sphere of foreign trade. The inadequate studying and significance of this problem determined the direction of the research.

In the work *(Martyanova 2016)* the author suggests "... in predicting the effectiveness of the entity's financial strategy ..." in terms of foreign trade sphere uncertainties use Wald, Savage, maximax, Hurwitz, Laplace criteria of the expected value the characteristics of which are summarized in Table 1. The criteria allow you to choose the best solution by analyzing each of the options in terms of the advantages and disadvantages that their implementation can bring.

TABLE 1. CRITERIA FOR MAKING A DECISION UNDER CONDITIONS OF UNCERTAINTY

Criteria name	*Criteria content*	*Solutions*	*The criterion formula*
1	*2*	*3*	*4*
The criterion of the expected value *(EV)* *(Melnik, Berdnikov 2011)*	The choice of the solution by considering the possible results by the degree of their probability	High value of this parameter, if profit or income is analyzed, otherwise - the lowest if costs are estimated	$EV = \sum_{i=1}^{N} p_i \times x_i$ Where p_i - *the probability of* *i*- outcome, x_i- *the value of i-* outcome.
Maximax criterion *(Sadchikov, 2003)*	Maximizing the maximum income	The best option for the situation outcome with respect to each alternative	$R_{km} = \max_i \max_j Э_{ij}$

Criterion of minimax risk (Savage criterion) *(Sadchikov, 2003; Brodetsky, 2010)*	Ensuring minimization of the maximum possible losses	The worst results of each alternative among the risk matrix	$R_{ks} = \min_i \max_j r_{ij}$ Where r_{ij} - *the risk, defined as follows:* $r_{ij} = \max_i Э_{ij} - Э_{ij}$where $\max_i Э_{ij}$ - the *maximum possible gain in the i-* variant, $Э_{ij}$- *the nominal value of the effect.*
The maximin criterion (The Wald criterion) *(Sadchikov, 2003; Brodetsky, 2010)*	Ensuring maximization of the minimum income	The worst results of each alternative	$R_{kw} = \max_i \min_j Э_{ij}$
Criterion of the generalized maximin (Hurwitz criterion) *(Sadchikov, 2003)*	Ensuring balance between optimistic and pessimistic options	The averaged value between optimistic and pessimistic options	$R_{kw} = \max_i \min_j Э_{ij} + (1-\alpha)\max_j Э_{ij}]$ Where $0 \leq \alpha \leq 1$
The Laplace criterion *(Sadchikov, 2003)*	Ensuring optimal strategy, taking into account the probability of outcome state	The best variant of outcome, taking into account the probability state of analyzed alternatives	$y_{\text{cp}} = max \sum_{j=1}^{N} (Э_{ij} \times p_j)$ Where $\sum_{j=1}^{N} p_j = 1$

To substantiate decisions in conditions of uncertainty, the author *(Brodetsky, 2010)* suggests to apply modifications of traditionally used criteria that will allow the decision maker (hereinafter - DM) to use utilities matrix format more efficiently, adapting it to the specific features of the optimization problem, business peculiarities and preferences of DM. However, modifications require from DM the capability to formalize the task in order to provide, in conditions of uncertainty, the choice of such an alternative solution that would best meet its requirements. Today there exist special modifications of Hurwitz *(Brodetsky, 2010)*, Germeier *(Brodetsky, 2010)*, products *(Brodetsky, 2010)*, ideal point *(Brodetsky, 2010) criteria.*

Approaches to solving the problem

In our opinion the modified criteria have not found wide application due to their laboriousness and the proximity of the obtained results to the outcome of the classical criteria implementation for decision-making under conditions of uncertainty. Therefore, we believe that in the current conditions the organization considering the system of its foreign trade policy analyzing dictated by its long-term interests and world development trends, should not only develop new criteria but use the previously uncovered possibilities of known criteria in decision-making under uncertainty conditions, one of which is Hurwitz criterion.

Hurwitz criterion represents a compromise between maximax optimistic rule and extreme pessimistic maximin rule or Wald criterion *(Sadchikov, 2003)*, so the efficiency strategy index according to this criterion is the following:

$$G_{pr_k}(\alpha) = \left(M_k - V_k\right) \times \alpha + V_k,\ k = 1,\dots,t \qquad (1)$$

Where G_{pr_k} - efficiency strategy index D_k according to Hurwitz criterion regarding the winnings;

D_k - index of optimism chosen by the DM arbitrarily, based on his subjective ideas about the conditions, purpose and complexity of the problem being solved;

M_k - index of strategy effectiveness D_k according to maksimax criterion;

V_k - index of strategy effectiveness D_k according to Wald criterion.

Since the Hurwitz criterion recommends some average solution under uncertainty conditions, its value consists in leveling the extreme optimism of the maximax criterion and the extreme pessimism of the Wald criterion. Leveling property of Hurwitz criterion for fixed optimism index $\alpha \in (0.1)$ is the presence of the optimal strategy in a number of pure strategies according to this criterion and which is not optimal either by Wald criterion, nor by maksimax criterion *(Labsker 2016)*.

It should be noted that with the optimism index α=0, Hurwitz criterion is transformed into Wald criterion, and with α=1 it is transformed into maximax criterion, hence, the leveling effect is absent for these values of the optimism index. Therefore, it is possible to obtain a smooth solution by the Hurwitz criterion only for values of the optimism index in the range $\alpha \in (0.1)$. Thus, it can be concluded that the effect of leveling is not always possible. Formalization of all of the above mentioned makes it possible to form the structure of many optimal strategies according to Hurwitz criterion depending on the values of optimism index, which has the following form:

$$F^{opt}_{G_{pr(\alpha)}} = \begin{cases} \left(F^{opt}_{V}\right) & with \quad \alpha = 0 \\ \left(F^{opt}_{V}\right)^{opt}_{M} & with \quad 0 < \alpha < \alpha' \\ \left(F^{opt}_{V}\right)^{opt}_{M} \cup \left(F^{opt}_{M}\right)^{opt}_{V} & with \quad \alpha = \alpha', \\ \left(F^{opt}_{M}\right)^{opt}_{V} & with \quad \alpha' < \alpha < 1 \\ \left(F^{opt}_{M}\right) & with \quad \alpha = 1 \end{cases} \qquad (2)$$

where $F^{\mathrm{opt}}_{G_{pr(\alpha)}}$ - the set optimal strategies by Hurwitz criterion depending on the optimism index values α;

F^{opt}_{V}- a set of optimal strategies by Wald criterion;

$\left(F_{V}^{\text{opt}}\right)_{M}^{\text{opt}}$ - a set of strategies optimal by maximax criterion in a set of optimal strategies by Wald criterion *;*

$\left(F_{M}^{\text{opt}}\right)_{V}^{\text{opt}}$ - a set of strategies optimal by the Wald criterion in the set of optimal strategies by the maximax criterion;

F_{M}^{opt} - a set of optimal strategies by the maximax criterion;

$$\alpha^{'} = \left(V_{F^{\text{opt}}} - V_{F_{M}^{\text{opt}}}\right) \Big/ \left(\left(V_{F^{\text{opt}}} - V_{F_{M}^{\text{opt}}}\right) + \left(M_{F^{\text{opt}}} - M_{F_{V}^{\text{opt}}}\right)\right) \qquad (3)$$

$V_{F^{\text{opt}}} = max\left(V_k\right)$ - optimal solution by Wald criterion;

$V_k = min\left\{э_{kl}: k = 1,\ldots,t; l = 1,\ldots,r\right\}$ - an index of the strategy effectiveness C_k according to Wald criterion;

$э_{kl}$ - *the effect of k-* version alternative strategy with l-state of foreign economic environment;

$V_{F_{M}^{\text{opt}}} = max\left\{V_k: \mathrm{C}_k \in F_{M}^{\text{opt}}\right\}$ - the maximum possible minimum profit by Wald criterion in the set of optimal strategies by maximax criterion;

$M_{F^{\text{opt}}} = max\left(M_k\right)$ - the optimal solution by maximax criterion;

$M_k = max\left\{э_{kl}: k = 1,\ldots,t; l = 1,\ldots,r\right\}$ - an index of the strategy effectiveness $C_k$by maximax criterion*;*

$M_{F_{V}^{\text{opt}}} = max\left\{M_k: \mathrm{C}_k \in F_{V}^{\text{opt}}\right\}$ - maximum possible maximum profit by maximax criterion in a set of optimal strategies by Wald criterion.

Results

For the analysis of the organization practice using Hurwitz criterion may be applied the statement according to which for each strategy C_k not optimal either by Wald criterion, or by maksimax criterion the following inequality is valid *(Labsker 2016):*

$$V_k \times \left(M_{F^{\text{opt}}} - M_{F_{V}^{\text{opt}}}\right) + M_k \times \left(V_{F^{\text{opt}}} - V_{F_{M}^{\text{opt}}}\right) < V_{F^{\text{opt}}} \times M_{F^{\text{opt}}} - V_{F_{M}^{\text{opt}}} \times M_{F_{V}^{\text{opt}}}. \quad (4)$$

The analysis of inequality (4) shows that it is logically connected with system (2). Thus, if there is a strategy to which (4) becomes an equality, then Hurwitz criterion has the property of leveling only with a value of optimism index α_i. And the strategy which is not optimal neither by Wald, nor by maximax criterion, will be optimal by Hurwitz criterion. A further study (4) allows us to conclude that for a strategy in which the left side of inequality (4) exceeds its right-hand side, Hurwitz criterion preserves the leveling property for undetermined values of the optimism index.

We believe that Hurwitz criterion being by its nature the criterion of optimism-pessimism is expedient for using in analyzing the efficiency of organizations foreign trade activity, since it gives the DM a criterial tool that allows to take a compromise solution in the world market uncertainty conditions, understand deeper a complex foreign trade problem, evaluating each possible way of its solutions from various points of view, and, ultimately, to adopt an adequate solution that ensures the competitive advantage for the organization on the world stage.

At the current stage, the situation in the sphere of foreign trade is such that DM who does not have at his disposal the criterion for organization's corresponding segment of activities evaluation is unable to make an adequate decision that contributes to the efficiency increase in the economic entity's functioning both on domestic and international markets. The importance of Hurwitz criterion in evaluating the organization's FTA is that it enables the DM, who is neither optimist nor pessimist, to take the only optimal decision with the optimism index chosen by him, thereby determining the effectiveness of the foreign trade strategy chosen by the organization for positioning on world market. Therefore, we believe that this criterion should be one of the analysis system elements that the organization uses to evaluate the effectiveness of its FTA.

Discussion

We will present a practical implementation of the procedure for analyzing of the foreign trade strategy effectiveness developed by the organization in order to expand the scope of positioning its beer series with an unusual premium recipe for abroad. The information base for the studies are the data of production organization management reporting that supplies premium beer for export. Due to the change in the overall economic situation, accompanied by temporary reduction in beer business, the organization decided to open beer restaurants in several countries where visitors will be offered premium category beer from the manufacturer's brand portfolio. The organization was inspired by the experience of Spain, where beer sales broke all records thanks to the restoration of restaurant sector. Only in 2016, beer consumption in the country increased by 4% compared to last year and reached 39 million hectoliters *(Spain: Beer sales hit record thanks to the restoration of the restaurant business, 2016)*. That became possible thanks to stabilization of Spanish economy and the increase of tourists' number in the kingdom.

The development of its own beer restaurants network will allow the organization to improve its position in the international market. That plays an important role in negotiations with other restaurateurs and gives an advantage in the dialogue with foreign suppliers. In our opinion, beer consumption in pubs and bars is a barometer not only of the restaurant business state, but of the economy as a whole, because beer is the first item on which consumers start to save and it is from it that the return of life to its normal course begins.

Since at the initial stage the organization decided to use the leased space, it was offered premises of 100, 150, 200, 250, 300 square meters. Under the terms of the premises lease, the organization will bear the costs listed in table 2. The income of the organization from beer restaurant should be 601 euros per day.

The organization needs to decide on the area of the premises, which it is advisable to lease for the implementation of its foreign trade project.

TABLE 2. SUMMARY OF COSTS FOR RENTING PREMISES

Parameter	*Amount*
Expenses, including:	
- not dependent on the choice of the city	**12 000,00**
A) licensing	1 000,00
B) the maintenance of the adjacent territory	150.00
C) routine maintenance of premises	10 000.00
D) security post	850.00
D) advertising	1 150.00

- determined by the area of the leased premises	**11 180,00**
A) insurance of restaurant property, liability to third parties	2 300,00
B) furniture for visitors	5 400,00
C) equipment for a beer bar in the hall	2 500,00
D) the maintenance of one hall (communal, operational costs)	360.00
E) one waiter	270.00
E) one barman	350.00
- depending on the number of visitors	**53.00**
A) laundry	7.00
B) cleaning	6.00
C) dry cleaning of furniture	40.00

In our opinion, it should be considered that in order to find the optimal solution it is expedient to use the Hurwitz criterion. Then, in the framework of the set task formalization the area of the premises which the organization plans to lease (S_k), will be as follows:

$$S_k = 50 \times (k + 1),\ k = 1,2,3,4,5. \quad (5)$$

Expression (5) assumes that the size of the leased area can only be an integer not exceeding 300. The period under investigation is a statistical month equal to 30 days.

The organization's month expenses for the foreign trade project may be expedient to calculate by the formula

$$R_{kl} = 11180 \times S_k + 53 \times 30 \times z_{kl} + 12000 =$$
$$= 559000 \times k + 1590 \times z_{kl} + 12050, \quad (6)$$

where $z_{kl} = min\{S_k, n_l\},\ l = 1,2,3,4,5,6,7,8,$

$$z_{kl} = min\{S_k, n_l\},\ l = 1,2,3,4,5,6,7,8,$$

n_l - the area of the beer restaurant, occupied by visitors per month, the values of which are presented in Table 3.

TABLE 3. AREA OF THE BEER RESTAURANT OCCUPIED BY VISITORS PER MONTH

Parameter	*Number of visitors*	*Area Value*
Beer restaurant area occupied by visitors per month(nl), at	People	Sq. meters
$l = 1$	13	50
$l = 2$	18	70
$l = 3$	20	80
$l = 4$	25	100
$l = 5$	38	150
$l = 6$	50	200
$l = 7$	63	250
$l = 8$	75	300

Income of the organization per month (P_{kl}) *is* determined by the formula

$$P_{kl} = 601 \times 30 \times z_{kl} = 18030,00 \times z_{kl} \quad (7)$$

In the uncertain situation on the international market analysis of the organization's foreign trade activities efficiency may be appropriate to examine from the viewpoint of this business segment profitability. This is due to the fact that "the efficiency of the enterprise is characterized, above all, by the presence of profit. The more profit per unit of used resources it has, the more efficiently the company operates" (*2009*). Therefore, the organization views as winning the received profits from foreign trade project in the analyzed period ($э_{kl}$) which can be defined as

$$э_{kl} = P_{kl} - R_{kl} = 16440{,}00 \times z_{kl} - 559000{,}00 \times k - 12050. \qquad (8)$$

Using formula (8), we calculate winnings ($э_{kl}$). On the basis of which we form the billing matrix (Table 4), where B_k is the foreign project option when rentable area is $B_1 = 100$, $B_2 = 150$, $B_3 = 200$, $B_4 = 250$, $B_5 = 300$ square meters.

We choose the optimal solution on the basis of Wald and maximax criteria and form the table 5.

TABLE 4. BILLING MATRIX

B_k \ n_l	n_1	n_2	n_3	n_4	n_5	n_6	n_7	n_8
B_1	250950	579750	744150	1072950	1072950	1072950	1072950	1072950
B_2	(308050)	20750	185150	513950	1335950	1335950	1335950	1335950
B_3	(867050)	(538250)	(373850)	(45050)	776950	1598950	1598950	1598950
B_4	(1426050)	(1097250)	(932850)	(604050)	217950	039950	1861950	1861950
B_5	(1985050)	(1656250)	(1491850)	(1163050)	(341050)	480950	1302950	2124950

TABLE 5. SELECTION OF EFFECTIVE SOLUTIONS USING OPTIMIZATION CRITERIA

n_l \ B_k	B_1	B_2	B_3	B_4	B_5
n_1	250 950	(308 050)	(867 050)	(1 426 050)	(1 985 050)
n_2	579 750	20 750	(538 250)	(1 097 250)	(1 656 250)
n_3	744 150	185 150	(373 850)	(932 850)	(1 491 850)
n_4	1 072 950	513 950	(45 050)	(604 050)	(1 163 050)
n_5	1 072 950	1 335 950	776 950	217 950	(341 050)
n_6	1 072 950	1 335 950	1 598 950	1 039 950	480 950
n_7	1 072 950	1 335 950	1 598 950	1 861 950	1 302 950
n_8	1 072 950	1 335 950	1 598 950	1 861 950	2 124 950
Indexes of the foreign trade strategy efficiency by the criteria:					
Wald:					
V_k	250 950	(308 050)	(867,050)	(1,426,050)	(1 985 050)
V_F^{opt}	**250 950**				
V_{FM}^{opt}					(1 985 050)
maksimax:					
M_k	1 072 950	1 335 950	1 598 950	1 861 950	2 124 950
M_F^{opt}					**2 124 950**
M_{FV}^{opt}	1 072 950				

According to our calculations, the results of which are shown in Table 5, the optimal by Wald criterion is the foreign trade strategy version B_1, while *by* maximax criterion the greatest possible profit organization can receive by selecting the foreign trade strategy version B_5. Since foreign trade strategy versions B_2, B_3, B_4 do not belong to the set of optimal strategies *either* by maximax criterion F_M^{opt} or by Wald criterion F_V^{opt}, *then the* validity of inequality (4) should be checked only for them. Using the data of Table 5 we calculate values of the left and right sides of the inequality (4) for foreign strategy versions B_2, B_3, B_4 presenting obtained results in Table 6.

