ДИАЛОГ КУЛЬТУР

МАТЕРИАЛЫ XV МЕЖДУНАРОДНОЙ НАУЧНО-ПРАКТИЧЕСКОЙ КОНФЕРЕНЦИИ НА АНГЛИЙСКОМ ЯЗЫКЕ

Часть I

СПбГУПТД

Educational Bridge PROJECT

Санкт-Петербург
2022

Министерство науки и высшего образования Российской Федерации

ФЕДЕРАЛЬНОЕ ГОСУДАРСТВЕННОЕ БЮДЖЕТНОЕ ОБРАЗОВАТЕЛЬНОЕ УЧРЕЖДЕНИЕ ВЫСШЕГО ОБРАЗОВАНИЯ

«Санкт-Петербургский государственный университет промышленных технологий и дизайна»
Высшая школа технологии и энергетики

МАТЕРИАЛЫ

XV Международной научно-практической конференции на английском языке «ДИАЛОГ КУЛЬТУР»

Научное издание
2022 • Часть I

Под общей редакцией заведующего кафедрой иностранных языков, кандидата филологических наук, доцента
В. В. Кирилловой

Санкт-Петербург
2022

УДК 378.4
ББК 81.2
Д 440

Д 440 Материалы XV Международной научно-практической конференции на английском языке «Диалог культур». В 3 ч. / Минобрнауки РФ; ФГБОУ ВО «С.-Петерб. гос. ун-т промышленных технологий и дизайна»; сост. К. А. Сечина; под общ. ред. В. В. Кирилловой. — СПб.: ВШТЭ СПбГУПТД, 2022. — Ч. I. — 332 с.

ISBN 978-5-91646-301-9

В настоящем сборнике представлены материалы XV Международной научно-практической конференции на английском языке «Диалог культур». В первой части сборника собраны материалы из областей культуры, искусства, дизайна, межкультурной коммуникации, психологии, а также социально-экономической сферы.

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УДК 378.4
ББК 81.2

ISBN 978-5-91646-301-9

Ministry of Science and Higher Education of the Russian Federation
FEDERAL STATE BUDGETARY EDUCATIONAL INSTITUTION OF HIGHER EDUCATION
“Saint Petersburg State University of Industrial Technologies and Design”
Higher School of Technology and Energy

PROCEEDINGS

of the XV International Scientific and Practical Conference in English “DIALOGUE OF CULTURES”

Scientific publication
2022 • Part I

Under the general editorship of Head of the Department of Foreign Languages, PhD in Philology, Associate Professor
V. V. Kirillova

Saint Petersburg
2022

UDC 378.4
BBK 81.2
D 440

D 440 Proceedings of the XV International Scientific and Practical Conference in English "Dialogue of cultures". In 3 parts / Ministry of Education and Science of the Russian Federation; FSBEI HE "Saint Petersburg State University of Industrial Technologies and Design"; compiler K. A. Sechina; under the general editorship of V. V. Kirillova. SPb.: HSTE SPbGUITD, 2022. Part I, 332 p.

ISBN 978-5-91646-301-9

This collection presents the proceedings of the XV International Scientific and Practical Conference in English "Dialogue of cultures". The first part of the collection contains materials from the fields of culture, art, design, intercultural communication, psychology, also the socio-economic sphere. The collection is intended for a wide range of readers interested in research and development, doctors, professors, associate professors, lecturers, PhD students, master students and students of educational institutions, as well as all those who are interested in the issues under consideration for use in scientific activities and educational work.

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UDC 378.4
BBK 81.2

ISBN 978-5-91646-301-9

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УДК 373/374:159.9

FEATURES OF CRITICAL THINKING IN TEACHING IN ADOLESCENTS

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Abstract. The article reflects the modern problems of teaching students, as a result of insufficient formation of critical thinking. In addition, it contains an overview of the study of critical thinking in the history of psychology. Different approaches to learning with the help of critical thinking technology, as well as the components and actions which are necessary for the development of critical thinking – all of these were described in the given research.

Keywords: critical thinking, learning, personality, development, adolescence, emotional intelligence.

ОСОБЕННОСТИ КРИТИЧЕСКОГО МЫШЛЕНИЯ ПРИ ОБУЧЕНИИ У ПОДРОСТКОВ

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Аннотация. В статье отражены современные проблемы обучения учеников из-за недостаточного формирования критического мышления. Также сделан обзор изучения критического мышления в истории психологии. Рассмотрены подходы в обучении с помощью технологии критического мышления. Были выделены, какие именно компоненты и действия необходимы для развития критического мышления.

Ключевые слова: критическое мышление, обучение, личность, развитие, подростковый возраст, эмоциональный интеллект.

On the eve of the 30th anniversary of Kazakhstan's Independence, it is necessary to identify the main issues of psychology faced by our students and teachers. Modern socialization of children, in the conditions of rapid technogenic progress and, especially during the pandemic, is getting complicated by external factors. These and other factors become the reason of detachment and unwillingness of children to communicate with surrounding adults and peers, and, subsequently, fears and inability to build correct communications arise. The child is in isolation, in the virtual world, where reality is distorted and the problem of mutual understanding and adequacy of reaction and thinking arises.

During the quarantine period, children were forced to study at home, remaining alone with information that had not only to be read, but also to assimilate, understand and make some conclusions. So, it leads to children having great difficulties. Based on the struggling that students experience at school and from their parents' expectations, we can say that currently the main problems for children are vision of the problem, concentration in classes, decision-making, independent learning, emotional detachment, empathy. And this is not the whole list. With such problems, children in the future may also have difficulties in adulthood that is why today it is highly important to make every effort to solve the issues and form a full-fledged socialized personality of today's students.

In our opinion, all the indicated problems can be due to undeveloped types or properties of thinking and the emotional sphere. In particular, critical thinking and emotional intelligence play a special role.

The development of emotional intelligence affects the emotional and behavioral side of a people's personality, the development of critical thinking allows human to adapt more easily and quickly in changing conditions, therefore, today the world pays close attention to the development of these indicators.

At the moment, in psychology, many works are devoted to the study of critical thinking.

The very term "Critical Thinking" is found in the works of famous psychologists such as J. Piaget, J. Bruner, L. S. Vygotsky. But the research of the phenomenon has been started relatively recently. And the definition was given by different scientists. Abroad, the problem of forming critical thinking has become relevant in the last 20-25 years. Among the foreign researchers who are engaged in the study of critical thinking, we can highlight D. Halpern [1], D. Kluster, J. S. Steele, C. Meridith, C. Temple, D. Dewey, B. Bloom, P. Bonnie, etc [2, p. 15].

In Russia, scientists have begun to discuss and investigate this problem only over the past 10-15 years [3, p. 176, 4].

In Kazakhstan, this problem was dealt with by Lifanova T. Yu., Karagozina M. I., Kusainov D. U., Mirseitova S., Ospanova N. T., Tashetov A. A. [5].

They studied individual aspects of the formation of critical thinking in the study of different disciplines, they also used the technologies of critical thinking through reading and writing, trying to adapt this technology in the system of domestic education as well as Russian colleagues. Associations were created in the late 90s and early 2000s. Methodological recommendations and articles on the introduction of critical thinking technology were written. But in the last decade, the progress was decreased and teachers have practically stopped introducing this technology, which may have become the cause of new difficulties for children.

Having its own conceptual system, critical thinking differs from the main types of thinking. It interacts and is present in all kinds of thinking. Often, critical thinking is called productive, systemic, logical, and problematic. Critical thinking is formed during training and learning, it becomes a personal trait that affects the logic, integrity of thinking and vision of the world around us. In addition, it serves as a link between types of thinking and behavior; it is one of the elements of the mentality of the individual, society [5].

Another feature of critical thinking is that, on the one hand, it is associated with negativity, rejection, because it involves an argument, discussion, conflict, and on the other hand, combining the concepts of analytical, logical, creative, critical thinking contributes to a deep understanding of the subject.

J. Piaget wrote about the age formation of critical thinking in his works. He said that it begins to form by the age of 14 or 16. This is the stage when the best conditions are created for the development of this thinking. However, this does not mean that these skills are developed in each of us to the same extent. After all, critical thinking, if you do not pay attention to it, can remain unformed. A number of scientists wrote recommendations for the formation of critical thinking. So D. Halpern in his works focuses on formation [1].

In order for the students to take advantage of their critical thinking, it is important for them to develop a number of skills, among which D. Halpern highlights:

1. Willingness to plan. Thoughts often arise chaotically. It is important to organize them, to build a sequence of presentation. Orderliness of thought is a sign of confidence.

2. Flexibility. If a students are not ready to accept the ideas of others, they can never become a generator of own ideas and thoughts. Flexibility allows you to wait with the judgment until the students have a variety of information.

3. Perseverance. Often faced with a difficult task, we postpone its solution for later. By developing perseverance in the tension of the mind, the student is sure to achieve much better results in learning.

4. Willingness to correct their mistakes. A critically thinking person will not justify wrong decisions, but will draw the right conclusions, use the mistake to continue learning.

5. Consciousness. This is a very important quality, involving the ability to observe oneself in the process of mental activity, to track the course of reasoning.

Complementing D. Halpern, J. S. Smith Burell identified several more characteristics of a critically thinking person, including tolerance for the opinions of others, the ability to build logical conclusions, the justification of one's own opinion and the ability to assess events.

With the existing variety of definitions of critical thinking, one can see a close meaning. Critical thinking means reflective thinking, evaluative, developing by applying new information to the personal experience.

In conclusion, it is necessary to develop work on the formation of critical thinking in students, on the development of their reflective, evaluative thinking. But reflective thinking will be complete only when the child, along with critical thinking, also has a sufficient level of emotional intelligence. Since this indicator will help to really and objectively see and reflect what is happening around and with the person himself/herself.

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УДК 801.3

ABBREVIATION AS A METHOD OF TERM FORMATION

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Abstract. The paper considers abbreviation as a way of term formation. The definition of the concept of abbreviation is given and the types of abbreviations are distinguished.