Analysis of the calculation, the results of which are summarized in Table 6, show that for foreign trade strategy versions B_2, B_3, B_4 inequality *(4)* is not satisfied, *because* it becomes an equality for them. Then Hurwitz criterion has leveling property only with the index $\alpha = \alpha^{'}$ which value according to expression (3) will be

$$\alpha^{'} = \frac{250950-(-1985050)}{(250950-(-1985050))+(2124950-1072950)} = 0{,}68.$$

Thus, with optimism index equal to 0.68, foreign strategy versions B_2, B_3, B_4 are *optimal by Hurwitz criterion.*

TABLE 6. EVALUATION OF FOREIGN TRADE STRATEGY VERSIONS B_2, B_3, B_4

Strategy B_k	***Calculation***	***The result of the calculation***
The right side of inequality(4)	$V_{F^{\mathrm{opt}}} \times M_{F^{\mathrm{opt}}} - V_{F_M^{\mathrm{opt}}} \times M_{F_V^{\mathrm{opt}}}$	-
B_2, B_3, B_4	$250950 \times 2124950 - (-1985050) \times 1072950$	2663115600000
The left side of inequality (4)	$V_k \times \left(M_{F^{\mathrm{opt}}} - M_{F_V^{\mathrm{opt}}}\right) + M_k \times \left(V_{F^{\mathrm{opt}}} - V_{F_M^{\mathrm{opt}}}\right)$	-
B_2	$(-308050) \times (2124950-1072950) +$ $+ 1335950 \times (250950-(-1985050))$	2663115600000
B_3	$(-867050) \times (2124950-1072950) +$ $+ 1598950 \times (250950-(-1985050))$	2663115600000
B_4	$(-1426050) \times (2124950-1072950) +$ $+ 1861950 \times (250950-(-1985050))$	2663115600000

Taking into consideration conducted calculations and equation (2) we form the structure of optimal strategies set by Hurwitz criterion for the problem which will have the following form:

$$F_{G_{pr(\alpha)}}^{opt} = \begin{cases} (B_1) & \text{with} \quad 0 \le \alpha < 0{,}68 \\ (B_2, B_3, B_4) & \text{with} \quad \alpha = 0{,}68 \\ (B_5) & \text{with} \quad 0{,}68 < \alpha \le 1 \end{cases} \tag{9}$$

The analysis of system (9) indicates that the DM is more optimistic since optimism index α exceeds 0.5. If $\alpha = 1$ the DM acts as an extreme optimist. In this case, the optimal decision by Hurwitz criterion is to hire a beer restaurant with an area of 300 square meters. This option is the optimal decision by maximax criterion also, which is extremely optimistic, since it convince the DM that when he chooses strategy version B_5, external economic environment will be the most favourable for the organization, that is, its profits will be maximized under the given state of foreign trade conditions. In this case, the weighted profit of organization from the foreign trade project depending on DM's index of optimism α will be

$$G_{pr_5}(\alpha) = (M_5 - V_5) \times \alpha + V_5 = 4110000 \times \alpha - 1985050 \text{ при } \alpha \in (0{,}68;1]. \qquad (10)$$

If the decision maker is at the optimism level $\alpha = \alpha' = 0{,}68$, then he is more optimistic than pessimistic. Then, according to Hurwitz criterion, the optimal solution is to rent premises area

300	square meters	as an extremely optimistic scenario choice
100	square meters	as a pessimistic choice variant
150 - 250	square meters	as a levelled choice of restaurants rentable area

In this case, the weighted profit for any option of chosen solution will remain unchanged and amounts to 809,950 euros because if

$$G_{pr_k}(0{,}68) = (M_k - V_k) \times 0{,}68 + V_k, \qquad (11)$$

then

$G_{pr_1}(0{,}68)= \ (M_1 - V_1) \times 0{,}68 + V_1 = (1072950 - 250950) \times 0{,}68 + 250950 = \ 809950$

$G_{pr_2}(0{,}68)= \ (M_2 - V_2) \times 0{,}68 + V_2 = (1335950 + 308050) \times 0{,}68 - 308050 = \ 809950$

$G_{pr_3}(0{,}68)= \ (M_3 - V_3) \times 0{,}68 + V_3 = (1598950 + 867050) \times 0{,}68 - 867050 = \ 809950$

$G_{pr_4}(0{,}68)= \ (M_4 - V_4) \times 0{,}68 + V_4 = (1861950 + 1426050) \times 0{,}68 - 1426050 = \ 809950$

$G_{pr_5}(0{,}68)= \ (M_5 - V_5) \times 0{,}68 + V_5 = (2124950 + 1985050) \times 0{,}68 - 1985050 = \ 809950$

If the DM optimism index is in the range $\alpha \in [0;0{,}68)$, then with

$\alpha =$	0	DM is an extreme pessimist,
$\alpha \in$	$(0;0{,}5)$	DM is a pessimist,
$\alpha =$	$0{,}5$	DM is neutral,
$\alpha \in$	$(0{,}5;0{,}68)$	DM acts as an optimist.

In this case, the optimal decision by Hurwitz criterion will be a choice of rentable area under a beer restaurant of 100 square meters. And this decision is optimal by extremely pessimistic Wald criterion orienting DM to the fact that with his chosen strategy external economic environment will be extremely unfavorable for the organization, decreasing its profits to the lowest possible value at the present state of foreign trade. Weighted profit serving as selected foreign trade strategy indicator will be

$$G_{pr_1}(\alpha) = (M_1 - V_1) \times \alpha + V_1 = 822000 \times \alpha + 250950 \text{ при } \alpha \in [0;0{,}68). \qquad (12)$$

Conducted calculations allow us to conclude that Hurwitz criterion is appropriate to apply in the uncertainty conditions by the organization, which in making predictions about its activities in the foreign market, due to any circumstances, does not adhere to any position of extreme pessimism, or extreme optimism. In this case, the economic entity is recommended to use Hurwitz criterion that provides a balanced approach to effective foreign policies, and allows to choose from them the optimal strategy.

Conclusion

High economic uncertainty in the international market requires the development of the foreign trade activity effectiveness analysis system appropriate to modern conditions that allows to justify decisions on a new methodological basis. Multicriteriality and complexity of problems solved by FTA participants in the new global models, require not only a correct account of the multidimensional export-import operations but also changes in the theoretical and methodological approaches to their analysis. We believe that Markov chains are the modern method of information-analytical FTA study, which will justify the decision making on a fundamentally new methodological basis, providing accurate results with the use of probabilistic models in the analysis of various foreign trade situations. We represent the economic and mathematical modeling procedure based on Markov chains for the above-mentioned example.

Organization management conducted an analysis of commercial real estate rented properties in the country, where the manufacturer is going to open a chain of beer restaurants. The study revealed the following trends: the contracts which specify the high rents, are replaced by contracts with lower rates for the rental of one square meter. It is also possible the time comes when changes in rental rates are so low that they can be neglected. Conditional probabilities reflecting the underlying state of the commercial real estate market are listed in the matrix of transition probabilities $P_{аэ}$:

$$P_{аэ} = \begin{pmatrix} 0,3 & 0,6 & 0,1 \\ 0,2 & 0,3 & 0,5 \\ 0,3 & 0,6 & 0,1 \end{pmatrix}. \qquad (13)$$

After receiving this information, the Department of Finance, according to the assignment of business owner, must analyze the short- term state of the foreign real estate market.

To solve this problem, it is necessary to find final probabilities that characterize homogeneous Markov chain. Final probabilities are the system state probabilities in the final steady-state mode in which the probabilities of the system states do not depend either on time or on their initial distribution *(Labsker 2014)*.

We choose as system S the market of commercial real estate rented properties in a foreign country, where the organization intends to open a chain of beer restaurants. The marked graph of system S states is shown in Figure 1.

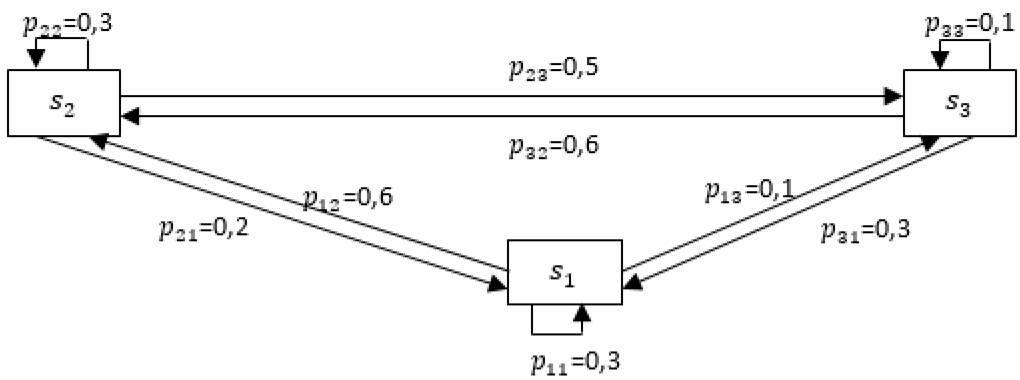

FIGURE 1. MARKED GRAPH OF COMMERCIAL REAL ESTATE MARKET STATE, RENTED PROPERTIES, IN A FOREIGN COUNTRY

Since the system can be in one of three states, based on primary data:

s_1 - number of proposals for the rented premises does not change;

s_2 - number of proposals for rented premises is growing;

s_3 - number of proposals for rented premises is reduced,

then the process taking place therein can be qualified as discrete. Besides, the periods of time t_1, t_2, t_3 between the states are so small that the system S does not change its state between them, that allows us to treat the analyzed process as a process with discrete time.

The upcoming state of the system S to which it goes, depends only on the state, in which it currently exists, but does not depend on the previous state so this process is Markov chain *(Martyanova, 2016)*.

It has been proved *(Labsker 2014)* that if homogeneous Markov chain with a finite number of states is regular, there are the final probabilities $p_1, \dots, p_n$.Considering the fact that all the elements of matrix $P_{аэ}$ are positive, the system S is regular and so there are limiting probabilities p_1, p_2, p_3 of states s_1, s_2, s_3, respectively.

In his work *(Labsker 2014)* the author proved, that if there are final probabilities the final vector$(p_1, \dots, p_n)$ can be found from the following equation:

$$(p_1, \dots, p_n) = (p_1, \dots, p_n)P, \tag{14}$$

wherein P - the transition probability matrix.

Then with $= 3$ from the equation (14) and using matrix (13), we obtain

$$(p_1, p_2, p_3) = (p_1, p_2, p_3) \times \begin{pmatrix} 0{,}3 & 0{,}6 & 0{,}1 \\ 0{,}2 & 0{,}3 & 0{,}5 \\ 0{,}3 & 0{,}6 & 0{,}1 \end{pmatrix}. \tag{15}$$

Making multiplication of row vector by the matrix of the right side of the equality, the expression (15) takes the form

$$(p_1, p_2, p_3) = (0{,}3p_1 + 0{,}2p_2 + 0{,}3p_3; \quad 0{,}6p_1 + 0{,}3p_2 + 0{,}6p_3; \quad 0{,}1p_1 + 0{,}5p_2 + 0{,}1p_3).$$

Whence it appears

$$\begin{cases} p_1 = 0{,}3p_1 + 0{,}2p_2 + 0{,}3p_3; \\ p_2 = 0{,}6p_1 + 0{,}3p_2 + 0{,}6p_3; \\ p_3 = 0{,}1p_1 + 0{,}5p_2 + 0{,}1p_3, \end{cases}$$

$$\begin{cases} 0{,}7p_1 - 0{,}2p_2 - 0{,}3p_3 = 0; \\ 0{,}6p_1 - 0{,}7p_2 + 0{,}6p_3 = 0; \\ 0{,}1p_1 + 0{,}5p_2 - 0{,}9p_3 = 0. \end{cases}$$

Performing transformations, we obtain

$$\begin{cases} 0{,}7p_1 - 0{,}2p_2 - 0{,}3p_3 = 0; \\ \qquad - 3{,}7p_2 + 6p_3 = 0; \\ \quad p_1 = - 5p_2 + 9p_3. \end{cases}$$

whence

$$\begin{cases} 0{,}7p_1 - 0{,}2p_2 - 0{,}3p_3 = 0; \\ p_2 = 1{,}622p_3; \\ p_1 = 0{,}890p_3. \end{cases} \tag{16}$$

The general solution of equation (15) depending from one arbitrary parameter p_3 is vector$(0{,}890p_3;\quad 1{,}622p_3;\quad p_3)$. Replacing in (16) the first equation by normalization condition we obtain the system $\begin{cases} p_1 + p_2 + p_3 = 1; \\ p_2 = 1{,}622p_3; \\ p_1 = 0{,}890p_3, \end{cases}$

having solved which, we find the final probability vector of system S having the following form $(p_1,\quad p_2,\quad p_3) = (0{,}253;\quad 0{,}462;\quad 0{,}285)$.

Thus, the short- term forecast for commercial real estate in a foreign country is following: the number of proposals in the segment of rented premises is likely to grow $(p_2 = 0{,}462 > p_1, p_3)$. However, they do not depend on the initial state of the market. Therefore, if an organization has time reserve for its foreign trade project implementation, it can be advised not to hurry with contract signing for the rent of beer restaurant with area of 100 square meters.

Recommendations

Systematization of the research results leads to the following conclusions:

1. In the conditions of foreign trade uncertainty it is appropriate to apply Hurwitz criterion, since it allows you to find the best solution when the decision maker (DM) can be considered neither as extreme optimist nor as extreme pessimist in the analysis of the organization effectiveness in the international market. Solutions, optimal by Hurwitz criterion match the DM optimism index determined not subjectively but on the basis of expression, including both winning value by Wald criterion in the set optimal strategies by maximax criterion and winning value by maximax criterion in a set of optimal strategies by Wald criterion, so and winnings by Wald and maximax criteria.

2. Hurwitz criterion does not exclude the optimal solution being such by extremely optimistic maximax criterion or as such recommended by Wald criterion so being extremely pessimistic. The property of Hurwitz criterion to level extreme pessimism of Wald criterion and extreme optimism of maximax criterion allows us to analyze the uncertainty and risk influence on the effectiveness of economic entity FTA with different decision-making models.

3. Conducted calculations have shown that Markov chains instrument does not disprove but rather confirms the validity of the decision maker desires, having a certain value of optimism index, to use Hurwitz criterion in selecting the optimal solutions. It allows to create a system of analysis that offers a balanced approach in predicting the organization’s foreign trade strategies effectiveness.

REFERENCES

Brodetsky, G.L. (2010). System analysis in logistics: choice under uncertainty conditions (textbook for students of higher education institutions.). Moscow: "Academia" Publishing Center.

Vasilchuk, O.I. (2009). Profitability management in the service industry. Vector Science Togliatti State University, 7 (10) (38-43).

Spain: Beer sales hit record thanks to the restoration of the restaurant business (2016, December 19). E-malt.ru, information resource for specialists of beer and malt industry. Retrieved December 20, 2016, from the URL: http://e-malt.ru/News.asp?Command=ArticleShow&ArticleID=4045

Labsker, L.G. (2014). Probabilistic modeling in financial and economic sphere: Textbook. (2nd ed.). Moscow, INFRA-M.

Labsker, L.G. (2016). Terms of Hurwitz criterion's levelling properties lack and economic application. Economics and Business, 9 (141-149).

Martyanova, O.V. (2016). Evaluation model of price risk influence on the efficiency of foreign trade business in uncertainty conditions using hedging and Markov chains. Audit and Financial Analysis, 4 (113-126).

Martyanova, O.V. (2016). Evaluating of financial strategy effectiveness by the organization participating in foreign trade activity in economic uncertainty conditions using probability characteristics of Markov chains. Audit and Financial Analysis, 3 (75-85).

Melnyk, M.V., Berdnikov, V.V. (2011). Analysis and control in the commercial organization (textbook). Moscow: Eksmo.

Putin, V.V. (2016). Address of the President to the Federal Assembly. Moscow Kremlin. Reference system "Consultant".

Sadchikov, I.A. (2003). System Analysis in Business Management (manual). St. Petersburg: St. Petersburg State University of Engineering and Economics.

MULTILINGUALISM IN THE NATIONAL LITERATURE OF THE WORLD

Abstract

The article discusses contemporary world artistic process. Multilingualism of writers and poets is called one of the specifics of national literatures in the modern world whose creative writings are in several languages on the territory of one State. Multilingualism in Spain, Switzerland, Scotland, Canada, Finland, Belgium has been considered. In Spain, poets and writers write their works in Spanish, Basque and Galician. In Switzerland, poetry and prose is written in French, Italian and German, that are recognized as official languages in these States. Writers in Scotland write in English, Scottish (Scotch) and Gaelic languages. Canadian literature is divided into French Canadian and English Canadian. In Finland, literature develops in Finnish, Swedish and Sami. Belgian literature was popular mainly in French, despite the existence of two other languages – Walloon and Flemish.

Keywords

national literatures, specifics, multilingualism, writer, poet

AUTHORS

Ainur Mashakova
PhD in Philology, leading researcher
M.O. Auezov Institute of Literature and Art.
29, Kurmangazy Str., Almaty, A10C5D8, Kazakhstan
E-mail.ru: a_mashakova@mail.ru

Introduction

In modern conditions of integration of the independent Republic of Kazakhstan in the international community, the role of artistic and aesthetic culture as a spiritual foundation for sustainable development of the country is increasing. World artistic process, no doubt, has an impact on the literature of Kazakhstan, which we consider as the most important component of spiritual security of a sovereign state.

The study of the specifics of national literary development in the modern world is relevant for national literary criticism in view of the influence of literary achievements of other nations on Kazakh literary development. One of the specifics of national literatures in the modern world is multilingualism of writers and poets whose creative writings are in several languages on the territory of one State.

Methodological Framework

Investigations are performed based on monographs and scientific publications of the leading literary critics of the largest research centers in the world I.Ayhinger *(Ayhinger, 2007)*, T.Selitrina *(Selitrina, 2009)*, M.Gamper *(Gamper, 2010)*, V.Ivanauskas *(Ivanauskas, 2014)* and others.

Study of the history of national literature and the modern picture of the world literary process in the era of globalization and integration takes place in the context of comparisons, comparisons, contact and typological relationships, analysis of diverse processes of reception, literary translations, etc.

Results

In terms of multilingualism in national literatures of the world, such countries as Spain, Switzerland, Scotland, Canada, Finland, Belgium should be mentioned.

In Spain, poets and writers create their works in Spanish, Basque and Galician.

The writer Bernardo Achaga writes his works in the Basque language, and translate some of them into Spanish. B. Achaga is the owner of many prestigious international prizes; he is a member of the Royal Academy of Basque Language. The book "Obabakoak" in which the writer told about the residents of the fictional Basque village Obaba, brought him an international success. The book "Obabacoac" was awarded the Prize of Criticism, the National Prize for the best prose work, the Euskadi and Cesare Pavese Prizes. "One can say that Achaga became an ambassador, and "Obabacoac" is a visiting card of Basque literature on all five continents" said the Spanish literary critic Jose Angel Askunse *(Achaga, 2004)*. His works are included into school curriculum, the novel "Memories of a Cow" is studied in Basque schools. The novel "The Son of the Accordionist" is related to the theme of the Civil War. In the opinion of the Spanish literary critic Juan Kobo, in modern Spanish literature the theme "civil war of 1936-1939 and the last 40 years of the Franco dictatorship" remains the main theme. It is not surprising that, as Spanish writers and critics unanimously point out, sometimes even being astonished by this fact, this is the main theme in modern Spanish literature. As time goes on, it does not lose its relevance, but on the contrary, the interest of Spanish writers to this topic is growing" *(Kobo, 2011)*. The book "Lonely Man", which was translated into fifteen languages, was awarded the Criticism Award, and the magazine "El Urogallo" recognized it as the best book of the year.

Poet, essayist, translator Jon Juaristi – is the author of the poetic works in Spanish and political essays in the Basque language. He was engaged into active political activity, advocating for the national identity of the Basques, which has been reflected in his works. The most well-known essay is "El bucle melancólico", which is dedicated to the history of the Basque Country and its main historical personalities. In the 2000s, he headed the National Library of Spain, was the Director of the Cervantes Institute. J. Juaristi is a laureate of the National Prize in Literature, the National Award for the Best Essay, the Royal Spanish Academy Prize.

The prose writer Manuel Rivas writes his books in Galician and Spanish. He was born in the city of La Coruna in Galicia – which is one of the regions in Spain. He writes about Galicia in his stories and novels. The writer explains why he writes in Galician in the following way: "I must say that in my childhood and adolescence, I thought that this language was forbidden, and I think this fact made it especially attractive. On the one hand, the Galician language was always close – it was spoken at home, in the families of the friends and familiar people, at work and during holidays. But at school it was forbidden to speak Galician, they even tried to erase the accent from our speech, so that no one would guess that we are from Galicia" *(Rivas, 2003)*. M. Rivas is a kind of symbol of the Galician movement for national identity. He is very popular in his native land, he was awarded the Prize of Spanish Criticism, the Prize of Galician Criticism, the National Prize for Literature, the Torrente Ballester Prize. Based on the works of M. Rivas, two feature films have been produced: "The First Wedding Night" and "The

Butterfly Tongue". The books of M. Rivas have been translated into many languages of the world.

The poet Jose Angel Valente's creative writings are in Spanish and Galician. J.A. Valente tends to metaphysical lyrics, and develops Spanish mystic poets' traditions. His poetic collections are marked by many literary awards: "In the Image of Hope" ("Adonais" Prize), "Poems for Lazarus" (Catalan Criticism Award), "Three Night Lessons" (Criticism Award), "Nobody" (National Literary Prize). Poetry by J.A. Valente has been translated into English, French, German, Portuguese, Italian, Czech, Russian.

The Spanish-speaking literary community includes the poet Luis Alberto de Cuenca, the poet and translator Felix Grande, the poet and essayist Andres Sanchez Robaina, the poet and playwright Alfonso Vallejo, the poet Anna Delgado Cortes and many others.

In Switzerland, poetry and prose in French, Italian and German which are recognized as official languages in this State, is widely spread. In addition, Rhaeto-Romanic literature is developing. Writers and poets are united into the "Union of Swiss Authors" at national scale.

The popular Swiss writer Christian Kracht, the author of 4 novels and several collections of short stories and essays writes in German. His books have been translated into 15 languages. By the topics and structure of the novels by Kracht (the presence of symbolic layers, numerous literary allusions), they refer to philosophical novels. His prose is distinguished by "a close connection with reality (which Kracht never invents and distorts), the presence of different layers in it which are revealing only gradually, the motive of finding oneself in a hostile modern world" *(Baskakova, 2004)*. German-speaking writer Franz Hohler is called the classic of Swiss literature. He studied Germanic and Romanic studies at the University of Zurich. Creative writings of F. Hohler is extremely versatile. He writes novels, stories, and poems, and songs. He wrote more than two dozen books for children.

Arnaud Kamenish creates his texts in the Rhaeto-Romanic language and translates them into German. A. Kamenish traveled extensively throughout Europe, South America and Australia, but devoted his books to describing life in his native Rhaeto-Romanic region. For the first book "Sets-Ner" Kamenish was awarded several literary awards. In 2013, Kamenish became the winner of the Hölderlin Prize.

Anne-Lou Steininger, Rose-Marie Peñar refer to the French-speaking writers of Switzerland. In 2005 A.L. Steininger has been awarded a prestigious Michel Dantan Prize for the collection of stories "Tales of the stolen days". "The collection consists of three dozen bizarre poetic stories, which the writer herself calls stylistic exercises in time" (Steininger, 2013). R.-M. Peñar is a writer, journalist, critic, author of "magic", "dream" prose, close to magical realism. The theme of art, and the theme of creativity is prevailing in Peñar's creative writings.

Poet Aurelio Bouletti creates poems in Italian. The play of words, meanings, humor, irony, experiments with the form are inherent in the poetry of A. Buletti - the owner of the Schiller Prize. The poet Giorgio Orelli – laureate of the Chiara Award "For Contribution to Literature" writes in Italian. The poetry of J. Orelli is characterized by dialogic and ironic features. Poet Fabio Pusterla graduated from the University of Pavia, defended his thesis in Italian dialectology. He teaches at the Italian University of Switzerland. Translation takes significant place in the literary work of F. Pusterla: among the poets whose works sounded in Italian thanks to his translations, Philip Jacot's is at the first place. The creative writings of Pusterla have been marked by a number of Swiss and Italian literary prizes, including the Montale Prize, the Great Schiller Prize, the Swiss Literary Prize.

Writers in Scotland write in English, Scottish (Scotch) and Gaelic languages. It should be clarified that Scottish (Scotch) is the language of the German language group, which is closely related to English and is common in the plain area of Scotland. The Gaelic language is one of the Celtic languages, the carriers of which – the Celtic Gaelic people – traditionally lived in the mountainous Scotland. The development of Gaelic literature is largely facilitated by the activities of the publishing house "CLÀR", which has been publishing books in Gaelic since 2003.

Iain Crichton Smith is a Scottish poet, who writes both in English and Scottish Gaelic. The officer of the Order of the British Empire I.C. Smith grew up in a small community where people spoke mainly Scottish Gaelic, and he learned English as a second language when he studied in school. He translated some of the works by S. McLean from Gaelic to English, and translates his own works into English, originally written in Gaelic. Poetry by I.C. Smith reflects his dislike of dogmas and authorities – such view has developed in him when he was young, under the influence of raising up in a solid island community, and the Presbyterian community. His political convictions and opinion concerning Scotland's own way have been formulated under the same influence. Several of his poems explore the tragic page in the history of Scotland - the deportation of Scotts in the XVIII and XIX centuries, which led to the mass resettlement of Scots not only to other regions of the United Kingdom, but also to North America, and to the destruction of the traditional clan system in Scottish society. His poem "Consider the Lilies" about the eviction of Scots from their native places, which is narrated on behalf of an elderly woman of that time is also devoted to the same theme. Older people, deprived of their homeland, are frequent characters of his creative writings. Whereas, he often uses the description of nature to transmit the emotions.

The modern Scottish poet Tom Leonard writes in Glasgow dialect of the Scottish language. His creative writings concern, first of all, language and politics. The poet insists that the language of Glasgow is a real medium for art, as well as any of the languages associated with poetry. Poetry, presented in the collections "Reports from the Present" and "Internal Voices", distinguishes in variety, both in form and content. The first collection shows how modern realities have been reflected in the world of art and culture, and confrontation between the material and intellectual worlds is felt in poetic works. In "Inner Voices" the poet pays attention to the various human voices. So, in the poem "Where Nora lives" T. Leonard presents a woman using her own words and words of people around her, he introduces "non-poetical" into the poetry, namely: shopping lists, everyday life and routine of family life. "Monologue of a moderate member" is distinguished by rigid satire. Here, the Scottish Labor Party member is accused of selling socialism and the Scottish working class, which has continued supporting Labor Party for many years. For a member of the Labor Party, power has become more important than politics. In "Reports from the Present" in the section "Antidotes, anecdotes and accusations: satirical, personal and political plays" many of the works are intended for actors performance and take the form of dramatic dialogues or monologues.

P. Manson in "Poetry Review" wrote that "Tom Leonard speaks so accurately and with such cruel and analytical wit that his works go beyond the status of poems. I do not know another modern poet, who would be so authentic" *(Leonard, 2004)*. D. Kulesh, having visited the creative evening of the Scottish poet at the Edinburgh International Book Festival, noted the poetic work of T. Leonard in following words: "His poems – a direct speech of nameless people. From overheard phrases in the street, everyday life and life –evangelical plots. The original motto of the poet sounds biblical: "Blessed is every living language" *(Kulesh, 2002)*. The poem "Six Hour News" has been included into the school curriculum in England, Wales, Northern Ireland and is compulsory for the final exams in the AQA qualification school. The poetic collection "Inner Voices" is called the best Scottish book of the year by the version of the Saltire Society.

Along with the poems T. Leonard also publishes essays in the collections of his works. Since most part of Leonard's poetry has political character, it is not surprising that his essays are the response to current political events. So, in particular, he expresses disappointment in the parliamentary politics, in the activities of the British Labor Party. Some of the essays deal with military conflicts in the Middle East, while others deal with rebranding of Glasgow as a European city of culture. He sharply criticizes British and American involvement in the war in Iraq.

T. Leonard refers to those poets who are fighting for the Scottish and Gaelic languages, and not only at literary level, but also public. Mostly, thanks to the efforts of the writers, television and radio programs are being broadcasting in these languages, newspapers and books are being published, and there is a movement for wider use in public life. In reply to the question: "Do you consider yourself a political author?", he replies: "I am interested in musical features of the language of the environment of my social class in the West of Scotland, just because it comes from my mouth. The writing of my dialect verses was not an act of either nationality or class, but an act of existence in conditions of denial" *(Leonard, 2015)*.

In Canada, the official languages are English and French. Accordingly, Canadian literature is divided into French and Canadian literature.

Franco-Canadian literature is also called Quebec literature, since mostly French-speaking Canadians live in the province of Quebec. They are the descendants of those French people who moved to North America four hundred years ago. Quebec literature differs from French literature with a thrilling attitude towards North American nature and an appeal to the myths of the New World. The founder of the Writers' Union of Quebec, Jacques Godbout wrote in his article "How did the Quebec literature emerge?": "Today, Quebec literature includes thousands of works, which publication is invariably supported by Canadian and Quebec authorities, some books are widely recognized by the public, others are well received by the elected reader. They are translated into many languages, published in Paris and sometimes they are awarded French literary awards" *(Godbout, 2008)*. So, the winner of the Goncourt Prize (Prix Goncourt) is a Canadian writer, playwright Antonin Maye. Canadian writer Alberto Manguel is the holder of the French literary prize "Medici" (Prix Médicis) and an officer of the Order of Arts and Literature (awards of the Ministry of Culture of France). The writer Dani Laferier was also announced the Laureate of the Medici Award for the novel The Mystery of Return. It should be noted that "Goncourt" and "Medici" are the most prestigious French literary awards. The playwright Robert Lepage Europe's was awarded the largest theater prize "Prix Europe pour le théâtre".

The English-speaking writers of Canada received the international recognition. The first Canadian laureate of the International Booker Prize in 1992 was Michael Ondaatje – the author of the novel "The English Patient", on the basis of which a feature film was produced, which was awarded the "Oscar" Prize. Booker Prize is one of the most prestigious awards in the world of English literature. The Booker Prize was later awarded to Margaret Atwood and Yann Martel. M.Atwood (the author of the novels "The Blind Murderer", "The Story of the Handmaiden") were also awarded the Arthur Clark Award – the British literary award for the best science fiction novel. J. Martel has become famous for the novel "Life of Pi", which served as a basis for a feature film, which was awarded four "Oscars". Carol Shields – is a Pulitzer Prize winner – one of the most prestigious US awards in the field of literature, journalism, music and theater. K. Shields was awarded this award for the novel "The Diaries of Stone". In 2013, the Canadian writer Alice Munro – one of the best contemporary story masters was awarded the first Nobel Prize for Literature.

In Finland, literature develops in Finnish, Swedish and Sami languages. Residents of Finland are among the most reading people in the world. To a greater extent, this is due to the State policy – a network of free libraries is very developed in the country. In recent years, many small publishing houses which specialize in fiction have been established in Finland.

"A significant part of the contemporary literature in Finland is written in Finnish (M. Jotuni, H. Vuolijoki, J. Turk, and others). The world-famous Finnish writer Mauri Kunnas, whose works have been translated into 26 languages, is awarded the Children's Book Fair Prize in Bologna. The Institute of Finland in St. Petersburg nominated him for the "Reading St. Petersburg 2009" contest as the best foreign author. One of the masters of the modern detective is Matti Joensuu, the author of popular works, was twice nominated for the "Finland" Literary Prize. The leading tendencies of the Finnish literature of the first fifteen years of the 21st century is the revealing of the inner world of a contemporary – the resident of the province (a series of novels The Land of Fugitives, country novel by Petri Tamminen), the emotional experiences of the characters (Marya Virolainen's poetry, Ellina Hirvonen's prose, If He Wouldn't Forget"), the openness of young writers to the outside world, etc." *(Ananyeva, 2016)*.

Tuve Jansson – Swedish-speaking writer of Finland is the most famous in the world. Her children's books about the Moomins have been translated and films produced in many countries. Famous writers Boo Karpelan and Lars Sund write in Swedish. Ulla-Lena Lundberg and Monika Fagerholm were awarded prestigious literary awards in Finland. "The combination of the experiment with "sharp realism" in the art works in depicting the characters on the background of the supernatural events has become one of the newest trends in the development of modern Swedish literature in Finland" *(Ananyeva, 2016)*.

The modern Sami literature includes works written in the Sami languages. The Sami languages is a group of related languages spoken by the Sami (the obsolete name – Lapps) in the north of the Scandinavian Peninsula, in Finland and on the Kola Peninsula in Russia. In Finland, the prose writer, playwright Kirsti Paltto and the children's writer Petter Morottaya write in the Sami language.

Belgian literature has become popular mainly in the French language, despite the existence of two other languages – Walloon and Flemish. The most famous Belgian writers and poets Charles de Coster ("The Legend of Tijl Uilenspiegel"), Maurice Maeterlinck ("The Blue Bird"), being Flemish, wrote their works in French, but not in Flemish. Andre-Marcel Adamek is the modern classic of French-speaking Belgian literature. He was awarded the French Community Parliamentary Award in Brussels for the novel "The World's Largest Submarine" in French. This novel by a Belgian writer, which became a bestseller, is translated into all European languages. Vincent Engel is one of the leading French-speaking Belgian writers, the author of more than ten novels, including the novel anti-utopia "My neighbor is not just anyone" and the novels "Everyday War". The novel "Forget Adam Weinberger" tells of a Jew who survived in the Nazi camps. It consists of two parts, called "Before" and "After". The part "Before" includes childhood, adolescence, youth, love, dreams and sounds, happiness and unhappiness - in short, his whole life, which ended in 1939. The part "After" covers the period of the Second World War and tells about the stay of the protagonist in Auschwitz.

Amélie Nothomb – one of the most popular representatives of modern French-language literature. Her first novel The Hygiene of the Murderer, was published when she was twenty-five. Since then she has published a number of books, among them "Love sabotage", "The Biography of Hunger", "The Tokyo Bride", "Metaphysics of Pipes", "Cosmetics of the Enemy", "Sulfuric Acid", "Mercury", "Crime", "Dictionary of proper names", "Antichrist", "Fear and trembling". Many of her books are based on real autobiographical facts, she describes everything that has happened to her since childhood. The thing is that A. Nothomb visited many countries, since her father was a major diplomat. In "Love sabotage" the author writes about her life in China. The "Biography of Hunger" depicts such countries as Japan, the United States, Bangladesh, Burma, Laos, Belgium, China. The novel "Fear and Awe" tells about a young woman working in a Japanese firm. By the way, Amelie, being a child, lived in Japan in the family of the Ambassador of Belgium. Then she lived with her parents in China for a long time. Then she returned to Japan and worked in a large company. The novel "Fear and Awe" was awarded the Grand Prix du roman de l'Académie française, and it is translated into twenty languages and was screened. In 2015 she was elected a member of the Royal Academy of French Language and Literature in Belgium.

The contemporary authors of detective novels Peter Aspe and Aster Berkhov write in Flemish, as well as playwright Tom Lanoy. It should be clarified that the Flemish language is a variant of the Dutch language, spread in Flanders, Antwerp, Limburg, that is, in areas adjacent to Holland or Germany. The Flemish language has been mostly preserved in Campina.

Discussion

In recent years in Kazakhstan, literary scholars are increasingly interested in the world literary process studies. The M.O. Auezov Institute of Literature and Art, Committee of Science, Ministry of Education and Science of the Republic of Kazakhstan is involved in a fundamental research on the development of national literatures. Thus, collective monographs "Essays on World Literature of the Turn of the XX and XXI centuries" (2006), "The Newest Foreign Literature" (2011), "The World Literary Process of the XXI Century" (2016) were published. The first book presents French, English, Italian, Czech, Greek, Latin American, Turkish, Arabic, Indian, Japanese and Russian literature. The second book includes sections on German, Romanian, Spanish, Bulgarian, Korean, Slovak, Egyptian, Ukrainian, Moldovan, Azerbaijani literatures. The third book reflects the current state of the literary process in Finland, Scotland, XUAR of China, Iran, Georgia, Belarus, Lithuania, Kyrgyzstan, Tatarstan, Uzbekistan. The author of the paper prepared sections on Italian, Spanish, Scottish literatures in the above monographs.

The participation of foreign researchers provides a special importance to the research works, which is caused by the intensification of humanitarian contacts between national literary critics and leading foreign scientific centers. Attraction of foreign literary critics creates favorable opportunities for the direct use of the world experience and its wide development. "The newest foreign literature" has become the winner of the International Competition "Scientific Book – 2012" of the International Association of Academies of Sciences (Moscow) and was presented in Chisinau, Moscow, Kiev, Baku.

Conclusion

In the context of the world literature contemporary development, the development of each national literature takes place in accordance with the general trends in the evolution of the world literary process. In the era of globalization, national cultures tend to fit into the world cultural space, while remaining purely national, without losing their distinctive features and enriching themselves with new content. One of the specific features of national literatures in the modern world is the existence of a literary process in several languages on the territory of one State.

The study of foreign literature opens the prospect of a more clear idea of the world artistic process and the role of national literature in it.

Recommendations

The materials of this article can be of interest for researchers in comparative studies, teachers, PhD and Master students, undergraduate students of Philological faculties at Higher educational institutions.

REFERENCES

Achaga, B. (2004). Stories from the book "Obabakoak". In: Foreign Literature. № 10.