Keywords: abbreviation, term formation, types.

АББРЕВИАЦИЯ КАК СПОСОБ ТЕРМИНООБРАЗОВАНИЯ

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Аннотация. В работе рассматривается аббревиация как способ образования терминов. Дается определение понятия «аббревиация» и отражены различия в типах аббревиатур.

Ключевые слова: аббревиация, терминообразование, типы.

Now consider the abbreviation (a method of term formation that combines all types of complex abbreviated and abbreviated formations). In addition to words, phrases are also reduced, therefore, this method of word formation should already be attributed to morphological-syntactic, that is why the abbreviation was highlighted in a separate section.

Abbreviation is one of the youngest ways of term formation in English. The study of this method has begun relatively recently. In the middle of the 20th century Arnold I.V. tried to classify the abbreviations of the English language by types. Here it should be noted that he attributed the abbreviation to secondary methods, highlighting as the most productive only conversion, affixal method and compounding. In his descriptions of the abbreviation Arnold I.V. does not share the concepts of “contraction” and “abbreviation”, considering that both contraction and abbreviation are morphological word formation, in which some part of the sound composition of the original word is omitted [1, p. 59].

Abbreviation, acting as a way of forming a derived term, in the form of an abbreviated unit, without even developing a new semantic structure that is different from the semantic structure of the prototype, shows a semantic shift, which consists of “not in achieving a new or some other type of meaning, but in a decisive changing the way of presenting and reflecting reality”. Here, “a sharp degree of explicitness of the expression of the same concept" is noticeable, so the abbreviation can be called semantic compression. Semantic compression is one of the specific processes, taking place in the terminological vocabulary of the market economy in Russian and English. Its main purpose is to eliminate the semantic and formal division of terminological names in the economic continuum of two languages [2, p. 355].

The first difference between abbreviations and other terms is that for all word-terms, the primary is the oral form, and the written form is only a conditional transmission of written speech, for abbreviations the primary is the written, graphic form, and the oral form is only the transmission of the abbreviation in speech.

Every language strives for economy in expression, and in term formation this tendency is especially manifested in abbreviation – reduction of words and phrases: N.S.F. (not sufficient funds).

In abbreviations, information is conveyed by fewer sounds or letters than in phrases or unabbreviated words. One of the most substantiated at present theories of the abbreviation appearance is the concept of saving speech means, which has received the greatest development in the works of A. Martinet. The essence of "economical use of the language" is to ensure the transfer of the maximum amount of information per unit of time, i.e., to increase the communicative role of the language [3, p. 284]. This is the newest way of word and term formation, which received a great development in the 20th century.

Abbreviations are always segmentable and unambiguous, since they exist only against the background of phrases: a non-articulated abbreviation is no longer an abbreviation, but an ordinary root word. Any abbreviation will always be a new word in form, as for the content, the abbreviation has a similar definition to the original concept. In modern English and in the language of science, abbreviations characterize only the word formation of terms – nouns [4, p. 63].

Depending on the nature of the abbreviation of the stem, the following types of abbreviations are distinguished:

1. *Letter abbreviations (initial abbreviation type)*

The abbreviated word is its first letter, and the abbreviated phrase is the first letters of the components. Abbreviated words are pronounced in full: EC (European community), S (surcharge), NTB (non-tariff barriers), O.D. or o.d. (on demand). There is also a type of abbreviation: C/N (consignment note), A/C, a/c (account current, current account), n/n (non-negotiable); o/t (old terms); P/A (power of attorney).

2. Syllabic abbreviations

Syllabic abbreviations are the initial syllables of the components of phrases: Internet (International Network).

3. Truncated words

The following truncations are most common in the study sample: truncation, in which the first part of the word disappears: emb. (embargo); amt.(amount); adt.(advertisement).

4. *Constriction*

Example: counter + marketing = countermarketing.

There are many abbreviations in business terminology, since this method of term formation accounts for about 17 % of all new terms. Thus, abbreviation as a way of term formation is a complex, multifaceted phenomenon. The spread of abbreviations may be associated with the appearance in reality of complex denotations that require phrases or compound words for their designation. The function of an abbreviation in the language of science is to express thoughts more economically and eliminate redundant information. The relevance of abbreviation is determined by the need to name new concepts and objects. Its expediency lies in the creation of formally extremely economical and semantically voluminous nominative units [5, p.6].

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УДК 372.881.111.1

GOOGLE FORMS AS A TEACHING TOOL AT THE ENGLISH LESSON

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Abstract. This paper discusses methods of using Google Forms as a teaching tool. As a result of the analysis, the best ways of using Google Forms at the English lesson are chosen and described.
Keywords: Google Forms, digitalization, teaching tool, education, English lesson.

ГУГЛ-ФОРМЫ КАК СПОСОБ ОБУЧЕНИЯ НА УРОКЕ АНГЛИЙСКОГО ЯЗЫКА

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Аннотация. В работе рассматриваются способы использования гугл-форм на уроке английского языка. В результате анализа выбираются и описываются самые эффективные способы применения гугл-форм на уроке английского языка.
Ключевые слова: гугл-формы, цифровизация, средство обучения, образование, урок английского языка.

Our society is developing during the era of the fourth revolution. Its name is the Fourth Industrial Revolution, 4IR, or Industry 4.0. Social institutes face rapid change of technologies, artificial intelligence and other innovations [1, p. 290].

One of the results of the Fourth Industrial Revolution is the process of digitalization (to digitalize means to change something such as a document to a digital form (a form that can be stored and read by computers) [2]. It has a great influence on the educational system. The tendencies of digitalization of the society and its educational system are unavoidable nowadays. Education system needs the introduction of modern teaching tools. The Education Act in Russia regulates the implementation of the digital environment in the process of education [3]. As a result, teachers have to look for new tools at the lesson. The relevance of the topic is related to the need to introduce digital tools into the educational process. The development of legislation in the field of digitalization of the educational process dictates the importance of studying modern ways to use new technologies at the lesson. Searching for modern digital tools is an actual way to find out new teaching tools. Google Form is an example of multitask tool for teaching. It has a great variety of using at the English lesson.

The purpose of this study is to find methodological ways of using Google Forms as a teaching tool at the English lesson.

In order to achieve the goal, it is necessary to describe Google Forms as a teaching tool, to find new ways of using Google Forms and to find out advantages and disadvantages of using Google Forms at the English lesson. These problems should be studied.

While working on the topic, we used the comparative, structural, opposition methods. We also practiced analysis of literature on the study of the modern teaching methods and techniques.

An example of cloud storage with a great number of tools is Google. This platform includes a lot of services that can be helpful at the lesson. Google Art&Culture, Google Docs, Google Presentation, Google Class, Google Blogger, Google Jamboard. Google Forms have a lot of possibilities for using at the English lesson.

The platform of Google Forms allows teachers to create forms: quizzes, online testing and voting. The server provides a choice of templates with different visual design. As a result, the tasks can become more visible and creative. Teachers can choose the colours, pictures and a printing type. It makes the process of education graphical and colourful.

Initially, there are two empty blocks in front of the user, which must be filled in. The filling depends on the purpose of creating the form (quiz, testing, voting). After writing the question, it's necessary to enter possible answers. They can be in a test form (a pupil chooses the right answer) or in the form of an answer to the question. A useful feature is the ability to copy the tasks with already compiled frames. It can save time. All the changes are saved on the disk, so there is always an opportunity to go back to the earlier version. While creating a test, you can make additional questions that are not mandatory. It is also possible to add photos, videos, links. There is no doubt that it increases the functionality of the forms. Ready-made versions can be sent to the lesson as a check and self-check, reflection or homework. The teacher gets students' Google Forms on the Google account immediately. There is a possibility to share the results through an electronic journal that is presented in most educational institution with educational purposes for children aged 7-18.

They distinguish 4 lines of educational cooperation:

1) teacher – student (students);
2) student – student in pairs (dyads) and in triads (triads);
3) group-wide interaction of students in the entire educational team
4) teacher – teaching staff.

Zuckerman G.A. identified four forms of organization of educational activities:

1. Frontal work.
2. Team work.
3. Pair work.
4. Individual work [4, p. 343].

Google Forms help to implement all the lines of cooperation. Students communicate with each other playing an interactive game in Google Quiz (based on Google Forms). The frontal form is connected with the discussion of the results of Google tests. Groups can be formed to do some group quizzes. Individual form of work is used to do some writing tasks (writing an email in the Form or write an online final test). An ability to share the results of quizzes, tests and other tasks in graphic forms demonstrates the results of learning English graphically.

Google forms are suitable for different types of the activities: front-end work at the first stages of the lesson, the plot for interactive and communicative tasks, reflection and self-reflection, the control of knowledge.

With the help of information tools, the learning process is significantly accelerated. The user receives an instant feedback. Mobility and acceleration of the usual processes of updating information, checking homework, reflection set the pace of the educational process motivate the participants of the English lesson to be active. Reflection and self-reflection by means of surveys can be an integral part of a quick and high-quality self-assessment of students' work in the classroom. The ability to display the results of surveys on the screen allows the teacher to visualize the information in the form of a diagram. The tests conducted by Google Forms make it possible to choose an answer option. Moreover, students can answer the question in an expanded form. Another advantage is that interacting by the digital tool, students learn the rules of communication in an online environment.

At the same time, it managed to us to point out some disadvantages. First, inability to use the tool without internet access. Some children don’t use mobile phones or don’t have Internet access. Second, there are some risks of concentrating only on the digital environment. It’s also important to develop the skills of offline communication. So there is a risk of minimizing of interpersonal communication using Google Forms tool excessively.

It managed to us to achieve the goals of the study. We described Google Forms as a teaching tool. A foreign language lesson has its own characteristics, such as: communicative orientation, multilevel, the need for step-by-step planning. The specifics of English, German or any foreign language lesson is the main purpose of studying, which includes improving communication skills. It can also be the part of control, self-control and motivation. Information technologies are able to improve the system of thinking development in various planes (creativity, analysis, synthesis, self-expression and others). The ability of communication in digital world using foreign language is also a productive result of using Google Forms.

We also found new ways of using Google Forms (for example, a way of self-reflection, quiz, test, voting), and pointed out advantages (learning the rules of communication in online environment, a quick way to write a test) and disadvantages (minimizing of interpersonal communication, inability to use Google Forms without Internet access) of using Google Forms as a teaching tool.

In conclusion, a learning tool Google Forms allows teachers to combine traditional teaching methods with modern technologies, observing the principles of general and private methods at the English lesson.

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УДК 378.147

THE POST-PANDEMIC WORLD: CHALLENGES AND PROSPECTS OF UNIVERSITY EDUCATION

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Abstract. The article presents the situation in higher education after the pandemic. The main challenges of the education system in a non-linguistic (economic) university concerning the transition to online education are analysed. The study of the effectiveness of online platforms in education was conducted using observation methods, questioning, testing, talks, as well as qualitative analysis.

Keywords: post-pandemic, higher education, online learning, quality of education, prospects.

МИР ПОСЛЕ ПАНДЕМИИ: ТРУДНОСТИ И ПЕРСПЕКТИВЫ ВЫСШЕГО ОБРАЗОВАНИЯ

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Аннотация. В статье представлена ситуация в системе высшего образования после пандемии. Анализируются основные проблемы системы обучения в неязыковом (экономическом) вузе, связанные с переходом на онлайн-обучение. Исследование эффективности онлайн-платформ в обучении проводилось методами наблюдения, анкетирования, тестирования, бесед, а также методом качественного анализа.

Ключевые слова: постпандемия, высшее образование, онлайн-обучение, качество образования, перспективы.

Every crisis brings its new opportunities…
Yuval Noah Harari

The phrase by Yuval Noah Harari, Israeli historian and author of “Sapiens: a brief history of humankind”, in a short form touches upon a question that both university teachers and students are thinking about today; because online education, as a consequence of the COVID-19 crisis, is getting an exceptionally unique role these days. Everything feels quite new, unbelievable, it seems as if we have walked into a dream.

The COVID-19 pandemic is the time when there was a great failure in functioning the university educational system. At the same time, it should be noted, “times of upheaval are always considered to be times of radical change” [1]. This crisis served as a good basis for creating a community united by the desire of new changes and developments in the field of education. The pandemic was a kind of impulse to the processes of forming an open educational space, which unites higher education institutions with different cultural traditions and values.

The objective of this paper is to analyze a set of problems in the field of university life that higher education has already faced in the new realities, and the prospects when our global world is characterized as an “epoch of turbulence” (K. Rice), despite the scale of the science and technology evolution. Under modern conditions, it has become clear that the impacts and risks of the pandemic are inherent not only in the economy, politics, but also in professional areas, including higher education, without which the advance of the society is impossible.

Distance learning is a new reality, the fact that had to be accepted and adapted in the spring of the year 2020. At that time the teachers of the English language department #2 were forced to build an educational process through online technologies applying various methods of delivering electronic content and available tools for interacting with students.

It should be mentioned here that, according to one of the surveys carried out by the International Association of Universities, the main challenges universities had during the pandemic are the following [2, 4]:

- decline in academic mobility (89 %);
- weakening partnerships contacts and connections (59 %);
- impossibility of completing scientific research on time (52 %);
- decrease in the number of applicants (46 %);
- suspension of educational activities (24 %).

The most difficult thing when transferring seminars, tutorials in all subjects to the online environment was the fact that teaching and learning of any subject had to be organized in such a way in order to create justified conditions for every student in the group. The university teacher’s task was much more troublesome. It was necessary to build up a psychological attitude of the student to understand the need for that form of studying. Besides that, it is a particularly difficult task in groups of fresh-year students (1-2 year of studying), as our own experience in learning and teaching a foreign language shows. The success of mastering educational information is largely related to the psychological comfort of the student and interest in the language material provided. In the student group, we should gradually form a sense of belonging, empathy, mutual understanding and tolerance towards each other, the ability to listen and hear everyone. A foreign language, like no other discipline, became an integrant, a harmonizer of the process during the transition to a distance format.

It is obvious that each new decision is accompanied by a number of difficulties. The stressful situation for students could not but affected the negative attitude towards online learning. Many students consider online education worse than traditional education due to the lack of direct in person contact with the teacher.

Today, having some experience of working in a remote format, it is necessary to see online learning as both a good resource and a great opportunity for learning process. Both online learning and teaching a foreign language is multivariate, it gives a chance to approach the organization of the process itself in various ways, as well as selecting tasks, methods for their implementation and teaching methods [3, p. 160].

The great role of the university teacher, who creates a certain emotional environment and mood necessary for an effective student work. Distance learning should be free and interesting in order to subsequently form an atmosphere of creativity and intellectual pleasure. The learning process should be improved throughout the whole course. The material is essential to be built upward: from simple to complex; it is especially important for a hard-working, diligent student who always needs a well-thought task or exercise.

The analysis of the literature connected with zoom learning has shown that many researchers see enormous psychological and pedagogical opportunities in exploiting online platforms for teaching foreign languages in the educational process, which is objectively a part of the higher education policy. The prospects for online education are seen by many authors as a close cooperation among universities, the result of which is measured not only by the level of professional knowledge and skills, but also by the level of education and the ability to communicate.

At the end of each semester, we conducted a survey in order to identify the impressions of the classes in zoom. The vast majority of students emphasize the advantages of online learning (72 %), the selection of materials that are interesting in content and emotionality, forms of studying (53 %), as well as the availability of useful learning tasks (58 %).

There was another survey conducted at the end of the course where the students groups studying “Customs” and “Trade” (120 participants) took part. Students gave a rating on a 5-point scale and, answering the question “How interesting was the online English class?”, 68 % of the students rated the practical lessons in zoom at 5 points (“quite interesting”), 5 % marked the lessons as “interesting” (4 points), 27 % gave neutral rating (3 points). There were no negative ratings. When answering the question “Would you like to study online in the future?”, 60 % of the group chose the answer “no”, 35 % – “maybe”, 15 % – chose the option “difficult to answer”.

Hard-working students note that online education not only provides new knowledge, but also forms the qualities and competencies necessary for success in the new information society, which in a collective sense can be designated as the key characteristics of a student – a future successful professional.

Today, teachers agree that it is incorrect to compare online and offline education. Both formats have their advantages, and the effectiveness will be different for each specific case. The result depends on the context, subject, learning objectives, personal characteristics of the teacher, student, the quality of the implementation of the educational process and many less obvious factors.

At the same time, it cannot be overlooked that the crisis should serve as a stimulus for some positive changes. Despite the isolation and in spite of it, students will begin to realize the need for friendship and cooperation. Humanity will understand that we are strong only in case if we are united. The development of digital technologies, in which students will only benefit, will provide access to open education. Based on our own experience of using online platforms, it can be argued that online learning to a large extent made it possible to intensify the activity of students and ensured the possibility of effective educational work, largely contributed to the development of students’ cognitive needs, gave an impulse to their curiosity. Also, online format let remove communication barriers thanks to its positive influence on perception.

We would also like to highlight the importance of creating new, strategic approaches that make it possible to "humanize" the educational process in general in a non-linguistic university and bring it closer to the life and professional goals of students [3, p. 160]. This way, it is quite possible to prevent the process of dehumanization of non-linguistic universities that hinders the development of modern education in Russia.

The ideas presented in this article and the described experience of online learning are an attempt by the authors to show possible ways to create conditions for teaching students online. The exchange of views gives some hope that we are really moving forward, anticipating the result and success of our activities. This dialogue is especially valuable now, in the period of isolation and disunity, to find the best approach, to make important decisions on socialising the university community.

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УДК 81-13

WHAT IS THE MEME?

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Abstract. The paper defines the concept of a meme, reveals its appearance and content. The article reveals why they communicate with the help of memes and in what science there is a lot of research on this topic.
Keywords: meme, cultural phenomenon, communication, research.

ЧТО ТАКОЕ МЕМЫ?

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Аннотация. В работе дается определение понятию мем, раскрывается его появление и содержание. В статье отражено, почему общаются при помощи мемов и в какой науке есть много исследований по данной теме.
Ключевые слова: мем, культурный феномен, общение, исследование.

Nowadays there is an active development of electronic social networks, such as VKontakte and Odnoklassniki. They provide almost instant dissemination of any information to a large audience, regardless of the spatio-temporal factors of interaction. This contributes to the expansion of the scope of cooperation at different levels. The trends in social change described above relationships stimulate the development of the phenomenon of memes. It is thanks to the Internet that this phenomenon has received the best opportunity for development.

The paper deals with a meme, its origins and the reasons of its greatest success.

First of all, I want to note that the history of this phenomenon does not begin with the advent of the Internet era, let us turn to the essence of memes, in fact, this cultural phenomenon is not at all new, as Richard Dawkins claims: a meme is a unit of information that is significant for culture, everything that is transmitted through generations [1, p. 86]. Putting his theory in biological terms, he equated a meme with a gene and endowed it with the same properties. Therefore, the hot pictures that we share on social networks obey the general rules of natural selection in the blogosphere: they can mutate and multiply exponentially.

The plurality of interpretations of a meme allows us to talk about its potential ability to be a symbol, based on the axiom of A.F. Losev that “any sign can have an infinite number of meanings, i. e., be a symbol” [2, p. 288].

According to Dawkins, there are three factors that lead memes to be spread, copied, or adapted from person to person. The first one is longevity. It means staying power. Therefore, a meme, remaining popular for a long time, becomes more multiple because it is copied and shared numerous times. The second factor of a meme is fecundity. It is the speed at which the thing is replicated. So, it is clear that for a meme to become successful it must spread rapidly in order to take hold within a digital culture. The last quality is copying-fidelity or the ability of memes to copy sharply.

Why do we communicate with memes?