Ananyeva, S. (2016). Literature of Finland. In: World literary process of the XXI century [Collective monograph]. Almaty. Pp. 265-306.

Ayhinger, I. (2007). Features of poetics. Munich: Text Kritik. 175 p.

Baskakova, T. (2004). The novels of Christian Kracht and their cultural context. In: A new literary review. M.: UFO. No. 67. P. 267-306.

Gamper, M. (2010). Experiment und Literatur. Themen, Methoden, Theorien. Gottingen. 230 s.

Godbout, J. (2008). How did the Quebec literature originate? In: Foreign Literature. № 11.

Ivanauskas, V. (2014). Engineers of the Human Spirit` During Late Socialism: The Lithuanian Union of Writers Between Soviet Duties and Local Interests. In: Europe – Asia Studies. № 2.

Kobo, H. (2011). Bitter lessons of the past. In: Literary newspaper. No. 18.

Kulesh, D. (2002). I dreamed of a garden. In: The Banner. № 12.

Leonard, T. (2004). Biography. Works. BBC Two. http://www.bbc.co.uk/ programmes/profiles/tom-leonard

Leonard, T. (2015). Epistolaries. http://www.tomleonard.co.uk/epistolaries.html.

Rivas, M. (2003). Carpenter's pencil. In: Foreign Literature. № 11.

Selitrina, T. (2009). Continuity of literary development and interaction of literatures. Moscow: The higher school. 288 p.

Steininger, A.-L. (2013). Fortune-teller. A woman in blue in the evening. In: Foreign Literature. № 11.

QUALIMETRY OF PROFESSIONAL SELF-DETERMINATION AS A TOOL FOR THE AGRI-FOOD CLUSTER DEVELOPMENT

Abstract

Experts from regional universities, using innovative methods in the study, performed evaluation of self-determination quality among school-age youth and professional quality of agri-food cluster economists. They revealed appropriateness between negative motivations and low professional skills. According to scientists of Perm State Agricultural Academy, Perm State Humanitarian University, Izhevsk Institute of Economics and Management, it is important to determine how the quality of competence will change by increasing the quality of self-determination. Taking this into account, the researchers turned to the data of long-term observations obtained during the work on vocational guidance in rural schools. The cost evaluating approach allows you to compare the cost effectiveness of these activities, improve them, being an effective development tool. Preliminary studies using this approach have shown that the difference in the quality of a specialist's skill and the quality of self-determination is of great importance. But some uncertainty is also allowed because the parameters in them, such as those that describe motivation, are ranging. It should be noted that according to the results of analysis carried out by the "New Economic Laboratory - Agro" and the laboratory of the Psychology Institute of Perm State University, this pattern is not significant. Despite these small differences, the results of studies show - the effectiveness of economists' professional activity is higher when qualified vocational guidance work had been done with them. They have positive motivation, fewer breaches. Experts were also interested in negative characteristics changing. On the basis of these data, recommendations were developed for responding to quality declining. Scientists believe that their results may be used for evaluation of staff potential effectiveness.

Keywords

agri-food cluster; labor resources "price-quality" correlation,
qualimetry of professional self-determination, motivation mechanisms improvement

AUTHORS

Yury S. Perevoshchikov
Doctor of Economics, Professor
Udmurt State University, Scientific Consultant NOTsEMiKT.
1, Universitetskaya St., bld. 1, 426034, Izhevsk, Russia
E-mail: editorial@udsu.ru

Anna I. Latysheva
Candidate of Economic Sciences, Associate Professor
Industrial and Territorial Economy Chair
Perm State Agricultural Academy named after academician D.N. Pryanishnikov.
23, Petropavlovskaya St., 614990, Perm, Russia
E-mail: Latysheva.pgsha@rambler.ru

Inna A. Mukhina
Candidate of Economic Sciences,
Associate Professor, Economics Chair
Izhevsk State Agricultural Academy. 11, Studencheskaya St., Izhevsk, 426069, Russia
E-mail: editorial@udsu.ru

Anatoliy I. Razumov
Director of LLC (IIP) "NELA"
43, Krasnykh Zory St., Perm, 614053, Russia
E-mail: nela.perm@rambler.ru

1. Introduction

1.1. Relevance of the problem

In the organization of vocational guidance work it is necessary to take into account the interaction of dynamic external processes (the market demand for economic specialties, the structure of the agri-food cluster, etc.) and internal processes (positive motivation of rural youth to agricultural occupations, positive emotional background, etc.). Rural youth self-determination assistance management presumes constant monitoring of development trends in the profession "economist" for the agri-food cluster. Systematic prognostic studies are necessary. They will help to take into account changes in society, in the labor market, including economics sphere, in the vocational guidance activities *(Latysheva, 2012)*. The content of professional self-determination should be aimed, above all, at the positive changes in the training of the future professionals of the economic sphere, contributing to their employability and successful career *(Razumov, Ivanova, Latysheva & Getashvili, 2016)*.

1.2. Problem importance exploration

1. Scientific understanding of the current situation in the training of specialists for the economic sphere has led to the search for new approaches to its transformation on the basis of professionally motivating activities. The problem of rural youth self-determination in the specialty "economist" in the conditions of the region should be solved, first of all, from the general position of didactics and taking into account the specific features of the future profession. An example is the regional project on self-determination of rural youth "AgroPROFI" by the Perm Region Ministry of Agriculture and Food, which was approved for implementation in 2011 and was further developed in 2017. It must meet the agricultural cluster needs for highly qualified specialists at various levels among the rural youth through the integration of educational institutions, agencies, organizations and agricultural companies. Here we can see the unified efforts of higher and secondary agricultural education, agricultural companies (providing work for probationers) and the administration of rural areas, who pay special attention to the quality of young professionals' life that acts both as a condition and as a result of the vocational guidance work content organic integrity implementation as a meaningful social experience *(Abramova, Mukhina, 2013; Kosenko, 2017; Latysheva, Razumov, 2017)*. In this context, the training of young people for "economist" profession in a region with a developed agri-food cluster requires a systematic approach, using innovative research methods that reveal the essence, content and characteristics of the profession at different levels of professional education.

1.3. Innovative development of the rural economy

At the moment, the rural economy, namely its industrial sector, is on the threshold of the fourth industrial revolution. This would mean the introduction of intelligent systems in all production processes of agri-food cluster. It will make the production "smart". Rural economy needs innovative development, which is essential to ensure long-term and sustainable competitiveness. Consequently, at the regional level, the agri-food cluster needs an effective development strategy and this strategy should focus specifically on innovative aspects. And this determines the importance of "economist" profession *(Prudsky, 2017)*. Qualitative indices of economists in agricultural area represent plurality of interaction elements and factors that are not of minor importance in improving agricultural business efficiency. The need of labor market for highly professional personalities is high today. This resource, which has high consumer price in terms of education, success and performance, is an important indicator of social production. This market is a complex system of social and economic relations arising between its subjects about self-determination, professional competencies, training and distribution *(Sheshukova, 2011)*.

1.4. Research hypothesis

The analysis of theoretical works and practical activities in the vocational guidance of rural youth showed that the issues related to the regional peculiarities of rural young people self-determination for "economist" profession remain today as insufficiently studied field of scientific knowledge and practical activity. That allowed to suggest a hypothesis for researching of this problem: professional self-determination of rural youth for "economist" profession in regional agri-food cluster will be efficient if the territorial and sectoral component of general and economic disciplines content is developed determining the professional motivation of rural youth.

2. Materials and methods

2.1. The goal of the research

In the course of the study, the following issues were considered:

1) Selection of experimental and control groups of rural youth;

2) Conducting vocational guidance activities in the field of "economics" using innovative methods with the youth of the experimental group; training rural youth of the control group in the field of "economics" by traditional methods;

3) Comparison of the personality’s motivational sphere (goal, motive, emotions, etc.) of experimental and control groups in the process of vocational guidance activities;

4) Analysis of the experimental work results, effectiveness evaluation, rural youth self-determination systems quality evaluation.

2.2 Theoretical and empirical methods

To test the hypothesis, a set of various methods was used, an innovative approach was applied, mutually complementing each other:

– Theoretical; analysis of literature, normative, legislative, instructive and methodological, working documents and materials of managerial and procedural nature on the researched problem; cost evaluating approach in determining the quality of vocational guidance activities was applied; study and generalization of innovative pedagogical-psychological experience, analysis and synthesis;

– Empirical; monitoring of "economists' "career growth; included observation, ascertaining and shaping pedagogical-psychological experiment, questionnaires, testing, interviews, discussions, studying the results of rural youth educational and extracurricular activities, methods of mathematical statistics.

2.3. An innovative method of studying the youth self-determination problems

With the help of innovative methods, the problems of agri-food cluster economic services human resources potential forming are investigated. Interuniversity group of researchers performed quality evaluation of rural youth self-determination, defined indicators of aggregate market demand for "economists", where employment plus vacant places were reflected. With the high competition on labor market the importance of vocational guidance increases. Professional growth and personal development of agri-food clusters labor force occurs in the process of economic and social interaction (Latysheva, 2013).

2.4. Research base

The base for the research were the state and public organizations: the Faculty of Economics, Finance and Commerce of Perm State Agricultural Academy, the Economics Department of Izhevsk Institute of Economics and Management, the "Trajectory-Psi" Project of Perm State Pedagogical University Psychology Institute, the "AgroPROFI" project of Perm Region Agriculture Ministry, the inter-university organization “New Economic Laboratory - Agro", public organization "Popov Union of Inventors", Krasnoufimsk Agricultural College, Kungur Agricultural College, Osinsk Agricultural College, Perm Agricultural Industrial College, MEO Sylven Secondary School, School No. 114, Secondary School No. 1, Ordinsk Secondary School, Asapsk Secondary School, Lensk Secondary School, Kalininsk Secondary School , Secondary Schools No. 101, 37, Sher'inskaya Basic School, JSC "PF Permskaya", PLC "ZapadUralFond", PLC "EKAT" and others.

2.5. Essence of "economist" professional activity

Professional activity of economist is multifunctional both as a way of livelihood earning and as a way of self-expression. Structural changes in society influenced agri-food cluster. Many restrictions and limitations, for example, on unemployment, on combine jobs and additional employment were eliminated. They have given greater flexibility and dynamism to the labor market. But, at the same time, they have brought new challenges such as violation of rights, unreasonable wage cuts, delayed payments, working conditions worsening. The motivation of professional activity has also changed - the wage worker performs his labor activities as a precondition for his personal income, while improving the quality of the final economic result has become the prerogative of the business owners. But the market forces agri-food companies to invest in activities that increase the competitiveness of products. The efficiency of innovative engineering agricultural projects introduction depends on the economic specialties labor resources quality.

2.6. Cost evaluating approach-new means of research

To study the interdependence of agri-food company staff resources "price-quality" parameters and the effectiveness of future economists' professional self-determination the researchers used a new method - cost evaluating approach. This scientific and practical approach synthesizes the bases of qualimetry methodological organization, which are described in the works of well-known qualimetry experts, such as Azgaltsev GG, Alekseev BP, Bobkov VN, Kaznacheev VP, Perevoshchikov Yu.S., Nemirovchenko NM, Solnyak VV, Subetto, Orefkov VV, AI, Zelenov LA and others. According to A.I. Subetto, qualimetry of economic education is a synthetic qualimetry of professional training, which reflects the methodological organization of qualimetry at all three levels: general, special, professional - qualimetry of labor activity, management, designing, qualimetry of future specialists training. The term "qualimetry" means "quality measurement". The article "Qualimetry - the science of products quality measuring", published in the journal "Standards and Quality" *(Azgaldov, Gliches, 1968)* notes that the origin of qualimetry was due to the emergence of many quantitative quality evaluation methods. It has its own specific object of study - the general principles and methods of quality evaluation; its specific subject of study - a set of human labor products properties; its specific mathematical apparatus with the help of which any economic and noneconomic results can be measured quantitatively and thus be included in the calculation of social and economic efficiency. Efficiency - in the language of qualimetry is "integral quality". Any product, service or process can be represented, based on the principles of qualimetry, quantitatively by use of mathematical apparatus that connects various parameters, attributes and properties into a single integral quality criterion:

$$Q = \sum_{i}^{r} Pi\, Kq$$

where Q - total qualimetric index, "integral quality";

Pi - i- value of manufactured products, services and processes kind;

Kq - general qualimetric index of manufactured products, services and processes i-kind;

i = 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, ...,

r - the serial number of the product.

Thus, the formula enables one to quantify qualimetric index of products, services, processes as the products sum of product kinds basic parameter value on their overall qualimetric index. Overall qualimetric index quantitatively expresses what kind of quality has the given parameter ("economist's" characteristic), that is, what accounted signs and properties are acquired (Perevoshchikov, 2005).

2.7. Stages of research

The research was conducted in three stages. At the first stage an experimental site was established on the basis of Perm State Agricultural Academy, Economics Department of Izhevsk Institute of Economics and Management, "Trajectory-Psi" Project of Perm State Pedagogical University Psychology Institute, the "AgroPROFI" project of Perm Region Agriculture Ministry, the inter-university organization "New Economic Laboratory - Agro", public organization "Popov Union of Inventors", Krasnoufimsk Agricultural College, Kungur Agricultural College, Osinsk Agricultural College, Perm Agricultural Industrial College, MEO Sylven Secondary School, School No. 114, Secondary School No. 1, Ordinsk Secondary School, Asapsk Secondary School, Lensk Secondary School, Kalininsk Secondary School, Secondary Schools No. 101, 37, Sher'inskaya Basic School, JSC "PF Permskaya", PLC "ZapadUralFond", PLC "EKAT" and others. Original projects and programs of rural youth self-determination were developed and implemented in vocational guidance process, career orientation plans aimed at creating positive motivation were created.

At the second stage, the researchers made the analysis of activities, programs, projects on vocational guidance work with young people, specializing in "economist" profession at both regional and local levels. The unified space of the agri-food cluster economic activity sphere was analyzed.

At the third stage, programs and projects were developed and improved to test the content effectiveness of agri-food cluster component in general professional and economic disciplines that determine the professional motivation of rural youth in the "economist" profession, and the research materials were systematized and formalized.

2.8. Quantitative characteristic of "economist" profession criteria (indicators and parameters)

To evaluate the labor market efficiency in the "economist" specialty a number of indicators can be used: indicators of regional market system status, which characterize the labor market as a static system. This group of indicators include: the quantity of regional agri-food cluster "economists" labor potential; the number of agri-food cluster potential personnel; unemployment level (total and officially registered); the number of unemployed "economists" looking for work for over a year; unemployment level among "economists"; the employment rate among "economists"; tension ratio on the labor market for "economists"; wages of specialists in the regional agricultural companies. Indicators of the region's human resources and agri-food cluster development are characterized as a dynamic system. This group of indicators includes: absolute growth, growth ratio and growth rate of the regional markets system state indicators and agri-food cluster "economists" manpower indicators; the number of people who have undergone retraining and advanced training in "economist" profession in the region and in companies; the proportion of people who have undergone retraining and advanced training of "economists" in the total number of people employed in the region's economy; the number of newly created workplaces for "economists" in agri-food cluster during a year; share of newly created workplaces in the rural economy for the year period among total number of workplaces in the region; the number of new spheres of training in "economist" profession opened by educational institutions of the region; employment rate of economic institutions graduates of agrarian profile, defined by the ratio of the graduates number employed in the specialty this year to the total number of graduates per year *(Latysheva , Nikitenko 2016)*. Calculating this ratio, we must take into account graduates employed as economists both within the region and outside it; - migration increase / decrease of the population. Indicators of "economists" regional market system sustainability characterizing the region's market ability to withstand disturbing influences of external and internal environment factors and return to equilibrium: the unemployment rate, calculated as the ratio of natural unemployment level to the level of actual unemployment among "economists"; turnover ratio for the reception and dismissal of economic personnel, calculated by experts according to the kinds of economic activities as the ratio of received / dismissed employees number to the average number of workers engaged in this kind of economic activity during the reported period; replacement ratio - ratio of the employed number.

2.9. Quantitative quality measurement

Ensuring of "economists" resources quality requires certain costs. In domestic and foreign literature, they consider such concept as" human resources costs. "In Russian practice the cost method of measurement and evaluation of agricultural economists labor resource is actively applied. For example, VN Avdeenko offers to include in labor force costs, besides the value of labor costs, also the costs connected with the training of professionals, retraining and advanced training. Keeping this in mind the cost of agricultural company labor resource is determined by the formula: **LRC = WF + BF + TC + RC + ATC**, where WF- wage fund of company's economists; BF - bonus fund; TC - the cost of staff training; RC and ATC - costs related to their retraining and advanced training.

In the foreign theory and practice a different approach of agricultural company labor resource evaluation has developed. The researchers try to measure the value of each "economist" by defining the expected company's revenue from the operation of the individual. They take into account the following parameters: ***labor productivity; * mobility; * career; * job satisfaction** *(Andersen, and Per - Gaute Pettersen, 1996).*

Compensation measurement model (Schwarz) suggests that the future compensation of the person is his value surrogate:

$$Vt = \sum_{i}^{T} \left(\frac{J(t)}{(1+r)t-T} \right)$$

Where V t - human resources costs; J (t) - annual income of a person until dismissal; r - discount rate for a given individual; t - the time (period) of dismissal; T – the number of staff and freelance professionals (Razumov, 2015).

3. Results

3.1. Problems and prospects of rural youth self-determination in the "economist" profession

In the process of general education and economic cycles disciplines studying, integrated programs and original projects based on the agri-food cluster component have been developed and implemented in the vocational guidance process, the main purpose of which is the acquiring of basic knowledge professionally significant for the economic sphere and the development of individual motivation to this knowledge assimilation. Developed programs and projects for the self-determination of youth in "economist" profession are as close to practice as possible, they implement the principle of professional motivation and meet the content of youth training in "economist" profession in the conditions of developing agri-food cluster. The training programs on the following profiles "Economics of enterprises and organizations", "Accounting, analysis and audit", "Finance and credit" require professional competence:

– the ability to analyze necessary economic and socio-economic indicators characterizing the activity of economic entities;
– the ability to analyze and interpret financial, accounting and other information and to use the information for management decision making;
– the ability to use modern facilities and information technologies for solving communication problems concerning the development and validation of proposals for their improvement with regard to the criteria of economic efficiency, risks and possible social economic consequences.