Today, meme language is gaining ground. Virtual and real communication merges and network communication techniques flow into off-line. The ancestor of the Internet meme is an anecdote, but now the joke is no longer just a speech construction and takes on new forms. Undoubtedly, the meme has got a lot of similarities with the speech stamp, but thanks to the modification it gets a new meaning.

Purely logically, a meme, as a unit of information, is quite simple: thanks to a simple image, we can quickly and easily get information, because it is much easier to see a picture than, for example, to read a couple of sentences of text, and the point here is not human laziness, but that our brain likes simpler and always prefers an easy way. In this case, memes can be equated with cave paintings, they are simple, and our brain can quickly “read” them.

People who regularly consume Internet memes not only have fun, but also calculate the cultural code of the century, era, year, decade, day, and sometimes even hour. With the ultra-fast dissemination of information and trends, there is a need to cling to something and have your own stable identification, which will allow you to distinguish your own kind in a huge stream of garbage messages. That is why speech memes are often used in comments: in this way, the user informs about his involvement in a specific group of the virtual community.

The endless automatic replication of the meme can lose its original meaning. This simplifies the concept that it initially needs to convey. However, memes reveal public unconsciousness, as they often speculate on topics that are considered censored. The fertile ground for this is Internet communication itself, massive and relatively anonymous.

The next question is the emergence of a meme, as we understand this word in our time. Memes on the Internet have replaced emoticons. It is still a unique way of communication among people. Memes are both a way of communication and a creative activity. Most of them are a response to any event, news in the media, a famous person, a film or even any video that hit the Internet, absolutely any. In fact, this is a cultural unit, the reaction of society to any events, the way of communication and the main task of the meme is a mass character, that is, the ability to convey information to the largest possible number of people. A meme cannot exist without a context. It is its essence.

Today, memes function as an indicator of the opinions of the population. When a national or global event occurs, memes about the subject are expected to circulate widely. During the coronavirus epidemic, a lot of memes dedicated to this problem appeared on the network. For example, a chocolate wrapper “Alenka” was circulated online, in which the girl’s face was covered with a mask, and the chocolate was renamed “Udalenka”.

One of the key features of the meme as an Internet genre is secondary. For an adequate interpretation of a meme, knowledge of the context of another speech work, picture, film, etc. is necessary. In this regard, we can draw a parallel between the Internet meme and parody, and stylization: “If we do not know about the existence of this second context of someone else’s speech and begin to perceive stylization or parody as ordinary... speech is perceived, then we will not understand these phenomena in essence: stylization will be perceived by us as a style, a parody – just as a bad work” [3, p. 251].

Memes have become a subject of numerous studies in Linguistics. Memes affect the addressee in a complex manner, in which the form is much more important than the content: verbal and non-verbal means merge and form a single whole. One of the purposes of a meme is to elicit an emotional reaction from the viewer and reduce the social distance. The image and text in the meme are connected in such a way that the user perceives the situation in dynamic development, and not static.

Memes contain tropes and stylistic means of expression. The most common are antithesis, hyperbole, irony. It is noteworthy that the meaning of such a joke is based precisely on the form of expression, in particular, on the means of artistic expression.

Personally, I note that nowadays there is a tendency to simplification and degradation of memes in their form and content. Furthermore, memes are becoming more politicized. Fortunately, they are free and unlimited to consume, and they are trivial to create and share, so everyone can enjoy them. As can be seen from the above, memes have become such an integral part of our life, it is hard to imagine it without them. It can be assumed that they will stay as popular and common as they are now and more studies on this subject will be conducted.

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УДК 316.776.3

ROLE AND IMPORTANCE OF INTERCULTURAL COMMUNICATION IN THE ACTIVITIES OF THE MINISTRY OF INTERNAL AFFAIRS

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Abstract. The article examines the role of intercultural communication in the work of special units of the Ministry of Internal Affairs, the existing features of interaction with different international organizations when combating crime.

Keywords: intercultural communication, employee of the Ministry of Internal Affairs, foreign language communicative competence, police deontology.

РОЛЬ И ЗНАЧЕНИЕ МЕЖДУНАРОДНОЙ КОММУНИКАЦИИ В ДЕЯТЕЛЬНОСТИ МИНИСТЕРСТВА ВНУТРЕННИХ ДЕЛ

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Аннотация. В работе рассматривается роль межкультурной коммуникации в работе специальных подразделений Министерства внутренних дел, существующие особенности взаимодействия с различными международными организациями в борьбе с преступностью.

Ключевые слова: межкультурная коммуникация, сотрудник Министерства внутренних дел, коммуникативная компетенция на иностранном языке, полицейская деонтология.

The intercultural communication was firstly mentioned in the works of scientists in the second half of the XX century. Philosophy schools of the USA provided a stimulus to research in this very important area. It is connected with the development of business, the improvement of interactions between countries and the restructuring of the economy, requiring to solve the problems arising from the interaction of workers from countries with different cultures. These problems included acute conflict situations. Researchers of the Foreign Service Institute (USA) which was specially created for the purpose of researching such topics, anthropologists and linguists, have found that foreign language proficiency is clearly insufficient to overcome the problems of intercultural interaction in all their complexity. A new field of intercultural communication has emerged, which provides a theoretical justification for the problems of international interaction.

The problem of intercultural communication is relevant for law enforcement officers who take part in international operations and carry out law enforcement activities in a multicultural environment. The problem is that when the speakers of different cultures start to communicate or work together, they can face some difficulties connected with cultural differences. Usually, these differences are produced by people's prejudices, their life and psychological attitudes, vary in different cultures and religions [1, p. 325].

It is widely known that humans grown in different cultures analyze and understand the information in different ways, which can cause difficulties, lead to misunderstanding or inability to communicate. Unfortunately, sometimes this misunderstanding can result in deplorable consequences in the end. What is more important that intercultural communication can be reflected in matters of law enforcement organizations. This can be explained by the following factors: firstly, crimes often arise on the basis of national and racial differences, and a scientific study of the importance of intercultural communication in the activities of the Ministry of Internal Affairs (MIA) would help to find ways to prevent intercultural conflicts, as well as find new opportunities in solving international crimes.

The United Nations (UN) should take the main place in the system of interstate organizations and play an important role in solving international crimes. The main goal of the international organization is the maintenance of peace and security, as well as the development and cooperation of States. Currently, the UN unites 193 countries of the world, the main function of the organization is to regulate international relations and finally break the ice between people all around the world.

The importance of activities of the Department of Global Communications of United Nations Organization is high. In a modern world it takes a very strong position in a field of ensuring the United Nations harnesses communications to achieve its goals. It delivers global communications campaigns that support the Organization's diverse and challenging priorities and works on reputation management. The division manages a global network of 59 United Nations information centers that engage and mobilize people in the work of the UN in more than 80 languages.

For example, The Peace and Security Section promotes UN work on preventive diplomacy and meditation, peacekeeping, peacebuilding, disarmament, counterterrorism and migration, because this term is one of the most important aspects of solving the problems of intercultural communication – to interact with the population of different countries in a tolerant manner when solving tasks to ensure law and order and public safety.

When talking about activities of United Nations Organization in a context of intercultural communication, it is necessary to mention intercultural communicative competence (ICC). It is the leading, integrating component of the professional activity of employees of the Ministry of Internal Affairs in an intercultural environment, which manifests itself in intercultural sensitivity, communicative adaptability, ability to self-control and self-regulation, in the implementation of norms of professional communication, cultural polycentricity and tolerance by police officers.

It is important to pay attention to the personality of employees of these international organizations. Their basic characteristics are:

- the ability to effectively implement in communicative acts the universal norms and values fixed in the Code of Conduct of Law Enforcement Officials and other statutory documents, as well as the professional and ethical standards of official behavior adopted in international practice;

- the attitude and ability for tolerant communication with the population in solving problems of maintaining law and order, which are a more effective means of resolving conflict situations compared to the need traditionally noted in the scientific literature to consider its national-specific features;

The development of the following personal qualities allows us to speak of a high level of development of the MCC. The development of each quality should be carried out as a result of special psychological training based on the assessment of the level and actualization of existing personal qualities [2, p. 194].

The experiment conducted by a group of scientists researching the problems of intercultural communication showed that officers who had experienced intercultural communication in a multicultural environment, are more aware that the MCC of employees of internal affairs bodies is one of the fundamental parts of their professional preparedness. In addition, they are highlighted by tolerance, emotional and volitional stability, respect for the values of another culture as the main factors characterizing the MCC. It was revealed that the Russian employees of the MIA who have passed through the hot spots and are selected to participate in UN peacekeeping missions for the first time may be giving preference to the forceful resolution of emerging conflict situations. Conversely, employees with experience in UN peacekeeping missions prefer non-violent conflict resolution [3, p. 163].

It is thought that the significant socio-psychological components of the ICC identified during the experiment are not specific only to representatives of the Ministry of Internal Affairs employees sent to UN peacekeeping missions and can be applied to various categories of law enforcement officers engaged in professional activities in the field of international cooperation.

It is necessary to clarify the essence of professional competence of subjects of international cooperation of the MIA. In cases where professional communication is a necessary means of achieving results in the legal field, the effective implementation of intercultural communication is subordinated to solving practical tasks of investigating international crimes.

For further research of the issue of the role of intercultural communication in the activities of the Ministry of Internal Affairs, the concept of “police deontology” should be introduced. The issues of interaction of people in society in the performance of their official duties are inextricably linked with the corresponding moral requirements of the whole society and the professional group itself, presented from the position of public understanding of their civil and official duty.

The deontology and individual morality of a police officer is necessary for interacting with international people. The behavior of a police officer when working with citizens of different countries should be based not only on the provisions of legislative acts, but also on moral norms. An individual approach to a person, attention, care, sympathy – this is only an incomplete list of deontological manifestations of morality in the context of intercultural communication [4, p. 105].

All in all, the disclosure of psychological features of intercultural communication of employees of the Ministry of Internal Affairs are designed to contribute to the development of practical recommendations for improving their communicative competence, which determines the effectiveness of professional activities in the field of international cooperation.

When all of the law enforcement bodies unite powers to combat organized crime, drugs traffic, and international terrorism it is difficult to cope without introducing priorities based on universal values in the foreign policy sphere. The appeal to such stable phenomena and concepts reflecting their essence as morality and professionalism, to universal norms of professional behavior, activity and communication, to norms of proper behavior of representatives of certain professional groups shows the desire for firm principles, norms, standards, to concretization of ethical, general social ideals, guidelines of behavior representative of such social community as professional society.

Consideration of the universal system of social norms – police deontology, which has been highly appreciated by a number of scientists all around the world in recent years, made it possible to recognize the identification of professional problems of the social community of police officers of the countries of the world. In many countries, among the issues that are difficult to solve, the problems of norms that ensure mutual understanding, objectivity and optimality of the work of law enforcement agencies occupy a large place.

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УДК 140.8

DOCTRINE OF THE NOOSPHERE FROM THE POINT OF VIEW OF FRIEDRICH NIETZSCHE'S PHLOSOPHY

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Abstract. A comprehensive view of the noosphere was originally developed by French scientists E. Le Roy and P. Teilhard de Chardin, influenced by the theory of the biosphere of V. I. Vernadsky. The article proposes an alternative view on the doctrine of the noosphere which is based on the philosophy of F. Nietzsche.

Keywords: noosphere, philosophy, Nietzsche, Bergson, creative evolution, superman, Will to Power.

УЧЕНИЕ О НООСФЕРЕ С ТОЧКИ ЗРЕНИЯ ФИЛОСОФИИ ФРИДРИХА НИЦШЕ

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Аннотация. Комплексное представление о ноосфере было разработано французскими учеными Э. Ле Руа и П. Тейяр де Шарденом на основе учения о биосфере В. И. Вернадского. Однако эта статья предлагает альтернативный взгляд на учение о ноосфере, основывающийся на философии Ф. Ницше.

Ключевые слова: ноосфера, философия, Ницше, Бергсон, творческая эволюция, сверхчеловек, воля к власти.

For a human at the beginning of the 21st century, one of the most pressing issues is the problem of determining such a vector for the development of the human species that would allow people to develop and use a variety of natural resources as efficiently as possible without causing irreparable damage to the environment. This issue has been worrying the world community since the last century, from the moment when the first disappointing forecasts of the impact of human activity on the Earth's biosphere appeared, supported by examples of environmental disasters that have already occurred.

Reflecting on this problem, V. I. Vernadsky put forward the thesis that by the beginning of the 20th century, the human species had become the main force in the geochemical transformation of the planet. To ensure its continued existence and prosperity, human kind will need to take responsibility for the development of both society and the biosphere [1]. Based on Vernadsky's theory of the biosphere, E. Le Roy and P. Teilhard de Chardin developed the concept of the "noosphere" – a special shell of the Earth, in which the main role is played by the activity of a human being and their mind [2]. This idea was actively developed in the past and continues to be developed in the present by the followers of Vernadsky and Teilhard de Chardin. At the same time, not only the "sphere of mind" itself is associated with this concept, but also a new stage in the development of humanity, at which the collective will and collective mind of the human species ensure the joint development of nature and society [1]. This stage was called the era of the noosphere.

As a geological shell, the noosphere is studied primarily by the natural sciences, however, the doctrine of the noosphere by E. Le Roy and P. Teilhard de Chardin worked out not only from natural science, but also from a philosophical point of view. Both of them were close to the philosophical ideas of H. Bergson, outlined in the work "Creative Evolution", which formed the basis of their philosophical interpretation of the era of the noosphere [2]. Bergson's ideas, inspired by the teachings of Plotinus on emanation, by their nature belong to Neoplatonic philosophy, and therefore a student of the philosophy of the noosphere, as a rule, comes to consider this topic precisely from the point of view of Neoplatonism [3, p. 222]. However, this article suggests looking at the doctrine of the noosphere in a completely different way – from the point of view of the philosophy of Friedrich Nietzsche.

Nietzsche created his works in the second half of the 19th century and died before the doctrine of the noosphere was developed. This article aims to draw parallels between the ideas underlying the philosophy of the doctrine of the noosphere and the ideas of F. Nietzsche. The philosophical views of both Nietzsche and Bergson belong to the philosophy of life (Lebensphilosophie), and therefore they contain a number of motives common to this school. At the same time, the worldview of the two authors is very different.

Bergson says that there is Duration – the sphere of quality and freedom – the ontological basis of the world, as well as Superconsciousness, which, developing in a creative impulse, creates the diversity of life. Appearing at a certain stage in the development of this "life impulse", the human being has the opportunity to know the world intellectually, exploring inert matter and its inherent laws, and intuitively, knowing the deep nature of life and its changes. Bergson formulates the statement that the only possible development of the "life impulse" is the emergence of human societies capable of further development of consciousness [3, p. 223]. Developing this idea, Teilhard de Chardin said that in the future, creative evolution would lead to the unification of humankind with the original Superconsciousness [2]. Thus, we can conclude that the onset of the era of the noosphere is associated with the transition of humankind to a new stage of existence, at which humanity approaches the source of the “life impulse” and directs it, as a result of which nature and human society begin to develop together.

Friedrich Nietzsche, exploring human nature, comes to the conclusion that the fundamental principle of all human desires is the Will to Power – the basic instinct of all things. It is this force that underlies the development of life [4]. In his later work, Bergson defines two types of social organization: the closed society and the open society. While the first is aimed at survival and the subjugation of the parts to the whole, the second is built on love for humanity. A closed society is in a state of stagnation, aggressiveness is inherent in it. An open society is capable of endless self-improvement [3]. It may seem that a society of people guided by the Will to Power is built on following primitive instincts and strives to subordinate everything to their will, and therefore belongs to a closed type. In fact, in the context of Nietzsche’s philosophy, it would be most correct to correlate a closed society with a society dominated by forces of ressentiment. The desire to rule and subjugate is a response, a reaction to the existing framework, since something can be taken away only from those who have it [5]. The real Will to Power is the fundamental active force. It manifests itself not in the desire to rule over something, but in the desire to rule for something, thus, it is primarily a desire for creativity [4]. The driving factor for the development of a society in which active forces triumph is not Bergson’s love for people, but the desire to become the creative center of being. In essence, this society satisfies the definition of an open society, since by its nature it has dynamic morality and religion, an impulse for development.

A society dominated by active forces is a substrate for the formation of a superman – a radically new stage in the development of the human species, at which the human being becomes a constant creative principle. Superman creates and conveys the goals and meanings of the surrounding reality [6]. In this capacity, Nietzsche’s superman is alike to the human who has reunited with the original Superconsciousness of Teilhard de Chardin and Bergson, but in Nietzsche the superman does not come to merge with the source of the “life impulse”, but becomes such a source themself. At the same time, the society of supermen can be considered as being in the era of the noosphere, since it is the mind and will of supermen that determine the path of development for this society itself and its environment.

The problem of modern society lies in the fact that, under the influence of forces of ressentiment, it is gradually turning into a society of the last humans. In Nietzsche’s writings, the “last human” appears as the antithesis of the superman. This is a creature that is tired of its own existence and unable to create and develop, the last human strives only for their own comfort, following the path of least resistance. In the society of the last humans, originality, innovation, and, consequently, development cannot exist [6]. The Will to Power is embodied in the struggle for the implementation of the own ideas of its bearer, and the last human does not have their own ideas and does not want to have, and therefore does not have the Will to Power. The society of the last humans is an excellent example of Bergson's closed society, which is a dead end branch of evolution; it is unable to reach the era of the noosphere, which means that it is doomed to gradually destroy the natural base of its existence.

In order to prevent this, society needs to reorient itself, overthrowing the image of the last human from the pedestal of its ideal, and erecting in its place the image of the superman. Instead of the classical moral concept of love for the neighbor, Nietzsche proposes love for the distant, that is, for an ideal that is unattainable for modern humans [6]. Focusing on this distant image, the human species will eventually change and become like it. Nietzsche emphasizes individual features characteristic of the superman in historical figures led by the Will to Power, but warns to build cults of personalities around them, since such personalities are not the ideal itself, but its individual features only. According to Friedrich Nietzsche, the goal of humanity is to create a higher being outside of humanity itself. And the coming of this higher being will entail the onset of the era of the noosphere.

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УДК 666.17: 748

AESTHETICS OF GLASS JEWELRY IN THE 21ST CENTURY

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Abstract. In this article the development of such a niche product as handmade glass jewellery in the 21st century is considered. Attention is paid to the problem of distribution and popularization without the loss of aesthetic richness. Research of prospects in this sphere is conducted.
Keywords: glass jewellery, lampwork technique, popularization, modernity.

ЭСТЕТИКА УКРАШЕНИЙ ИЗ СТЕКЛА В 21 ВЕКЕ

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Аннотация. В данной статье рассматривается развитие такого нишевого продукта, как украшения из стекла ручной работы в России 21 века. Уделяется внимание проблеме распространения и популяризации без потери эстетического богатства. Проводится исследование возможных перспектив в этой области.
Ключевые слова: украшения из стекла, техника лэмпворк, современность, популяризация.

The Russian sphere of culture changed a lot from 1991 to 2020. It transformed from representing canons and traditions to a business, an industry oriented to capital multiplication. Culture and its fruits shifted its focus to mass scale and populism. Such changes badly affected their quality and content. Also, the import of Chinese goods affected the market because they do not cost much. However, those goods are not high quality either (for instance, cheap tattoo bracelets, beaded bracelets, large plastic earrings and chains made of nonprecious materials).

People have become more selective in their choice of both essential goods and luxury items like jewellery thanks to the increase in their profits in the 2010s. The demand for unique handmade goods is growing too. Due to internet marketing development, every creator had an opportunity to offer their art pieces to a buyer without special investments to meet the demand. This led to a rapid growth of the handmade industry, including jewellery made of different materials.