3.2. Economists' job placement in Udmurt Republic and Perm

The main problem of manpower training for agricultural companies economic services is mismatching of agricultural educational organizations graduates to real employers' requirements. Consequently, the job placement of a young "economist" in the region is quite a complicated issue. The problems experienced by the regional agri-food cluster concerning the qualified personnel shortage push the company's management to engage interaction process with educational institutions. An important factor influencing this process is government stimulation. In a rapidly changing social economic situation in the country, the idea of professional self-determination quality is changing. To get highly qualified professionals, who do not have to be retrained in the course of work, the companies must be actively involved in their education. This is not just about attracting students for practical training or providing them with topics for projects and degree works, they must actively participate in the development of educational programs, projects, enlisting companies' experts to teaching.

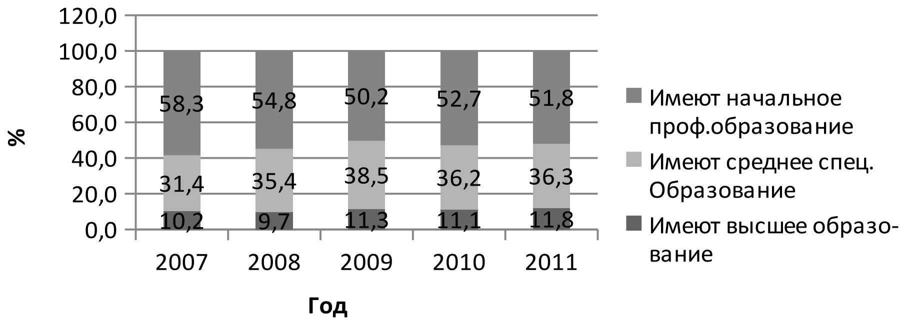

FIGURE 5. AGRICULTURAL WORKERS PROFESSIONAL TRAINING STRUCTURE IN PERM REGION (IN% OF THOSE WHO HAVE VOCATIONAL EDUCATION) AT THE TIME OF REGIONAL INNOVATION "AGROPROFI" PROJECT START

Regional innovation "AgroProfi" project of Perm region is focused on economic thinking development among rural youth, on enhancing the rural way of life prestige by showing them the history of agricultural business success. It solves the problem of strengthening the relationship between agricultural business and agricultural education. It is an effective tool for improving vocational guidance with future "economists" *(Latysheva, Opalkova & Razumov, 2015)*. Already at school, participating in competitions of "AgroProfi" project, future "economists" get serious "motivational impact." In this situation, it is necessary that both the state and companies, and agricultural educational institution would joine their efforts in order to preserve and increase the motivation, to interest a young man, to teach him modern technologies and to offer him decent wages comparable with other industries *(Latysheva, Razumov, 2015)*.

According to the monitoring data of Perm region and Udmurt Republic Ministries of Agriculture and Industry only half of higher agricultural institutions graduates can find job. 47% of these work in chosen profession. From the total number of economics agricultural education graduates, no more than 17% come to work in the industry. 46% of them come for further work in the agricultural organizations in the next five years. All this was the result of coordination lack between the proposal and employers' request *(Latysheva, 2017)*.

4. Discussion

4.1. Quality of professional self-determining should be better

This problem has received wide-ranging discussion on forums, roundtables and interviews. At the exhibition center "Perm Fair" alone during the study period a large number of arrangements on the subject were performed. The Perm Engineering-Industrial Forum at federal level, "Career and Education" forum at regional level, as well as industry-specific and departmental exhibitions and conferences were particularly interesting. There issues concerning the future self-determination were discussed urgently, the participants demonstrated permanent interest to the price and quality of labor resources - the main indicator of competitiveness. However, due to poor methodology of specialists training quality parameters quantitative measurement and professional self-determining parameters quality evaluation, the proper efficiency (integral quality) of "economists" was not researched. From all this we can conclude that the high price of "economists'" labor resources depends on the quality of the education, as well as the quality of professional self-determination. The main problem of labor force training for the agri-food cluster is mismatching of agricultural educational organizations graduates to real employers' requirements. Consequently, the job placement of a young "economist" in the region is quite a complicated issue.

4.2. Youth self-determination financial incentives evaluation

The cost evaluating approach in the financial incentives evaluation shows the following. Perm Region Ministry of Agriculture makes lump-sum payments to young economists employed in agricultural companies. According to the Ministry of Agriculture, about 40 to 50 young specialists get these payments annually. A precondition for the payment is a duty of the young specialist to work for the company at least 5 years. According to the researches, about 18 to 20% of young professionals quit during the first three years of employment. The reason for the dismissal as a rule is getting a new job, often - not in an agricultural company. So, we can identify a trend in the professional self-determination that the existing lump-sum payments are not the decisive factor in keeping a young specialist in the company. Measurement and quality evaluation of the second tool retaining young professionals - contracted targeted training in Perm State Agricultural Academy at the expense of the federal budget shows that the presented tool is also ineffective as there is no responsibility of companies for a specialist, with whom they signed a contract *(Latysheva, 2017)*. Here, the problem of self-determination can be defined that the Ministry has not created the tool motivating the company to train young professionals for themselves.

5. Conclusion

Summarizing the research results, it is possible to identify the main problems of future "economists" professional self-determination in the regional agri-food cluster:

- a motivational methodology of agri-food cluster in the educational process for "economist" profession preparation is not developed;
- training programs for "economists" do not meet the requirements of agricultural business, thus, specialists are not in demand in the labor market;
- financial parameters are not decisive in young specialist retaining in the agri-food cluster;

– teachers of agricultural education are divorced from practice.

Because of this, the industry's prestige rises slowly, industry professionals also think in terms of Soviet agriculture, they do not form a business approach to their activities. Researches lead to the conclusion that the influx of young professionals in the industry depends on vocational guidance quality at all stages.

6. Recommendations

In the future, it is necessary to improve the motivational mechanism for attracting young professionals and businessmen from the best students of colleges and universities to the industry.

It is necessary to develop "AgroProfi" project as effective "motivator" for rural youth. Studies using cost evaluating approach for innovations have proven the project effectiveness, and that it has a high integral quality of self-determination for "economist" profession.

System analysis of the problems confirms the conclusion about urgency and importance of qualimetry as a scientific and practical direction in the vocational guidance work for "economist" profession. First of all, this is due to the synthetic paradigm of education qualimetry, sublimated with the anthropocentric concept of modern economic education development, the implementation of which is also possible in case of professional self-determination quality quantitative measurement providing, interpolated into integrated measure of "economic education quality". In this regard, integrated monitoring and rural youth individual professional self-determination measurement can be considered as scientifically determined and practically oriented qualimetrical technology of the future "economists'" vocational guidance. That generally characterizes youth self-determination qualimetry as a scientific and practical direction of high quality professional training for agri-food cluster.

REFERENCES

Abramova OV & Mukhina I. A. (2013). Efficiency of labour resources use in agriculture: Monograph. Abramov OV, I. A. Mukhin. - Izhevsk: Udmurtiya.

Andersen, Bjorn, & Per-Gaute Pettersen. (1996) The Benchmarking Handbook: Step-by-the Step Instructions. Chapman & Hall, London, England.

Kosenko, O. K. (2017). Forming and using local budget as a factor of sustainable municipalities development / proceedings of the VI International SPC "State and municipal management: theory, history, practice", Izhevsk.

Latysheva, A. I. (2013). Qualimetry of social processes and rural labor force rates. Vestnik Perm. University. Ser.Economy. Vol 3 (16) p. 109

Latysheva, AI & Nikitenko A. I. (2016). Relationship of price and human resources quality and business qualimetry of future economists' professional self-determination. Modern problems of development of economy and management in the region: Mat. X MNPK branch of SPb IVESEP. - Perm.

Latysheva, AI, Opalkova, JA & Razumov A. I. (2015). Improvement of Agropromleasing processes by means of synergy. Number 05: http://e-koncept.ru/2015/15158.htm

L Latysheva, A.I. (2012). Humanization of the educational process as a condition of professional training of modern specialists for the village. Koncept: scientific and methodological e-magazine. www.covenok.ru

Latysheva, A.I. & Razumov, A. I. (2017). Management of the regional municipal economy: trends of territorial development/ / materials of the VI International SPC "State and municipal management: theory, history, practice", 20-21 April, Izhevsk.

L Latysheva, A.I. & Razumov, A.I. (2015). Family-work motivation / "Psychology and pedagogy in the twenty-first century. Essays scientific development". Monthly scientific journal, №4 (12), Moscow, Russia – 95C.

Latysheva, A. The I. The (2017). Role of biotechnology of The in Improving the Competitiveness of agricultu Latysheva, A.I. (2017). The Role of biotechnology in improving the competitiveness of agricultural products (for example, the implementation of innovative solutions in PF "Perm"). Industrial civilization: the past or the future of Russia? Proceedings of the III Congress of Perm scientists-economists/Perm state University. - Perm. - T. II.-225s

L Latysheva, A.I. (2017). Organizational and economic mechanism of transfer of innovative agricultural projects// development Strategy of the agrarian sector of economy: problems and solutions: monograph. A. I. Altukhov [et al.]; under the General editorship of the Dr. Ekon. Sciences, Professor A. I. Trubilin. – Krasnodar: Prosveschenie-Yug.

P Perevoshchikov, S. (2005). Qualimetric Economics. U. S. Perevoshchikov, V. N. Bobkov, N. M. Nemirovchenko. - Moscow: The Union center for living standards; Izhevsk: Institute of Economics and management, Udmurt State University. -570 s

Prudsky, V.G. (2017). Technologies for the fourth industrial revolution as a factor of competitive potential of mechanical engineering enterprises of the Perm region. Industrial civilization: the past or the future of Russia? Proceedings of the III Congress of the Perm scientists-economists/Perm State University - Perm. - Vol. 1. -153p

Razumov, A.I. (2015). Qualimetric approach to regulation of regional markets (on the example of import substitution in Perm region). Materials of International part-time CDD "State and municipal management: theory, history, practice". Izhevsk, April 22 import substitution in the Perm region). Materials of International part-time CDD " State and municipal management: theory, history, practice". Izhevsk, April 22.

Razumov, A.I., Ivanova E. V., Latysheva A.I.& Getashvili I.T. (2016). Experience of information and communication technologies harmonization and gifted rural youth education. Certificate of state registration database No. 2016620194, Moscow

Sheshukova T.G. (2011). Economic potential of enterprise: essence, components, structure. Vestnik Perm. Univ. Ser. Economy. vol.4 p. 118-127.

INTERGENERATIONAL INTRAFAMILIAL COMMUNICATION: VERBAL RISKS AND CONSTRUCTIVE INTERACTION

Abstract

The article is devoted to a brief description of the process of interpersonal communication between age-diverse generations in modern family, that can be complicated by the different types of spouses and relatives' speech cultures. Verbal contacting is characterized by communicative deviances and failures. It is explained by the fact that in the condition of intra-familial communication speech intents, acting in definite combinations and organizing verbal interaction process, are formed and realized. The examples of analyzing different types of strategic and tactics, realizing speakers' intents, are given in the article.

Keywords

verbal conflict, intergenerational communication,
models of speech behavior, speech culture

AUTHOR

Elvina A. Salikhova
Doctor of Philological Sciences, Associate Professor,
Department of Language Communication and Phsycholinguistic
Ufa State Aviation Technical University. 12, Karl Marx St., Ufa, 450008, Russia
E-mail: Salelah12@yandex.ru

Kristina V. Nilova
senior lecturer
Institute of Economics, Management and Law.
43, Timiryazev St., Almetievsk, 423452, Russia
E-mail: cristina.nilova@yandex.ru

Introduction

The studying of intergenerational intra-familial language interaction is determined by the significance of the pointed phenomenon as one of the aspect of language-social structure of the society. The crucial task becomes the studying of the peculiarities of speech (verbal) contacting between the representatives of different generational groups from sociopsycholinguistical position, the necessity of which is specified in the writings of Sapogova E.E. *(2002)*, Sharifullin B.Ya. *(2001)* and many others. A working hypothesis of undertaken scientific research consists in the fact that intergenerational interfamilial verbal communication possesses features of intra-national types of speech culture, disclosing that there are peculiarities, determined by the specificity of social-institutional interpersonal- group levels of contacting in diachrony and synchrony of communicative interaction. Study objects were fragments of oral family communication (dialogues, compellations, requests, refusals, etc.) in the context of the ways of their usage, proper observation over the speech of age-diverse family members, materials of psycholinguistic experiments with the representatives of grandchildren, parents and grandparents' generations. Study subjects are the structure and content of intra-zone of family communicative space of triad representatives "grandparents-parents-children" (*Salikhova, Nilova, 2016)*. Among set tasks of the study we mark: 1) the analyzing of domestic and foreign researches in the field of family communication, the emphasizing of key points of different disciplines, relevant for the undertaken scientific research, the specifying of the study terminology; 2) the working-out of methodical complex for diagnostics of verbal intergenerational intra-familial communication; 3) the describing of intra-familial features of intergenerational verbal interaction as a specific kind of interpersonal communication; 4) the studying of intergenerational oral verbal interaction in real conditions of everyday-social interaction, that foresees: a) conventional classification of strategies and tactics in different speech situations; b) the revealing of the basic used genres in interfamilial speech environment; 5) the determining and complex analysis of reasons of appearance of communicative difficulties in intergenerational verbal intra-familial communication; 6) the emphasizing and classifying the destructive speech markers and linguistic indicator differentiating in the nature of everyday communication fragments.

Interdisciplinary nature of the studying stipulated the reference to the writings in the field of sociology and psychology of the family, communication theory, linguistics, socio- and psycholinguistics, pragmalinguistics, intercultural communication. Theorizes of the research are based upon relevant to the studying subject conceptions of the famous native and foreign scientists.

The specified problem within the indicated hypothesis – the description of conditions and also the revealing and complex analysis of reasons of appearance of communicative difficulties in intergenerational verbal intra-familial communication, - as practice shows, is solved either in a construction way, by becoming familiar with the type of one family member's speech culture or by minimizing of group verbal contacting with the enlarged family membership. The reason of the verbal conflict origin is not only in specific nature of a word sign as an abstract-linguistic unit, but in the peculiarities of its individualized, personal acquisition in the speech moment, by comprehension level of speech culture *(Goldin, Sirotinina, 1993)*.

Materials and Methods

Experimental base of the research consists of the results of live and absentee form of questionnaire of the representatives of different generations, in that 270 respondents (90 respondents each sex in every age group) – members of families living in Almetyevsk, republic of Tatarstan, own watching for the speech of age-diverse members of families, fixed during informal communication in the form of 115 fragments of texts.

Results

Illustrated material, demonstrated and described in details in different publications on the subject, allows conditionally to qualify repertory of tactical actions realizing defined speech strategies in the following way.

The first group of constructive tactics is composed of more standard means of expression, so called etiquette tactics (formulae of speaking etiquette): *congratulations, gratitude, invitations, apologies, greetings and goodbyes*, etc.: hi; *good afternoon; howdy; give me five; good night; greet; I wish you get well; thank you; I give a bribe; gramercy; congratulations; please forgive me; sorry; pardon; let me take leave; good bye; bye bye; see ya*.

Considered tactics are often used in family circle with the aim to accent someone's accomplishments or "to relax the atmosphere" and are expressed in etiquette formulae of gratitude, expressions of gladness, responsive compliment. The use of etiquette tactics promotes overriding speech conflict by expressing either opinion that contradicts to a talk partner or by accomplishing useful criticism of other communicator. In such cases etiquette tactics play role of "softening the atmosphere" in a family *(Issers, 2008)*.

The second group – tactics of taking care and sympathy – consists of the tactics of praise, advice and proposal: *What a brick!; My smart girl, what a helpmate grows up!; Try not to be late after lessons, we are waiting for you!; Mom, as you leave the doctor call me instantly, I'm worrying!; Son, let's think together….*; *Don't worry so much, things will work out, you'll see!* Provided examples shows, in what degree the use of tactics is directed to the positive interaction, cooperation. Advices are given in that cases when a person hesitates or doesn't know how he should act; an instruction presents a definite short utterance about what a hearer should do, a request is directed to satisfy definite interests of an applicant with the help of subsidiary formulae of speech etiquette *I pray you, would you be so kind* and etc., conviction implies clarification of the event essence, cause-and-effect links and relations, it impacts on rational side of a hearer's state of mind, herewith logical formulations are used.

Within the used strategies of the first two groups we can distinguish tactics of theme changing and developing, reformulating, evading a question, keeping silence. The strategies and tactics of argumentation gets here the principal meaning, because they increase the degree of agreement in accepting another point of view and stimulate hearers to the goal-oriented action. It is noted that this group includes both correct tactical actions (creating difficulties for a hearer, preparing a strong argument) and incorrect ones, i.e. actions without observing elementary rules of comity (an argument to personality with using threats, hints, offences; evading the theme by using in the speech unneeded, impertinent information *(Issers,2008)*.

The tactics of "family unification (solidarity)" compose the third group: here we can distinguish tactics of approval of family intercommunication values (*we must solve this question together; maybe we think it over and decide what's to be done*?), complement tactics (- *You look much younger!; - You always support me with word and deed! Did you probably take after your father, now that so fast and clever*?). The tactics of concernment are connected with genuine interests and/ or external etiquette attention: - *How this color suits you/ refreshes you/ makes look younger/!; How is your mother/father health?; Hi, how are you? How is your family, children / growing? Last meeting, I didn't. like/ how your father look/ is he ok?; How is Olenka in the kindergarten?/ Has she already get used to*?

The researches (Issers, O.S., Miklyaeva, A.V., Rytnikova, Ya.T. and others) distinguish diffusion of the boarders between the strategy and tactic: so, in definite situations and genres of communication the strategies act as tactics and vice versa. Their division according to the sphere of their usage is rational. Certainly, some strategies are of universal nature, i.e. they can be used almost in any situation of communication, others, on the contrary, are of strongly regimented nature, dictating to communicators the usage of strategical actions only in definite sphere of communication. "Fluxional dynamical speaker' usage of available verbal skills of speech-making according to the evolved plan of speech actions aiming at language task of communication" is understood to mean the tactic/ tactical action in this studying *(Salikhova, Nilova, 2016)*.

Discussions

Appealing to this currently important theme as we noted in the introduction, was stipulated with that fact, that studying intergenerational communication is directed to analyzing the peculiarities of age-diverse people' communication and it is a new perspective direction in linguistics. The specialist in this field, studying different aspects of mentioned problem paid attention to it *(Goldin, Sirotinina, 1993; Sapogova, 2002)*. There is obvious demand for empirical researches on the base of Russian material [9], to define "painful points" in communication between people of different generations in the field of family contacting.