Let’s consider one of the most ancient materials – glass – and how it has been applied to creating glass jewellery in Russia. We can highlight several distinct periods in its history: 10-12th centuries, 17-19th centuries, 20th century, 21st century.

1. Russian art glass started in the Kievan Rus period. The first workshops fabricated smalt and simple jewellery: rings, bracelets, beads. Development basically stopped with the Tatar-Mongol invasion.

2. In the 17th century, a desire for art glass appeared again. The experience of European masters helped to resume work. The rise of the industry, together with the increasing requirements of the goods' quality and skills of their design, took place over three centuries.

Most factories, founded in the 17-18th centuries, were engaged in the production of essential glass goods – window glass, jugs, bottles of limited colour palette (mostly green and brown colours).

At that time, lots of glass dishes were painted with enamel. At the end of the 18th century, the assortment and the colour scheme were expanded. The Imperial Factory played a sizeable role in that the Factory was oriented on court life and its decoration (Fig. 1).

Figure 1. A cup with a mirror monogram "EIP". Russia, St. Petersburg State-owned Glass Factory. 1740s.

The first trimester of the 19th century is considered the blossom of Russian art glass. Professional artists started to work with glass. As one of the consequences, there was a growing interest in traditional art. Its imitation received the name "Russian style". Artists started to decorate glass with polychrome enamel, imitating embroidery motifs, wood carving and painting (Fig. 2).

Figure 2. A cup and a saucer with a portrait of Paul I, 19th century, the Imperial Porcelain Factory

3. In 1940, an experimental laboratory was founded by V. Muhina in Leningrad. The lab workers gained knowledge and added to their research base. The period of the 1950-60s had its own features: most artists were connecting their artistic search in decoration with mass production of utilitarian products. In the 1970s, glass compositions became part of the interior and were actively used for room decoration.

4. Art glass of the 21st century is quite diverse. In addition to classic household items, jewellery was also given a jumpstart for development [1, p. 6].

The most popular techniques for glass jewellery are lampwork, fusing, and Tiffany.

The *lampwork* technique got its fame in the middle of the 20th century in Germany. It is the production of glass art pieces with a torch. A major contribution to this technique was made by artist and glassblower Hans Godo Frabel. The technique has been widely used for creating small sculptures, interior compositions and jewellery in Russia since the end of the 20th century.

Beads, rings, earrings, necklaces and many other things can be produced with lampwork. Some outstanding masters are: I. Sergeeva, A. Pribelskaya, O. Tabakova, L. Tazetdinova., E. Hermburg. Features of glass allow artists to create really neat items, absolutely different in their colour and texture. Massive rings, large plot beads and inflated necklaces are just some examples (Fig. 3).

Figure 3. Necklace in the lampwork technique by Irina Sergeeva

Fusing technology is the processing of glass using high temperatures in order to fuse coloured parts together. Details are cut out of sheet glass of different colours in accordance with the sketch. After that, they are laid out on a plate and placed in an oven, heated to a sintering temperature (about 580 degrees). The output is a flat, coloured product, similar to stained glass but without any metal connections (Fig. 4).

Figure 4. Brass bracelet with inserts in the fusing technique

Tiffany technology was created by Lutz Comfort Tiffany in the late 19th century [2, p. 7]. It replaced the classic stained glass. Unlike the classics, it does not use heavy lead connectors, but copper foil to connect the glasses. The technique allows you to create very detailed works: three-dimensional and flat objects, and pieces of jewellery, such as pendants, earrings, hairpins, etc. It differs from the previous two techniques in the fact that the glass does not require heat treatment, only a mechanical one (Fig. 5).

Figure 5. Tiffany pendant

Each of these techniques has its advantages and disadvantages, as well as features that make them suitable for application to specific tasks. For example, lampwork is suitable for creating beads and volumetric ductile elements. As a matter of fact, it has the same uses as any stucco material, expanded by the texture and colours of glass. With the help of fusing, mainly flat, bright elements are created like an applique. This technique is limited by the scale of the decor; very small thin elements will be difficult or even impossible to make. Also, many layers of glass for a complex decor will lead to an increase in the weight of the product. Tiffany allows you to assemble spatial constructions. Each piece of glass has a copper ribbon frame. The seams between the parts are closed with tin solder, which adds grace and brilliance to the decoration.

Glass can take almost any shape by hot and cold processing, mixing colours and combining with other materials, such as metals. Glass jewellery has success with its target audience because professionals make unique products by hand, creating pieces for every taste. They favourably differ from factory jewellery by the uniqueness of shapes, quality and appropriate price. Also, for the Russian market, this niche is not widespread, so glass jewellery is not banal and, as an unusual object to look at, it attracts a lot of attention in society.

Figure 6. Glass jewellery on the market. Yandex research "Jewellery". Search queries for 2019 according to characteristics

As we can see in the diagram (Fig. 6), the share of interest in non-jewellery items is about 3 % of all requests. From this, we can conclude that the share of glass jewellery, which is included in this 3 %, is not large at all. Now we will consider the reasons of small distribution and popularity of this category of goods [3, p. 7].

The historical component. For many centuries, jewellery has occupied a large part of consumer demand due to the status of prestige. Only wealthy people could afford the glitter of precious stones and gold; the rest of society was drawn to these external manifestations of wealth, buying cheaper analogues or fakes. At the same time, highly artistic products made of nonprecious materials faded into the background.

Small scale production. Each artist makes his works by hand independently, sometimes having assistants involved to accompany them. Accordingly, several people can produce a limited number of goods and provide products to the public.

Absence of an advertising company. As a consequence of the point above, advertising of local brands is carried out in narrow circles of lovers of original jewellery. The target audience is too narrow to use outdoor advertising on buildings or television. Instead, masters use advertisement in social networks and public exhibitions.

In the future, we believe the glass jewellery market has many opportunities for development. Due to the relatively low cost of raw materials and the original appearance, glass jewellery can become very popular and be in demand, when an appropriate marketing strategy is applied. At the moment, the main limitation is the difficulty of organizing mass production. For this reason, another way to develop this industry is to create an image of "elitism" around the product and focus it on customers with high purchasing power, whose number is significantly less than people with average incomes [4, p. 7].

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УДК 159.91

WHY IS IT IMPORTANT TO KNOW ABOUT DOPAMINE?

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Abstract. This paper provides information on what dopamine is, how to replenish it, what it is spent on; the reasons for the popularity of dopamine starvation and its effects; and how much dopamine affects the human body.
Keywords: dopamine, dopamine starvation, dopamine production, mood and motivation, dopamine replenishment.

ПОЧЕМУ ВАЖНО ЗНАТЬ О ДОФАМИНЕ?

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Аннотация. В данной работе представлена информация о том, что такое дофамин, о способах его восполнения, на что он тратится; о причинах популярности дофаминового голодания и его последствиях; как сильно дофамин влияет на организм человека.
Ключевые слова: дофамин, дофаминовое голодание, выработка дофамина, настроение и мотивация, восполнение дофамина.

To begin with, it is worth talking about what dopamine is. Dopamine is a neurotransmitter, something that, like hormones, carries information through the nervous system. The action of this neurotransmitter causes feelings of pleasure. If a person is deficient in dopamine, they can have resting tremors, i.e. Parkinson's, but that's not what we're talking about now. In short, dopamine is the hormone of joy, it gives us vitality. That is, when dopamine is released, a person feels intense pleasure, feels able to cope with anything.

Dopamine can be raised artificially, for example, with sweets. If a person lacks dopamine, they are not motivated, they lack drive, they feel exhausted and forget about their goals. Lack of mood, weakness, depression and anxiety are all consequences of dopamine deficiency [1, p. 25, 4, p. 188].

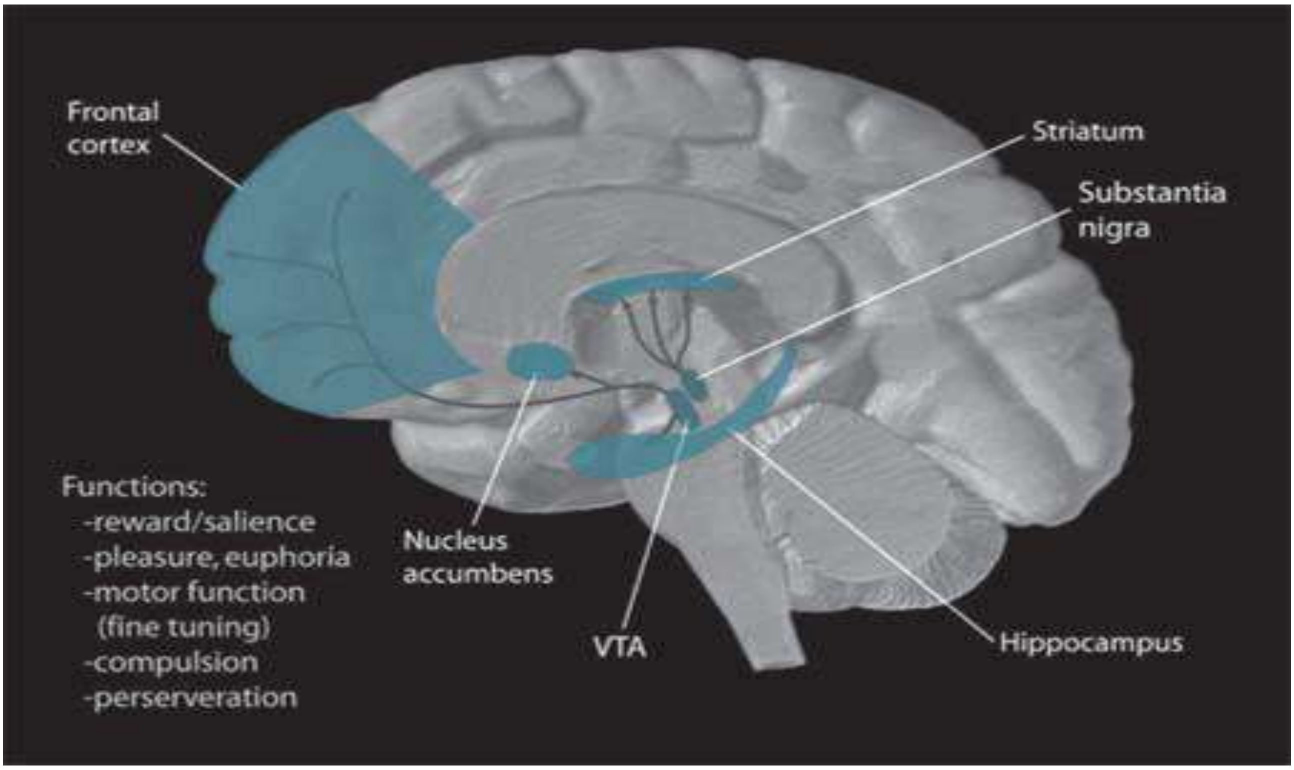

Figure 1. Dopamine functions

What causes a dopamine deficiency?

1. Coffeine abuse. Interesting: caffeine makes you feel good at first, but with time, if you drink too much of it, your dopamine production will decrease.

2. Alcohol lowers dopamine levels. Alcohol destroys the dopamine reserve. This forces the person to take higher and higher doses over time to get the same level of pleasure.

3. Insulin. Sugar also depletes dopamine reserves.

4. Stress. Cortisol released under stress stimulates the production of dopamine. However, with prolonged stress, cortisol negatively affects the brain and the body as a whole, and dopamine levels drop.

5. Adrenal cortisol. If a person's stomach acidity is low, they cannot digest proteins. This results in difficulty in the production of all neurotransmitters. How do I know if my stomach is low in acidity? Heartburn and indigestion are signs that a person may have low gastric acidity. As you get older, you need more of it. Simply taking apple cider vinegar can increase neurotransmitter reserves.

6. Adrenal stress. The inner part of the adrenal glands produces dopamine. So, if the adrenals are 'burnt out' or depleted, the right levels of dopamine won't be there.

How do you make up for the lack of dopamine? Of course, you should cut down on caffeine, alcohol and sugar. Definitely reduce stress levels. Increase acidity, support the adrenal glands. You can take tyrosine as a nutrient. It's a natural amino acid, a precursor to dopamine. Vitamin D. Get plenty of sunshine to restore dopamine reserves. Vitamins B6 and B5 are two B vitamins necessary for the production of this neurotransmitter. Moderate physical activity also increases dopamine levels. As you can see, dopamine deficiency can be managed [2].

Dopamine fasting is a new trend in health. The idea is to temporarily do without pleasure stimulants. Those that increase the levels of dopamine, the hormone of joy, in the body.

Temporarily giving up momentary pleasures gives you a chance to look at the world with fresh eyes. For example, to remember that even simple foods (bread, milk, cereal, fresh fruit and vegetables) taste rich - we just don't notice them because of a craving for salty, spicy fast food and sweets. To realise that a walk in the fresh air alone with your own thoughts is just as enjoyable as surfing social media. Or discover that the work you hate is actually interesting and even addictive - as long as you don't get distracted by your phone [3, p. 47, 4, p. 200].

What happens when dopamine is constantly “pumped up”.

Constant dopamine surges lower the baseline level of dopamine.

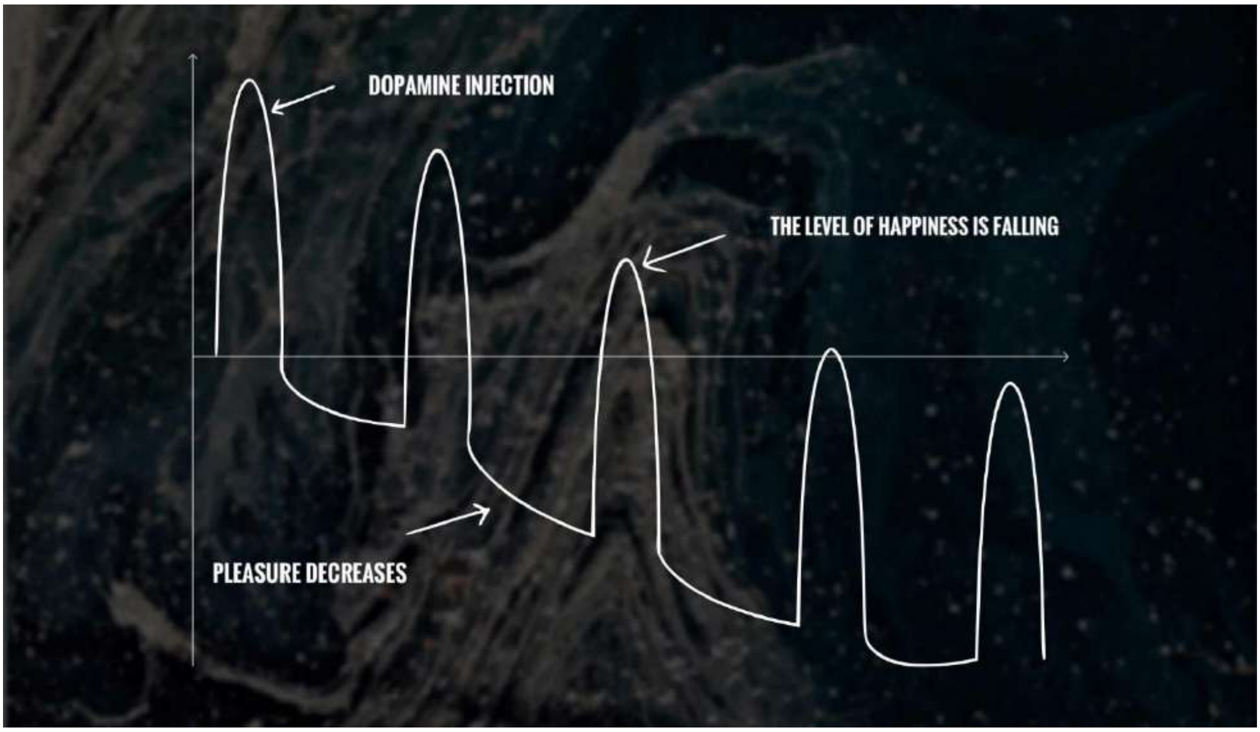

Figure 2. A graph of dopamine spikes

The dopamine trap: how games sap your nervous system.

Nowadays, just to feel normal in your everyday life, you have to resort to addictions on a regular basis, because they are the only way to “jump” to your previous dopamine baseline. In other words, efforts have to be made to reach the state of satisfaction and tranquillity in which a person with a healthy nervous system is always without any effort at all.

With such a 'down' sensitivity of the receptors, the person feels a constant lack of energy, increased irritability and a depressed state. Situations to which they did not react before, now cause them stress. At this point, due to a lack of understanding of his true nature, the person starts looking for external causes for his bad condition. It seems to him that there are important things missing in his life that, once he gets them, will finally make him feel normal [4, p. 201].

Dopamine fasting is thus a fashionable reinterpretation of a long-known and working way to relax and reduce anxiety. But scientists emphasise that when giving up bad habits, it's important not to deprive yourself of absolutely all sources of pleasure. Especially those that are good for your health.

There was a Mr. Burres Skinner, and he liked to experiment on rats. In these experiments, a rat was placed in a box with a lever (Figure 3), and when the rat accidentally pressed the lever, a piece of food rolled out. The rat understood that if you press the lever, food will appear. In the first version of the experiment, a single press on the lever always produced a ball of food of the same size. As a result, when the rat wanted to eat, she came up and pressed the lever, got food, ate and went about her business. Skinner made changes to the experiment. He made balls of food in different sizes and started giving out food at random. Once pressed the lever gave out a small ball of food, the second time after pressing the lever nothing rolled out, the third, fourth, nothing rolled out. But in the end, the next time, a large ball of food accidentally rolled out. Excellent. As a result, the rat received the right portion of food. But she could no longer stop. When a random order was introduced for issuing food, and even of different volumes, the rat began to hammer on the lever without stopping.

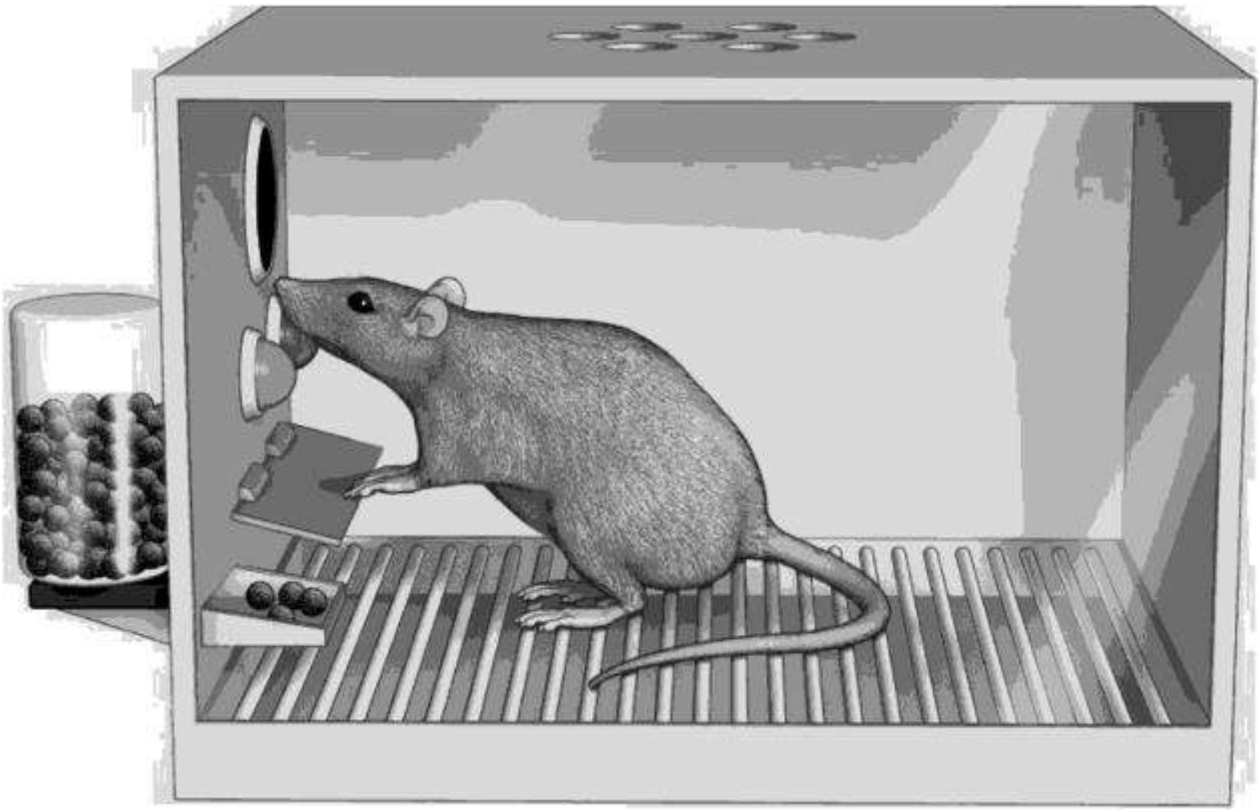

Figure 3. Skinner box

This phenomenon is based on such a concept as the “dopamine loop”. When, after long pressing the lever, nothing appears, but it should, stress arises in the brain.