Realizing the relative intimacy, co-residence of family members, and also communicative outspokenness assumes gradual involvement of growing generation into socialization process. "Practical speech lessons of constructive communication and verbally expressed careful attitude to each other" are presented to the representatives of different generations within the family, family education. This thesis can be completed with such observation: separate listed out of a number of tactics are often used by the representatives of older generation of a family society *(Nilova, Salikhova, 2015)*.

Speech supports are sequentially and reasonably implemented mainly by representatives of adult and aged generation of a family (*Nilova, Salikhova, 2015; Salikhova, Nilova, 2016)*: for example, the tactic of gratitude assumes the responsive tactic of its recognition; the reaction on praise will be the tactic of gratitude, or its combining with the tactic of praise; an advice or proposal must definitely be accompanied by gratitude for the advice or by proposal or by the tactic of calming down; interestingness assumes, in particular, detailed answer on the question, that in principle can influence on thematic orientation of conversation / talk.

Tactics, constructive strategies, actualized in speech intra-familial communication, are "cultural-valued means" *(Salikhova, 2015)* characterizing personality on digestion of "genre canons" of speech (broader – interpersonal and intercultural) behavior *(Sapogova, 2002)*.

Conclusion

Thus, we can state the following. Communicative space of the family is an ideal model of communication, allowing to consider its different sides and aspects, occurrence and characteristics. This miniature model, implementing not much the possibility of combining and integrating different types of speech cultures, as questions, stipulated with their "conjoining" and collisions. In this regard the purpose of the research assumes the studying of intergenerational verbal interacting on the base of empirical material, reflecting real conditions of everyday-common communication *(Salikhova, Nilova, 2016)*.

In effort to get the desired behavior or to convince a partner, communicators often apply non-single stimulating tactics, but their combination, showing that there is verbal resistance of a dialogue partner doesn't stop a speaker in intra-familial communication. The offered to the speakers resistance is built in the group of intents, directed to "change the opinion" – "switch to constructive actions / or stimulation to action@ – "evading verbal pressure". The intents boarders can be determined by the subject changing, achievement of a definite result – agreement or expressing the unwillingness from the side of a representative of one or another generation to follow the instructions, intention to finish the dialogue *(Nilova, Salikhova, 2013)*. The tactics containing intent of coming back to the subject, are directed to the reflection in dialogue and promote realization of the main intentions. The combination of rational and emotional components of stimulation forms with private intents multi-dimensional tactic in structural terms and expanded in contextual aspect the; the usage of consequential reproaches or requests forms less variable intent *(Nilova, Salikhova, 2013)*.

Pragmatic indicators of destructive family communication are found in utterances while analyzing "communicative context". Misunderstanding the situation of the communication by one of those who joined speech communication provokes him on inadequate verbal behavior, indicators of which are the following ones found by us in text material: a) unplanned changing of text structure (inserts, in particular); b) detalization in describing the situation, when the speaker is required to convey information as nearly to original one as possible; c) plot shifts: from exposition to starting point, from starting point to culmination, from premises to conclusion etc., the moments where failure is much undesired *(Salikhova, Nilova, 2015)*.

To handle the situation, without giving it to shift to conflict zone, - means to know these factors, ways and tools of their neutralization and the ability of their usage. This scheme was proposed on the base of analyzing of dialogues in a family, containing incentive speech genres of request, remark, questions, and also evaluative situations potentially threatening to communicative partners *(Nilova, 2013; Nilova, Salikhova, 2013)*. It can be represented in the form of cognitive and semantic clichés, realizing combination of intents of constructive character: in fact, incentive (a request, a remark etc.) + the reason of incentive + argumentation of incentive significance + etiquette formulae.

For 62% of aged-people surveyed by us family status with grandchildren gives positive emotions and understanding young people problems. In intra-zone of familial communication, the opinion about the effectiveness of mutual communication, that testifies about positive advantage of direct intergenerational contacts, was expressed from the side of grandparents. Grandparents, besides non-acceptance of some cultural values of the modern youth, recon, first of all, upon the help of their children and grandchildren, i.e. upon intra-familial solidarity of generations. Revealingly, there were no clear negative judgments about the generation of their own grandchildren in their questionnaires and surveys. For this reason, the author of the studying considered it possible to present the analysis of numerous unequitable estimations with regard to elderly generation, reflecting specificity of age relations in the semantics of language constructs.

Depending on the type of conflict situation different models of constructive speech behavior are used – conflict preventive measures, its neutralization, that have different degree of clichéness by force of numerous parameters and components reflecting objective difficulty in planning of speech behavior in it. To an extent degree speech behavior in potential conflict situation is subject to schematization, as they contain provoking, unclearly detected conflict factors *(Nilova, 2013; Salikhova, Nilova, 2015)*.

In most cases literature-speaking and slangy-speaking speech cultures serve as independent types for mother-tongue speakers. There were also lower types of intra-national speech cultures – professionally-restricted one, and colloquialisms, the indicator of low educational and cultural levels. According to the analysis of empirical material more than 2/3 of the examined families inclined to use literature-speaking and slangy-speaking speech cultures with the elements of colloquialisms and professionally-restricted culture, 1/3 – middle-literature type of speech culture *(Salikhova, Nilova, 2016)*.

On the base of definition of the culture as a communicative system with specific kinds and forms of communication, we consider that differential elements of these systems are the reason of communicative codes mismatching, that becomes the source of communicative conflicts and failures, deviances.

Revealed speech peculiarities of intra-zone of familial communication allows to characterize it as

a) non-institutional discourse, the functioning sphere of which is restricted by relationships boundaries between (grand)parents and their children without taking into account the factor of together or separate living. The results of empirical material analyzing in accordance with such estimating criteria "good speech" as practicability (the communication is in alignment with the form of expression and content of thought), effectiveness (expression of speakers' intents and their proper perception), understandability and contexuality (correspondence of necessary in this moment means of language to national traditions and ethical norms of behavior), allow to state that there is coexistence of middle-literature and literature-speaking (with their slangy-speaking and colloquial variants) types of speech cultures in everyday communication of a statistically average family (terms of V.E. Goldina и O.B. Sirotinina (*1993*). Activation of numerous resources of language subsystems – particularly, application of word-building, lexico-grammatical, pragmatic markers – gives ground to consider intra-zone of familial communicative space as one of the main way of verbal self-presentation of its age-diverse members.

b) constant features (sociality, functionality, informality, etc.) of intra-familial verbal communication are determined by the fact that a family belongs to minor groups, and its functioning as social institute affects the character of verbal interaction between its age-diverse members. The unique combination of interpersonal and group types of intra-familial verbal interaction, determines the content of verbal repertoire used in a family *(Salikhova, Nilova, 2016)*;

c) intra-familial interpersonal communication between the representatives of different generations is characterized by asymmetric proportion of basic constructive and destructive speech strategies: ones organizing the direction of intergenerational communication are constructive strategies, oriented on harmonization of intra-familial verbal mutual relationships; destructive speech behavior as an expression of individual verbal aggression appears in familial intra-zone in dependence to dominating goal set, types of communicative situation, thematic organization, tonality and other factors. Speech strategies and tactics are implemented in sub-genre repertoire of genres of everyday communication *(Salikhova, Nilova, 2016)*;

d) in sociopsycholinguistic aspect everyday communication is differentiated from the point of view of conditions of functionally-stylistic utterance forming, as they can be produced by only literature but also colloquialism and slang-language speaker. More over specific split-level markers of language subsystems begin to get the status of stylistic resources *(Salikhova, Nilova, 2016)*.

Recommendations

The practical significance of the studying is determined by the possibility of applying its results in lecture courses of general and constructive linguistics, psycholinguistics and sociolinguistics, communication science; in development of training programs and textbooks on the practice of intergenerational familial communication on communicative-oriented language courses; in the work of consulting and correcting family-psychological services.

REFERENCES

Goldin, V.E., Sirotinina O.B. (1993). National language culture and their interaction // Questions of style. Vol. 25. The problems of speech culture. Saratov.

Issers, O.S. (2008). Communicative strategies and tactics of Russian speech. Moscow.

Nilova, K.V. (2013). Configuration of speech strategies in family communication between representatives of different generations on the basis of observations and experiment data is considered. Modern scientific studies. Kirov. Vol. 1, from http://e-koncept.ru/author/710/

Nilova, K.V., Salikhova, E.A. (2013). Features intrafamily verbal communication through generations: grandparents vs grandchildren/granddaughter // World of science, culture, education. Gorno-Altaysk. No. 1 (38).

Nilova, K.V., Salikhova, E.A. (2015). The semantic content of communicative intrazone, reflecting the attitude of the youth towards the elderly // the Interaction of languages and cultures-4. Cherepovets.

Salikhova, E.A. (2015). Areas of verbal contact and conflict in the family in the interaction of carriers of different types of speech cultures // cross-cultural communication: contacts and conflicts. Moscow.

Salikhova, E.A., Nilova, V.K. (2016). Intrazone family communication: sotsiopsyholinhvistychnymy aspect: Monograph. UK: London, from http://gisap.eu /node/74728?quicktabs_22=1#quicktabs-22

Sapogova, E.E. (2002). Microsocium family narrative as a psychological basis of cultural sociogenesis // Individual and stylistic peculiarities of the personality. Rostov n/D.: YURGI.

Sharifullin, B. Ya. (2001). Analect ("home language") and language subculture of the city (on the material of speech Lesosibirsk) // Philological Yearbook. Omsk: Omsk state University.

Salikhova, E.A., Nilova, K.V. (2015). The Types of verbal interactions in the family // Modern European Researches. Austria: Zalsburg. No. 1. Pp. 100-104, from http://doaj. net/files/Issue1.2015.pdf

THE CORRELATION BETWEEN THE SATURATION OF THE GASTROINTESTINAL TRACT BY HELICOBACTER PYLORI AND CARIES

Abstract

The article is devoted to the relationship between the colonization of the gastrointestinal tract Helicobacter pylori and the incidence of caries. It consists of a survey and research part. The aim of the study was to investigate the relationship between the colonization of the gastrointestinal tract Helicobacter pylori and the development of dental caries. A review of the literature on the concept of Helicobacteriosis and its pathogen, the properties of urease, which distinguishes this bacterium, caries and the relationship of diseases of the oral cavity with Helicobacter pylori. The study was conducted on vacationers of the sanatorium and includes the method of questioning, biochemical and statistical methods. In modern medicine, attention is drawn to the relationship of the oral cavity with diseases of the stomach and intestines. The oral cavity is a reservoir of the Helicobacter pylori bacterium - the causes of various gastrointestinal pathologies (Goll-Troelj, 2009; Fontham, 1995). Today, the issue of the connection of the dissemination of the digestive system Helicobacter pylori with the development of dental caries is not sufficiently studied. This determined the purpose and objectives of our study.

Keywords

Helicobacter pylori, caries, Complaints, Gastrointestinal tract

AUTHORS

Elena E. Simonyan
Student, Faculty of General Medicine,
Northern State Medical University.
51, Troitskiy Ave., Arkhangelsk, 163000, Russia
E-mail: elena.simonyan1994@mail.ru

Dmitry P. Tatarenko
Doctor, Sanatorium "Solnechny".
66, Kuibyshev St., Kislovodsk, 357700, Russia
E-mail: elena.simonyan1994@mail.ru

Research objectives:

– Biochemical method to establish Helicobacter pylori-status of the gastrointestinal tract of patients with gastroenterological complaints.

– Interrogate patients who are biochemically examined for tooth decay, the frequency and nature of relapse using the questionnaire method.

– Perform statistical processing of the obtained data using a biochemical method of examination and examination of the dentist.

– Establish a statistical relationship between the Helicobacter pylori-status of the gastrointestinal tract of patients and the incidence of tooth decay.

1. Introduction

1.1. The urgency of the problem

Dental caries is the process of demineralization and destruction of hard tooth tissues with the formation of a cavitary defect. Characterized by the appearance on the enamel pigmentation spots of a yellowish-brown color, bad breath, the reaction of the tooth to acid, sweet, cold or hot food, aching pain._With the development of deep caries it is possible the formation of cysts, the attachment of pulpitis, and then the periodontitis. Running tooth decay can lead to tooth loss. The presence of unsanitary carious cavities increases the risk of developing acute and chronic diseases of the body *(Miller, 2008)*.

1.2. Morphology of Helicobacter pylory

Helicobacter pylori, previously Campylobacter pylori, is a gram-negative, microaerophilic bacterium found usually in the stomach. It was identified in 1982 by Australian scientists Barry Marshall and Robin Warren, who found that it was present in a person with chronic gastritis and gastric ulcers, conditions not previously believed to have a microbial cause. It is also linked to the development of duodenal ulcers and stomach cancer. However, over 80% of individuals infected with the bacterium are asymptomatic, and it may play an important role in the natural stomach ecology *(Epidemiology of Hecobacter pylory, 1994)*.

More than 50% of the world's population harbor H. pylori in their upper gastrointestinal tract. Infection is more common in developing countries than Western countries. H. pylori's helical shape (from which the genus name derives) is thought to have evolved to penetrate the mucoid lining of the stomach. Up to 85% of people infected with H. pylori never experience symptoms or complications. H. pylori is microaerophilic - that is, it requires oxygen, but at lower concentration than in the atmosphere. It contains a hydrogenase that can produce energy by oxidizing molecular hydrogen (H_2) made by intestinal bacteria. It produces oxidase, catalase, and urease.

1.3. Physiology of H.pylory

Outer membrane. H. pylori possesses five major outer membrane protein families. The largest family includes known and putative adhesins. The other four families are porins, iron transporters, flagellum-associated proteins, and proteins of unknown function. Like other typical Gram-negative bacteria, the outer membrane of H. pylori consists of phospholipids and lipopolysaccharide (LPS). The O antigen of LPS may be fucosylated and mimic Lewis blood group antigens found on the gastric epithelium. The outer membrane also contains cholesterol glucosides, which are present in few other bacteria *(Rees & Botham, 2011)*.

1.4. Pathophysiology. Adaptation to the stomach’s acidic envoironment

To avoid the acidic environment of the interior of the stomach (lumen), H. pylori uses its flagella to burrow into the mucus lining of the stomach to reach the epithelial cells underneath, where it is less acidic. H. pylori is able to sense the pH gradient in the mucus and move towards the less acidic region (chemotaxis). This also keeps the bacteria from being swept away into the lumen with the bacteria's mucus environment, which is constantly moving from its site of creation at the epithelium to its dissolution at the lumen interface.

H. pylori is found in the mucus, on the inner surface of the epithelium, and occasionally inside the epithelial cells themselves. It adheres to the epithelial cells by producing adhesins, which bind to lipids and carbohydrates in the epithelial cell membrane. One such adhesin, BabA, binds to the Lewis b antigendisplayed on the surface of stomach epithelial cells. Another such adhesin, SabA, binds to increased levels of sialyl-Lewis x antigen expressed on gastric mucosa *(Aydemir, Tekin & Aktuno, 2012)*. In addition to using chemotaxis to avoid areas of low pH, H. pylori also neutralizes the acid in its environment by producing large amounts of urease, which breaks down the urea present in the stomach to carbon dioxideand ammonia. These react with the strong acids in the environment to produce a neutralized area around H. pylori. Urease knockout mutants are incapable of colonization. In fact, urease expression is not only required for establishing initial colonization but also for maintaining chronic infection.

H. pylori is a major cause of certain diseases of the upper gastrointestinal tract. Rising antibiotic resistance increases the need to search for new therapeutic strategies; this might include prevention in the form of vaccination. Much work has been done on developing viable vaccines aimed at providing an alternative strategy to control H. pylori infection and related diseases, including stomach cancer. Researchers are studying different adjuvants, antigens, and routes of immunization to ascertain the most appropriate system of immune protection; however, most of the research only recently moved from animal to human trials. An economic evaluation of the use of a potential H. pylori vaccine in babies found its introduction could, at least in the Netherlands, prove cost-effective for the prevention of peptic ulcer and stomach cancer. A similar approach has also been studied for the United States *(Goll-Troelj, 2009)*.

1.5. Inflammation, gastritis, and ulcer

H. pylori harms the stomach and duodenal linings by several mechanisms. The ammonia produced to regulate pH is toxic to epithelial cells, as are biochemicals produced by *H. pylori* such as proteases, vacuolating cytotoxin A (VacA) [this damages epithelial cells, disrupts tight junctions and causes apoptosis, and certain phospholipases. Cytotoxin associated gene *CagA* can also cause inflammation and is potentially a carcinogen.

Colonization of the stomach by *H. pylori* can result in chronic gastritis, an inflammation of the stomach lining, at the site of infection. *Helicobacter*cysteine-rich proteins (Hcp), particularly HcpA (hp0211), are known to trigger an immune response, causing inflammation. Chronic gastritis is likely to underlie *H. pylori*-related diseases.

Ulcers in the stomach and duodenum result when the consequences of inflammation allow stomach acid and the digestive enzyme pepsin to overwhelm the mechanisms that protect the stomach and duodenal mucous membranes. The location of colonization of *H. pylori*, which affects the location of the ulcer, depends on the acidity of the stomach. In people producing large amounts of acid, *H. pylori* colonizes near the pyloric antrum(exit to the duodenum) to avoid the acid-secreting parietal cells at the fundus (near the entrance to the stomach). In people producing normal or reduced amounts of acid, *H. pylori* can also colonize the rest of the stomach.

The inflammatory response caused by bacteria colonizing near the pyloric antrum induces G cells in the antrum to secrete the hormone gastrin, which travels through the bloodstream to parietal cells in the fundus. Gastrin stimulates the parietal cells to secrete more acid into the stomach lumen, and over time increases the number of parietal cells, as well. The increased acid load damages the duodenum, which may eventually result in ulcers forming in the duodenum *(Miller, 2008)*.

1.6. Prevention

The presence of bacteria in the stomach may be beneficial, reducing the prevalence of asthma, rhinitis, dermatitis, inflammatory bowel disease, gastroesophageal reflux disease, and esophageal cancer by influencing systemic immune responses.

Recent evidence suggests that nonpathogenic strains of H. pylori may be beneficial, e.g., by normalizing stomach acid secretion, and may play a role in regulating appetite, since its presence in the stomach results in a persistent but reversible reduction in the level of ghrelin.

Acute infection may appear as an acute gastritis with abdominal pain (stomach ache) or nausea. Where this develops into chronic gastritis, the symptoms, if present, are often those of non-ulcer dyspepsia: stomach pains, nausea, bloating, belching, and sometimes vomiting or black stool *(Lohr,1990)*.

Individuals infected with H. pylori have a 10 to 20% lifetime risk of developing peptic ulcers and a 1 to 2% risk of acquiring stomach cancer. Inflammation of the pyloric antrum is more likely to lead to duodenal ulcers, while inflammation of the corpus (body of the stomach) is more likely to lead to gastric ulcers and gastric carcinoma. However, H. pylori possibly plays a role only in the first stage that leads to common chronic inflammation, but not in further stages leading to carcinogenesis. A meta-analysis conducted in 2009 concluded the eradication of H. pylori reduces gastric cancer risk in previously infected individuals, suggesting the continued presence of H. pylori constitutes a relative risk factor of 65% for gastric cancers; in terms of absolute risk, the increase was from 1.1% to 1.7%. H. pylori has been associated with colorectal polyps and colorectal cancer. It may also be associated with eye disease *(Goll-Troelj, 2009)*.

Alkaline reaction of saliva and increase in the rate of its secretion are a necessary compensatory mechanism, which is included by the body during the period of exacerbation of the underlying disease. The bicarbonates contained in the saliva can neutralize up to 3% of hydrochloric acid, and the concentration of bicarbonates in the saliva increases in parallel with the increase in the acid-forming function of the stomach. It is known that the pH of saliva is the main natural regulator of biochemical processes in the oral cavity, on the one hand, and at the same time, a factor that plays a decisive role in the occurrence of dental caries. It was found that the visible demineralizing effect of tooth enamel is observed at a pH value in the oral cavity equal to 6.0 or lower. In the stage of exacerbation of the disease in Hp-negative patients, the level of free sialic acids and protein-bound sialic acids in saliva is significantly lower than that of healthy people *(Berroteran, 2002)*.

The results obtained can be explained by the ability of Hp to synthesize proteases and ammonia, which, in the conditions of the oral cavity, dismantles polypeptide molecules, causing the catabolism of protein-bound sialic acids to free sialic acids. Change in free and protein-bound sialic acids in mixed saliva leads to a violation of its rheological properties, in particular, to increase the viscosity and, as a consequence, the rapid accumulation of plaque, whose enzymatic activity due to microflora leads to depolymerization and demineralization of tooth enamel *(Ning Leel, 1994)*.

2. Materials and Methods

The material of the study was 144 results of a dentist's examination of the resting sanatorium (53 men (36.81%) and 91 women (63.19%)) to which 110 test tubes of the urease test were used and copies of 5 urease biochemical test results, 20 analyzes Blood, 55 result of esophagofibrogastroduodenoscopy, conducted prior to arrival on vacation in a sanatorium, which confirmed the presence of Helicobacter pylori in the gastrointestinal tract.

The questioning of vacationers during the primary reception of a gastroenterologist in a sanatorium was conducted *(Annex 1 to Order, 2014)*. Evaluation of the carious process was carried out by the method of T. Vinogradova, which involves determining the prevalence and intensity of the process. T.F. Vinogradova points out that dental caries is currently considered as a multifactorial pathological process characterized by focal demineralization of hard tooth tissues with the formation of a carious cavity. The prevalence of dental caries was expressed as a percentage. To do this, the number of people who found some or other manifestations of dental caries (except for focal demineralization) was divided by the total number of subjects examined in this group and multiplied by 100. The intensity of dental caries was determined by the number of teeth affected by caries: treated, untreated and removed. For this purpose, the WHO Expert Committee on Dentistry (1962) proposed the use of the KPI index (K - carious tooth, P - sealed, Y - remote) *(Rees & Botham, 2011)*.

A statistical relationship was established between the incidence of tooth decay and previously exhibited gastroenterological diagnoses, as well as complained of resting complaints.

3. Results

A dentist examined 144 patients. Of these, 110 patients underwent a biochemical test for Helicobacter pylori. According to the results of this study, all 104 patients were Helicobacter pylori-positive, i.e. The difference in the results of the initial and post-loading changes in the color of the indicator composition exceeded 2 mm.

The questionnaire took into account previously exposed diagnoses of diseases of the gastrointestinal tract. A single diagnosis was established in 51 patients (35.42%), combined with 43 patients (29.86%). There were those vacationers who had not previously been diagnosed with gastroenterology - 50 patients (34.72%).

The frequency of occurrence of previously exposed diagnoses that were indicated at the reception of a gastroenterologist was analyzed: chronic gastritis was exposed to 47 patients (32.64%), chronic gastroduodenitis to 33 patients (22.92%), chronic pancreatitis - to 20 patients (13.89%), Gastroesophageal reflux disease - 17 patients (11,81%), chronic cholecystitis - 15 patients (10,42%), biliary dyskinesia - 10 patients (6.94%), duodenal ulcer - 9 patients (6, 25%), gastric ulcer - 8 patients (5.55%), postcholecystectomic syndrome - 7 patients (4.86%) and cholelithiasis - 6 patients (4.17%).

4. Discussions

Analyzing the diagnoses exhibited by the rest earlier, it can be concluded that the urease test was mainly carried out by patients with diseases of the stomach and duodenum.

Among vacationers who had been exposed before a gastroenterologic diagnosis (94 patients), 70 teeth suffer from caries of teeth, which is 74.47%. Among those patients who had not previously been diagnosed with gastrointestinal disorders (50 patients), only 5 patients have stomatitis, which is only 10%. Thus, tooth caries is 64.47% more common among those who suffer from diseases of the gastrointestinal tract than in people without such pathologies.

For more accurate statistics, previously exposed patient diagnoses were divided into groups for those organisms whose pathologies are the above diagnoses.

Diagnoses exhibited earlier by the holiday-makers are pathologies of the following organs: the stomach - in 105 cases (72.92% of all diagnoses), duodenum - in 42 cases (29.17%), combined pathology of the stomach and duodenum - in 33 cases - (22.92%), pancreas in 20 cases (13.89%), gall bladder and bile ducts - in 38 cases (26.39%).

Thus, it can be concluded that the gastroenterologist was approached for admission, and accordingly, a biochemical urease study of the presence of Helicobacter pylori, mainly patients with gastric and duodenal pathologies, was conducted.

The frequency of occurrence of gastroenterological complaints presented by patients who were questioned was analyzed. Pain or any uncomfortable sensations in the epigastric region was noted by 75 patients (52.08%), heartburn - 49 patients (34.03%), flatulence - 35 patients (24.31%), bitter taste in the mouth, which occurs mainly In the morning - 11 patients (7.64%), intestinal colic and discomfort in the small intestine - 9 patients (6.25%), periodic constipation - 7 patients (4.86%), weight in the epigastric region - 5 patients (3.47%), "hungry" pain at night - 4 patients (2.78%), periodic nausea - 1 patient (0.7%). Complaints were absent in 25 patients (17.36%).

Thus, the structure of complaints of holidaymakers indicates that patients with complaints to the upper sections of the gastrointestinal tract (stomach, duodenum, cardiac sphincter) were mainly sent to the urease study.

The relationship of the presence of complaints to the absence of a gastroenterological diagnosis, exposed earlier, was determined. Of those who had not previously been diagnosed with gastrointestinal pathology, 36 patients (72% of those without a diagnosis) presented gastroenterological complaints. There were no complaints in 14 patients (28%).

Thus, gastroenterological complaints were presented by most patients who were examined. Even those vacationers who had not previously been exposed to a gastroenterological diagnosis had complaints about the digestive system.

Earlier, 80 patients (55.56%) were examined for Helicobacter pylori, of which Helicobacter pylori was positive in 77 patients (96.25% of previously examined).

Results of esophagofibrogastroduodenoscopy were provided by 55 patients (68.75% previously examined), Helicobacter pylori blood test - 20 patients (25%), biochemical urease test for Helicobacter pylori - 5 patients (6.25%). Of these results, 2 conclusions of esophagofibrogastroduodenoscopy - Helicobacter pylori-negative and in the 1st blood test there was no evidence of Helicobacter pylori.

Thus, using the results of previous studies for the presence of Helicobacter pylori, the result of our biochemical test was confirmed in 77 patients (74.04% of our studies). Of these, the findings of esophagogibrogastroduodenoscopy confirmed the result of our study in 55 cases (52.88%), the conclusion of a blood test for Helicobacter pylori - in 20 cases (19.23%), and the results of a respiratory urease study in 5 cases (4.81%).

With the help of the questionnaire, the incidence of tooth decay was determined among a contingent of vacationers who underwent a biochemical urease study for Helicobacter pylori. As already mentioned, the result of the presence of Helicobacter pylori was positive in all patients. Among the patients examined, 75 patients with tooth decay (72.12%) suffer from tooth decay.

Thus, patients with positive colonization of Helicobacter pylori are at high risk of tooth decay.

The dependence of the incidence of tooth decay and gastroenterological diagnoses, which were exhibited earlier by vacationers participating in the questionnaire, was also analyzed. Among those who had been diagnosed earlier, 50 patients with tooth decay (53.19%) suffer from tooth decay, and 25 patients (50%) suffer from caries of teeth among those who did not have a gastroenterological diagnosis.

Among those tourists who had no gastroenterological diagnosis and no gastroenterological complaints (25 patients), 5 patients (20%) suffer tooth decay.

Thus, the results of statistical processing of the results of the study show that among patients with gastrointestinal diseases the incidence of dental caries is 3.19 + -0.05% higher than among those with gastroenterological diseases, but there are complaints of the gastrointestinal tract. As for the contingent that has neither gastroenterological diseases nor similar complaints, in this case the incidence of tooth decay is even lower than those who do not have diseases, but there are at least complaints about digestive organs (by 30%), And in comparison with those who have at least one gastroenterological diagnosis, the incidence of tooth decay is even more different (by 33.19 + -0.05%).

A statistical study was made of the indicators of the color change in the indicator composition of all the results of a biochemical urease study (104 patients). The average value of the change in color of the indicator composition before the use of the aqueous carbamide solution (initial value) was 6.82 mm, and after the use of the carbamide solution (postload value) - 11.59 + -0.05 mm. The average value of the difference between these two indices is 4.77 + -0.05 mm.

Thus, the average value of the difference in the initial and post-loading parameters of the color change in the indicator composition of the biochemical study in the examined vacationers is 2.39 + -0.05 times higher than the norm (2 mm).

A comparative statistical characteristic of indicators of the color change of the indicator composition in patients with incidence and in those without incidence of caries of the teeth was made.

Among those patients who suffer from caries, the mean value of the initial color change of the indicator composition is 7.39 + -0.05 mm, and the post-loading carbamide solution is 12.92 + -0.05 mm. Thus, the average post-nasal color change in the indicator composition is 1.11 times greater than that of all travelers having a biochemical urease study of the presence of Helicobacter pylori. The average value of the difference between these two indices in this patient population is 5.53 + -0.05 mm, which is 1.16 times higher than the average value for all patients subjected to a biochemical test and 2.77 + -0.05 times Exceeds the norm (2 mm.).

Among the examined patients who do not suffer from caries, the average value of the initial color change of the indicator composition is 5.34 + -0.05 mm, post-loading - 8.14 + -0.05 mm, which is 1.59 times less than this value Contingent, who has tooth decay. The average value of the difference between the initial and post-load ingindicators in this category of investigated is 2.8 + -0.05 mm, which is 1.98 times less than the average in the examined, caries-affected teeth and 1.4 + -0.05 times higher Normal value (2 mm).

Thus, it can be concluded that in patients with dental caries the concentration of Helicobacter pylori is 1.98 times higher than in patients without dental caries.

5. Conclusions

1. Patients with positive colonization of Helicobacter pylori are at high risk of tooth decay (72.12%).
2. Among patients with gastrointestinal diseases, the incidence of tooth decay is 64.47% higher than among those with gastroenterological diseases, but there are complaints about the gastrointestinal tract.
3. The average value of the difference in the initial and post-loading parameters of the color change in the indicator composition of the biochemical study in the patients studied is 2.39 times greater than the normal value.
4. In patients with caries, the concentration of Helicobacter pylori is 1.98 times higher than in patients not suffering from this disease.

Practical recommendations and prospects for further research.

In the course of our scientific work, a direct correlation of the colonization of the gastrointestinal tract Helicobacter pylori with the incidence of tooth decay (72.12%) is shown. In this regard, practical recommendations consist in confirming the need to take into account the Helicobacter pylori status of a patient with oral diseases and it is recommended that anti-Helicobacter therapy be included in the complex treatment of dental caries.

The data of our studies show the need to study the connection of caries with the bacterium Helicobacter pylori more deeply. So, for example, the prospect of our further research is the study of Helicobacter pylori-status of the oral cavity of caries of different age categories.

REFERENCES

Annex 1 to Order (2014) No. 4/17-OD of January 27, "Procedure for the questioning of patients of the institution."

Aydemir, S., Tekin, N. & Aktuno, E.(2012). Celiac disease in patients with recurrent aphthous stomatitis. Turkish Journal- Gastroenterology, 23, 192-195. Doi.org/10.4318/tjg.2012.0387

Berroteran, A. (2002) Detection of Helicobacter pylori DNA in the oral cavity and gastroduodenal system of the Venezuelan population. Medical Microbiology, 51,764-770. doi:10.5281/ZENODO.573165

Epidemiology of Hp: An Update (1994) "Helicobacter Today": Highlights From the VII Workshop on Helicobacter pylori, Houston, Texas and the X Works Congress of Gastroenterology, Los Angeles, California. - Houston; Los Angeles. 4-8

Fontham, E.T. (1995) Determinants of Helicobacter pylori infection and chronic gastritis. Gastroenterology, 90, 7, 1094-1100. Doi:10.4225/03/5899531C7EDDC

Goll-Troelj, K. (2009). Helicobacter pylori colonization of tongue mucosa increased incidence in atrophic glossitis and burring mouth syndrome. Journal Of Oral Pathology and Medicine. 30,560. Doi.org/10.1034/j.1600-0714.2001.300909.x

Lohr, J.M. (1990) .Herpesvirus envelopment. Journal Virology, 5, 2168-2174. Doi.org/10.1128/9781555819439.ch24

Miller, M.E. (2008). Praimary and Secondary Immunodeficiecy Disorders. M.E. Miller. London. 180-194. Doi.org/10.1098/rstl.1844.0001

Ning Leel. (1994).The seroprevalence of Helicobacter pylori in expectant mothers and their newborns. Helicobacter pylori: beginning the second decade. Houston, Texas, USA, 112-118. Doi.org/10.1155/1995/149731

Rees, W.D. & Botham, L.A. (2011). A demonstration of bicarbonate production by the normal human stomach in vivo. Science, 11, 961-967. Doi.org/10.1007/bf01391739

TRANSLATION AS A PHENOMENON OF BICULTURAL AESTHETICS (BASED ON KAZAKH AND ENGLISH POETRY)

Abstract

The article is devoted to the poetic analysis of the phenomenon of bicultural aesthetics based on poems of the prominent Kazakh poets, whose works have been translated into many world languages. Poetic heritage and translations of the poet serve as a factor of bicultural and simultaneously conjugative aesthetics. Translation analysis clearly shows that the creative writings of Kazakh poet is a bright example of not only lingual-cultural but also artistic and aesthetic interferentiality. This is a condition for simultaneous "destruction" of aesthetic integrity of the original and formation of a new one in the translation. We have outlined this phenomenon as conjugative one.

Keywords

bicultural aesthetics, conjugation, interferential, aesthetic tension

AUTHOR

Svetlana V. Ananyeva
Head of department of Analytics and Foreign Literary relations
Institute of Literature and Art named after M.O. Auezov.
29, Kurmangazi St., Almaty, 050010, Kazakhstan.
E-mail: svananyeva@gmail.com

Alimjan T. Khamrayev
Chief Researcher of Analytics and Foreign Literary relations
Institute of Literature and Art named after M.O. Auezov.
29, Kurmangazi St., Almaty, 050010, Kazakhstan.
E-mail: atilivaldi61@gmail.com

1. Introduction

1.1. Actual problem

Modern Kazakh literature attracts the attention of the foreign reader mainly because it reflects, on the one hand, the socio-economic and cultural-political changes of the modern post-Soviet area, and on the other hand – the historical past of

Kazakhstan, its present state and aspirations for the future. In the world, in connection with the destruction of the boundaries of the socio-religious, spiritual and cultural space, there is a surge of interest in learning, understanding and perception of the "alien" and rethinking of the national ethical, aesthetic and worldview systems. Under these conditions, the reception of the symbolic function of national artistic concepts repeatedly reinforces, which confirms the expansion of cooperation between Kazakhstan and the United States of America in culturalsphere. In a short period of time two anthologies "The Stories of the Great Steppe" have been published. First Edition *(New-York Columbia University: Cognella Academic Publishing, 2013)* and Summer Evening, Prairie Night, Land of Golden Wheat. The Outside World in Kazakh Literature. First Edition *(New-York Columbia University: Cognella Academic Publishing, 2015)*.

Translations of the works of Kazakh poets and writers into English appeared before foreign readers as a kind of cross-border artistic aesthetic unity, reproduced through the interaction of two discrete cultural systems. The recipient discovers that different artistic and aesthetic values encounter in the process of reproduction of the foreign language material and there occursa confrontation and interference of complex socio-cultural discourses that lead to the emergence of some "middle" marginal verbal biculture (the term by Qvortrup L). However, such "marginality" of the translation is a kind of bridge with the oncoming movement, where all the linguistic and structural-composition elements of the work intersect and intertwine in terms of discrete aspect. Therefore the recipient observes, for example, in the translation of poems by Kazakh poets into English language, the intense unity and struggle of poetic-structural opposites, which causes aesthetic opposition, representing a single conjugation and interfering character of the translation.

1.2. Explore importance of the problem

In the process of translation occur aesthetic contradictions of a systemic nature. According to tectology A. Bogdanova, any systematic discrepancy burdened with additional connections. Possessing a certain "condition of stability, it also develops some conditions of instability, gives rise to "systemic" conflicts" *(Bogdanov, 1989)*. The process of reproduction of the original, in our opinion, also due to objective law of divergence and convergence of literary forms. Translation as new aesthetic codes of the connection is going through conjugation change that counteracts the chaotic divergence. Thus, the laws of aesthetic interference come into action and interaction. From this point of view, translations of works of Kazakh writers and poets into the English language are vivid example of the interpretation of such laws of literary cohesion. Taking into account this circumstance, in this article an attempt is made to explain the nature of perception of the Kazakh artistic word in the English language, where various forms of aesthetic interference are observed, which lead to a different interpretation of the text which has its own characteristics. It should be said, that the problem of artistic and aesthetic interference in science is deeply connected with psychology, linguistics, culture, thinking, etc. *(Gibson, 1988; Hubel & Wiesel, 2005)*. Pervading all spheres of socio-political and cultural life of the society, it presents an ambiguous phenomenal character in literary criticism. This literary direction is extremely important for the determination of various interferential aesthetic phenomena and processes. The thing is that in the history of translation studies there were different points of view which were connected, one way or another, with the difficulties that arose during the translation process. Precisely these difficulties became the basis for interpreting the various worldviews of many scholars in the field of philology and researchers. Therefore, in literary criticism there were constant disputes about the "translatability" and "untranslatability" of the artistic work between the followers *(Durishin, 1979; Kopanev, 1972)*. The idea of "untranslatability" has always been relevant for the supporters of the idealistic approach, who believed that the world of artistic work cannot be objectively interpreted and transmitted by means of another language. However, this was an extremely univocal view of the translation process. It was based on the ideological principle of the objective unknowability of the universe and the whole essence of being. This approach was opposed to the works of the dialectical school of translation. At the center of the materialist approach, there were representatives of the Czech tradition of translation, who were convinced that, basically, the reproduction of any artistic text and adequate implementation of the aesthetic principles of the original are possible. First of all, this was due to the materialist worldview on the cognition of the existence and the Marxist-Leninist approach to the translation process *(Durishin, 1979)*.

2. Materials and methods

2.1. Theoretical and empirical methods

Translations of the works of Kazakh poets into the English language, which are vivid examples of the manifestation of not only linguocultural, but also artistic and aesthetic interferences in the literary text, prove that it is a simultaneous "destruction" of the integrity of the original and the formation of a new aesthetic reality in translation. In this approach, there is no problem of "translatability" and "untranslatability" of the artistic work. The identification of deep correlation and genetic links between the conjugation form of the original and translation, the determination of the essential reasons for their modification, ultimately indicates "some simultaneous autonomy" of the translation from the original and from the tradition of the national translated poetic language, and avoids the extremity. So, the translation of the works of the Kazakh writers into the English language proves that it organically acts as a binary aesthetics and is a product of artistic interference. In fact, there is an intertextual interpenetration of two different texts, which, of course, gives a different aesthetic background. And this is clearly seen in the above-mentioned anthologies published in America.

2.2. Status of a problem

While working on the original, the translator of the anthologies has objectively faced many problems related to the adequate transfer of the original content and form: This led to the aesthetic tension, which resulted from the patterns of interference of different texts:

1. Interference due to the difference in the ideological concept of the original and the translation / religious-spiritual, socio-cultural, political and psychological, etc /.
2. Interference at the level of lexicon and symbol (words or sign of the original in translation, or author's words, which are absent in the original).
3. Interference due to the dissimilarity of the poetic systems. The interpreter, because of observance of the laws of the English verse, was forced to cast some meaningful elements of the original. Prosodic and formal categories of the Kazakh syllabic verse complicated the task, which resulted in a significant change in the artistic and aesthetic components of the original in translation.
4. Interference due to the difference in artistic means, contributing to the complication of the perception of figurative expressions. Expressive and pictorialmeans create a different aesthetic tension. Expressive means disappear completely in

translation. Metaphor becomes a hard-to-reproduce means of poetics. In translation into English language, the political discourse that is present in the form of impersonal perception has intensified.

5. The whole concept of the symbolism of the original undoubtedly undergoes a serious interference change in the translation.

6. Repetitions (spatial parallelisms, verbal and sound) of structural and compositional elements originally act as aesthetic opposition in translation.

7. Leveling the narrative, i.e. the change in the expression, tonality, rhythm, dynamics and spirit-energy of the original often and imperceptibly leads to the aesthetic indices, prevents the convergence of the translation to the original and reduces the level of their adequacy. G. Belger believes that preservation of the breath, intonation, size, rhythm and melody impedes the process of leveling the narrative *(Belger, 2011)*.

It is impossible to investigate all the above-mentioned problems of interference of the original and translation in one article. Therefore, this article discusses the issues related to the aesthetic tension at the level of vocabulary and the symbol of the original and translation, which arise because of interference between texts *(Barannikova, 1972)*.

3. Results

3.1. The hermeneutic aspect of translation of the realities of Kazakh culture and their perception by English- speaking readers

When reading "The Stories of the Great Steppe". First Edition *(New-York Columbia University: Cognella Academic Publishing, 2013)* and Summer Evening, Prairie Night, Land of Golden Wheat. The Outside World in Kazakh Literature. First Edition *(New-York Columbia University: Cognella Academic Publishing, 2015)*, the recipient's attention will undoubtedly be focused on the cognition of the mysterious historical past of "Steppe". The artistic epithet "great" carries a hidden semantic function and anticipates the existence of the important historical information. The compilers of the anthologies aim at ensuring that English-speaking readers can penetrate deeper into the secrets of Kazakh life, thereby learning the diversity of the national world of the Kazakh people. The main thing is that behind this diversity there is a unified system of views, ways of expressing real and surreal codes that unite people. The works of Kazakh writers undoubtedly testify the high level of socio-cultural and artistic traditions of the Kazakh people, which continue to influence certain forms of the national worldview.

The vast expanses of the Kazakh land are a mysterious and unexplored territory for the English-speaking recipient, which significantly affects his/her attitude and perception of the world. The poetized image of the horse on the cover of the publication has a special cultural significance for both the batyr-nomad and the American cowboy. The most interesting is that the antithesis is aimed at leveling the zoo concept which assumes the with drawls of discreteness between symbolic images in the reader's perception. The authors emphasize the primordial relationship between human and nature (in this case Kazakh batyr-nomad and American cowboy), which is the same in different parts of the globe, and proceed primarily from a holistic understanding of the things and essences.

In the second anthology of Kazakh literature, "Summer evening, prairie night, land of golden wheat", like in the first, special attention is paid to the design of this book. The open doors of the yurt, from which one can see the expanse (sky, mountains, trees, etc.) - is a kind of symbolic invitation to the generous and beautiful world of the nomads. The anthology reveals "how the nomads of the Great Kazakh Steppe perceived the nature, and how this unique perception influenced on the writers and poets, is reflected in their work" *(Ananieva, 2015).*Undoubtedly, this circumstance has an important symbolic meaning and specifically emphasizes the national-aesthetic property of the reproduced material.

3.2. Digital symbolism

The sacred digital symbolism of the anthology "The Stories of the Great Steppe", which acts as a kind of interferential code in the aesthetic perception of the national world, attracts the attention. It includes seven prosaic texts and poems of seven poets. The figure seven in the nomad's consciousness means the integrity of the perception of the world and attitude, which unites the global horizontal and vertical structure of the nomads thinking. The horizontal line is the "four sides of the world", the signs of the earth and the sky ("shanyrak"), and the vertical are the three sides of the existence "heaven-father, Earth-mother and I (ego, spirit)". For a nomad, such a representation expresses, above all, spiritual harmony. The ancient nomad realized that his life was subject to the laws of the universe and sought to know its essence. Creating a discrete situation, the compilers of the Anthology want the reader to plunge into a completely different world where the national landscape is mixed with onomastic, toponymic notions that lead to the marginalization of time and space, including different epochs.

Seven contemporary Kazakh prose writers and seven poets are introduced to the American readers as one *author* (an auktor), the names of Kazakh writers and poets may be known or unknown to foreign readers. At a discursive level, they act as an abstract chief narrator, and in an actualizing form as an impersonal narrator *(Kossuth, 2015)*. At first the foreign reader will perceive the Kazakh world not through the system of heroes and events, but through the prism of the national discourse. First and foremost, Kazakh writers in an auctorial sense convey the discourse of the natural, regular conditioning of human and nature, which is framed, first of all, by previously unknown artistic national ornamentation and speech characteristics (*what* they say and *how* they say, – A.H.).

Thus, the foreign reader often first at unconscious level receives emotional information of a communicative, evaluative, abstract-generalizing, and modal character. He is focused on identifying common links with the surrounding reality and the originality of the national picture of the world or fragments which are often visual: ornament, yurt, kamcha, etc. And only then he gets the implicit access to the world of content and form of the artistic work.

3.3. Notions-symbols, rhythmic-rhyme sand the "entry" of Kazakh words into the text in the foreign language

A single author who symbolizes the integral connection of the creative authors - writers and poets, animates and reifies the national picture of the world, the steppe worldview through the refraction of the events and circumstances, an artistic conflict where the heroes and characters express the dominant objective and subjective idea. Using free imagination the recipient animates described events or specific episodes, symbols, portraits, speech of the characters. In the perception of a foreign reader, undoubtedly, the first stereotypes or stable signs, codes are being fixed in his mind in the form of a cliché. They are not only notions-symbols: *steppe, argimak – horse, nomad, djailay – flocks, animals, dzhigit – a skilled, daring horseman, a young fellow, chaban – shephead, kamcha – whip* and other onomastic and toponymic glossaries (Kazakh words in the English text functioning as etymological codes), but also ordinary words having analogies in the language to which the artistic text is being translated:

batyr – brave warrior, hero, dastarkhan – a low table, meal, aryk – river, ata – father, apa – mother, etc.

Thus, in the Anthology we observe an important artistic and aesthetic interference phenomenon: the "entry" of Kazakh words into the text in the foreign language. This affects the aesthetic awareness of the foreign recipients. The preservation of Kazakh words in the Anthology has different artistic functions. The reader can find an explanation of a complex, often untranslatable words, modal expressions and terms; They immerse the readers into a new, yet unknown, imaginative world. In some poetic translations, Kazakh words perform a rhythmic – rhyme function: "dress – aryqs" by Zhambyl, "auyls – days" byAbay, "qymyz – hands" by M. Zhumabayev, "steppes-trains", "tulpars – daus" by S. Seifullin, "forest – steppe" by I. Zhansugurov, "light – steppe" by A. Sarsenbaev, "Taras – banks" by A. Tazhibayev, etc. Through such unusual artistic connections, the translator achieves complications in the logical and semantic categories of the work, where the abstract names and titles of real things make the reader's perception unusual, exotic. The translator at the sound level, "pushes" the words which have a linguistic difference, and achieves a thickening of the emotional-appraising perception of the text.

Sometimes a translator exacerbates the verbal and semantic disconnection of the poetic expression, based on contrasting opposition and associative figurative parallelism which result in a sense of hidden interconnection at the intertextual level. The interaction between such "native - alien" rhymes enables the appearance of the emotional state in the readers. In the anthology "Summer Evening, Prairie Night, Land of Golden Wheat", like in the first, a glossary that focuses on onomastic images (about one hundred new Kazakh words functioning as sign systems) plays a contextual role in the perception of the original and performs a special artistic function in the text, simultaneously being realized on the background of a narrow (microcontext) and a wide (macrocontext).

In the process of the artistic translation, a creative transformation of the text takes place. Translator S. Levshin is well acquainted with the national life of the Kazakh people. At the same time, the transcoding of the text with a significant number of lexemes which belong to a different culture and a different worldview is accompanied, sometimes, by the loss of sometimes of an essential, semantic part of the original. The glossary serves as a bridge between the picture of the world of the original and the picture of the world of the translation. Considering the lacunarity (skipping, inconsistency) of the constituent components of the original, the translator tries to keep the given form of the translated poem masterfully using Kazakh words with pronounced national and cultural specifics to impart a special artistic, cultural and aesthetic background in translation. Orientation to the initial meanings of the words and phrases has important meaning aimed to significantly expand the reader's artistic world. Immersing the reader in the unknown world, the translator hopes that he has information about the cultural life of the Kazakh people. Thus, Kazakh words in a figurative translation system simultaneously perform the function of a microcontext and a macro context, their interaction depends on the laws of aesthetic interference.

	Translated into English:
Кожу бычью, овечью в кадушках дубят. Чинят шубы и стеганый старый халат. Молодухи латают дырявые юрты, А старухи неделями нитки сучат.	Sheep skin and ox hide are soaking in wooden casks, coats and quilted robes must be mended. Young women are patching up holes in yurt shells, while their mothers spin thread for weeks on end.

Косяком потянулись на юг журавли, Караваны верблюдов под ними прошли. И в аулах – унынье и тишина. Смех, веселые игры остались вдали.	Cranes are starting their southward march, passing over strings of caravans. A melancholy silence fills the *auyls* – where is the gay laughter of summer *days*?

The outlined Kazakh words in the English text at the micro-context level indicate only a specific national subject and phenomenon. But at the macro-context level, these lexemes lead readers into the world of national poetry and national spirit, give the poly variance of aesthetic meanings and positions, figurative paradigms. For example, in the English text a word from the original has been entered: *"in the auls"*, which stands in the anaphoric position and is used as a rhythmic-rhyme repetition in the structure of the verse. The same rhythmic function in this poem is performed by the word *"yurt"*. Readers have a feeling of two-dimensionality, the possibility of correlating a binary / national and foreign / artistic space.

Some Kazakh lexemes emphasize the synonymic series, for example, in the poetic text along with the word "apa" the English word "mothers" is used. The correlation of such pairs provides a binary, not only synonymous, but also an antinomic system of symbolic codes of the native and foreign. So, the reader in the literary text sees one of the laws of parallelism. On the other hand, Kazakh words, entering into intertextual relations in the translated text, affect the foreign reader by an unusual, romantically national sound. He/she sees a different sound complex, which carries a certain aesthetic discrepancy in the worldview paradigm. The appearance of categorical "alien" verbal series in the translated text: *astapuralla, attan, argamak, aqymaqi*, etc., undoubtedly enhances certain interference difficulties between the recipient and the text. So, there is a tension between the text and the perception.However, not all comments to the "Glossary" in the Anthology can transmit an adequate content. For example, the Kazakh word *astapuralla* is explained as *lord, have mercy*, and the word *apyrym-ay* as *exclamation of surprise of amazement*. In principle, these words can perform the function of interjections and transmit the emotional exclamation of surprise and astonishment. In the first case, perhaps, the translators relied on the context of the work. *Astapuralla*, borrowed from the Arabic language, carries a deep religious content. It is formed from two words: *astahpurallah* and denotes "the recognition of sinfulness before Allah". The lexical component of the word *apyrym-ay* from the semantic point of view, which performs the etymological function in the "genotext" (Y. Kristev), is intensively used in the Kazakh society as the lexemes *aqun, aghay, aruana, aynalayn, beshbarmaq, batur, bi* and many others acting as hetereregenic codes in the memory of the Kazakh people. They perform the function of a single sustainable sign in translation, aimed at enhancing the "text perception effect" (R. Bart). For example, in the poem by M. Zhumabayev "Sasukkol, My Native Land" we can compare in the original and in the translation:

	Translated into English:
Птиц тут без счета, галдеж над округой повис. Рыбы так много, что только лови, не ленись. Бабы горластые здесь пересуды ведут, Быстро меж тем белопенный взбивая кумыс.	The skies teem with birds, fist abound: You can catch them with bare hands. Women gossip and chatter for hours on end, Whipping their frothy qymyz.

S. Seifullin in the poem "In Our Land" poetizes not only his native land, but also praises the people of labor:

	Translated into English:
Как тулпары, мы сильны, Словно соколы, вольны, Укрощать коней строптивых, Все мы сызмальства должны!	We are strong like tulpars, like falcons free. Each one of us learns in his earliest days to tame a wild steed.

The introduction of numerous Kazakh words into the translated text is directly connected with the characterization of the national picture of the world, with the reflection of the determination of the national identity of the Kazakh people in a foreign audience. Kazakh words reveal the history, language, traditions, culture (as a holistic core in the depiction of the national picture by O. Spengler, A. Toynbee), religious beliefs, the specifics of the life style, landscape, etc.

4. Conclusions

Thus, Notions-symbols, rhythmic-rhymes and traditional Kazakh words (glosses) in translation reflect the fine connection of the picture of the world with national specifics, in particular, with the system of stereotypes in the cultural consciousness of the nomads. At the same time, Kazakh words activate extensive perception in the process of understanding and reflecting on the national picture of the world, refracted in the verbal form of artistic comprehension of the existence, objectively contribute to the evolution of the artistic consciousness of a foreign reader. Undoubtedly, finally they lead to a change or evolution of the reader's individual worldview *(Khalizev, 2009)*. Moreover, in some translations we observe the language element as a factor that strengthens the author's poetic individuality. In general, the language element is conditioned by the specifics of national values that reveal the artistic world of the works.

5. Recommendations

The article may be of interest, first of all, for philologists and researchers of Kazakh literature, as well as specialists in the field of translation studies. It highlights theoretical issues of bicultural aesthetics on the example of the works of Kazakh authors, translated into English. The study of the features of translations of literary texts of Kazakh literature shows that the original work in foreign language naturally acts as a factor of bi-cultural and simultaneously conjugative aesthetics.

REFERENCES

Ananieva, S. (2015). New Anthology of Kazakh Literature in the USA // ttp://sozvuchie.by/news/2015-09-17

Barannikova, L.I. (1972). The essence of interference and specifics of its manifestation / / Problems of bilingualism and multilingualism. - Moscow: Nauka, - P. 88-96.

Belger, G.K. (2011). Energy of the original // Belger G.K. Selected works in 10 volumes. T.8. - Almaty: Balalar ədebieti, - 480 p.

Bogdanov, A.A. (1989). Tectual studies. Universal Organizational Science. In 2 books. Book. 2 / Editorial Board L.I. Abalkin (ed., Ed.) and others. - Moscow: Economics, - 351 p.

Durishin, D. (1979). The theory of comparative study of literature. - Moscow: Progress, 1979. - 318 p.

Gibson, J. (1988). Ecological approach to visual perception. – M.: Progress, - p. 465

Hubel, D.H. and Wiesel, T.N. (2005). Brain and visual perception: the story of a 25-year collaboration. Oxford University Press US, - p 106.

Khalizev, V.E. (2009).Theory of Literature: a textbook for the university students. 5th ed., Rev. and add. - Moscow: Academy, - 432 p.

Kopanev, P.I. (1972). Issues of history and theory of artistic translation. - Minsk: ed. BSU,– 295 p.

Kossuth, L. (2015). Exalting the steppe, without degrading the mountains / / World of Olzhas Suleimenov / Comp.: A.K. Mashakova, A.T. Kaliaskarova - Karaganda, - 188 p.

MODERN EUROPEAN RESEARCHES: ISSUE 3, 2017
ISSN 2311-8806

FOUNDER AND PUBLISHER
Privatuniversität Schloss Seeburg, Salzburg

EDITORIAL ADDRESS
Seeburgstrasse 8, 5201 Seekirchen am Wallersee, Salzburg, Austria
publisher@doaj.net

PRINTING HOUSE
Autonomous non-profit organization of supplementary professional education
“Inter-regional center of innovative techniques in education”
printed by permission of Privatuniversität Schloss Seeburg, Salzburg, Austria

Sent for printing 30-08-2017
Circulation 1000
Order 050117/463