And when, after a series of unsuccessful attempts, food appears, a portion of dopamine, the hormone of happiness, is released into the brain.

And off we go. As a result, the reflex is fixed and it doesn’t matter anymore whether a rat or a person does an endlessly repeated action in the hope of getting the next portion of the hormone of happiness. And the reward becomes just a trigger, not a goal.

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УДК 913

BAIKAL: A PROTECTED PEARL

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Abstract. The article describes the main beauties of Lake Baikal, known for their diversity of northern nature, namely: culture, natural world and endemics.
Keywords: lake Baikal, nature, endemics, seals, nationality.

БАЙКАЛ: ЗАПОВЕДНАЯ ЖЕМЧУЖИНА

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Аннотация. В статье описаны главные красоты озера Байкал, известные своим разнообразием северной природы, а именно: культура, природный мир и эндемики.
Ключевые слова: озеро Байкал, природа, эндемики, нерпа, народность.

Nature of Lake Baikal is an area on earth. The nature of Lake Baikal has always caused excitement and delight. The first mention of an amazing place appeared more than 100 years before our era. From ancient temporary shores inhabited by different peoples: Evenks, Mongols, Buryats, Kurykans, Russians. For the indigenous population, clear waters, high, fast rivers and sacred islands and mountains are revered [1, p. 46].

Figure 1. Scaled-up map of Lake Baikal and the surrounding area

Alpine meadows and mountain peakes, sandy bays with rocky cliffs are the nature of Lake Baikal. 170 capes, most of them have bays. A special climate in the lake has been preserved by Nature. In similar way to the sea, it surpasses the deviations of days. In cold weather, water stores heat in summer and releases it in cold weather. Summers here are cooler than in other parts of the region, and winters are milder.

Moreover, the uniqueness of climatic conditions is revealed by its uniqueness in the fact that most flora and fauna are found at an endemic place. This is not possible to find anywhere else on earth [2].

According about Baikal, 336 permanent rivers and streams flow into Baikal, while half of the water entering the lake comes from Selenga. Angara is the only river that flows out of Baikal. According to the area of the water surface of the lake, 31,470 square kilometers are the area of its water surface. Maximum deepness is attained in the range of 1637 m, the mean 730 m.

Endemics are plants or animals found only in a particular geographic area.

The most famous endemics of Lake Baikal are: Nerpa is the only mammal of Lake Baikal. The Baikal seal is one of three species of freshwater seal found nowhere else but this lake. The main seal rookery is located on the Ushkany Islands, where you can find a lot of food and there are practically no people who pose the main threat to these animals [3].

Figure 2. Baikal nerpa

Golomyanka – one of the most numerous fish on Baikal. By the way, it is these fish that are the main food for seals; Baikal omul is a fish of the whitefish genus of the salmon family. There are four populations of omul living in Baikal: Selenga, Chivirkuy, North Baikal and Posolskaya; Baikal omul is a fish of the whitefish genus of the salmon family.

Ethnic groups of the indigenous population – Evenks and Buryats. Russians dominate.

The only exceptions are Olkhonsky District, where Buryat residents predominate: in 12 out of 24 permanent settlements (mostly in populated areas) and in most sparsely populated areas. Russians live in five Russian settlements, and a mixed Russian and Buryat population lives in five Buryat settlements.

The Baikal epishura is a species of planktonic crustacean from the paddlefish subclass. The adult crustacean is about 1.5 mm in size. It is one of the best known endemics of Lake Baikal. Epishura plays the most important role in the pelagic ecosystem, inhabiting the entire water column and forming up to 90 % and more of the biomass. Epishura consumes the main mass of Baikal algae and is an important food object for Baikal cisco.

Being endemic, epishuras are almost insensitive to changes in pressure, so they inhabit different depths of the lake. In the open areas of the Small Sea, epishuras are a constant component of plankton, where their share reaches 85 %. In bays and catfish associated with Baikal, it is found only during the subglacial period and partially in early spring, after the ice melts. By the time the water is at its warmest (July-August), it completely drops out of plankton composition, which is observed in the Chivyrkuisky Bay, or remains in insignificant numbers, as in the Barguzinsky Bay. In Posolskiy Soroka, the epishura enters in winter and is found in early spring at a considerable distance from Prorva. Its numbers gradually decrease with depth. In summer and autumn, the species is absent in the Posolskii Sor Sor, with the exception of a few specimens carried into the Prorva by strong waves. The open water areas of the large bays – Chivyrkuisky and Barguzinsky, as well as the central part of the latter are under the great influence of the open water of Lake Baikal. Here the epishura inhabits the whole year round.

The epishura enters the Angara, Irkutsk and Bratsk reservoirs with Baikal waters. In the deep near-bottom part of the latter, the epishura has found suitable breeding conditions and is a self-reproducing population here.

The snow leopard or irbis is the most enigmatic animal of Siberia and Lake Baikal. The name of the predator was borrowed by Russian merchants from Turk hunters in the seventeenth century. But not so long ago, in the 1980s, local hunters categorically refused to believe in the existence of the predator, citing the fact that the snow leopard had not been seen by either their fathers or grandfathers.

However, it is known for certain that 6 to 8 individuals of the snow leopard inhabit the territory of the Irkutsk region and about 30 individuals in Buryatia. All in all, there are probably more than 50 snow leopards living in the Eastern Sayan, including parts of Tyva and Krasnoyarsk Krai. This rare but very dangerous animal is much larger than the lynx and is undoubtedly an excellent hunter. Today, the ounce is included in the Red Book of Russia, and many volunteers across the country are working to conserve and enhance the species

Stilted trees are often found along the shores of Lake Baikal, standing on exposed roots. On the shore of Lake Baikal, exposed roots are found in larch and pine trees growing on sandy soil, and they are primarily an additional protection mechanism for the plants and their auxiliary support. For the nature of the Eastern Siberia such phenomenon is truly unique – usually bare roots, towering above the soil for several tens of centimeters, appear in trees growing along the sea shore. But if the roots of tropical trees develop from the first years of life, the roots of Baikal larches become bare only with time.

Today the stilted trees have become one of the integral symbols of Lake Baikal - a trip to the famous lake is not complete without seeing at least one stilted larch or pine. It is worth noting that the most impressive specimens of Baikal stilts are not only protected, but also have the status of natural monument.

The most famous and frequently visited spots for small groups have become Olkhon Island and the village of Turka, situated on the eastern shore of the lake. On Olkhon, in the area of Peschanaya, one can find a small group of stilted trees that have risen 30-40 centimetres above the ground on their bare roots. Near the village of Turka the height of the roots does not exceed 1.5 metres. The greatest number of stilted trees can be found only in one bay on Baikal-Peschanaya Bay.

Another surprising endemic is the gobies, or broad-billed gobies, of which there are 27 species in the lake. Only a few species are found outside the reservoir in the upper Lena River. There are also burbot in the Angara. It flows out of Baikal. Therefore, the presence of gobies in the river is understandable.

The fish of Lake Baikal lead a bottom-dwelling lifestyle, lacking the occipital and hindgut bones. Different species of broadheads inhabit the entire lake down to depths of 1.600 metres. This restricts fishing. It is common to catch gobies that live near the shores.

Turbellaria is a class of flatworms. There are over 3.500 species. They are predominantly free-living flatworms, less often parasitic. Their bodies are covered with ciliated epithelium, which helps them to move around. Size ranges from microscopic to 30-40 cm. Most free-living ciliated worm species are found in seas and fresh waters, a smaller number are found in wet areas on land surfaces and in the soil. The best known are the members of the triceps, or planarians.

Endemic bunches of Turbellaria species are quite unusual in freshwater ecosystems. Most of the Earth's lakes (including some of the ancient ones) are inhabited by widespread species of ciliated worms. Baikal is a “record-breaker” among lakes in terms of the number and diversity of inhabitants. According to the taxonomic list of the lake fauna, the Turbellaria occupy the 4th place after the Infusoria (over 400 species and subspecies), Amphipoda (345) and Oligochaeta (204-208); they occupy more than 7 % of the total number of Baikal animal species. The diversity of Baikal turbellaria is amazing. The lake is inhabited by representatives of 9 suborders and suborders, 12 families and subfamilies, 42 genera, 193 species and subspecies. Among them, 72.5 % of genera and 99.5 % of species are endemic. All freshwater suborders of Turbellaria are represented in Baikal, and not only. It is paradoxical, but in 2007 the first freshwater representative of typical marine fauna of Turbellaria-calyptorhynchium with a split proboscis was reliably found in the lake. Such diversity does not exist in any other freshwater body of water in the world [4].

The indigenous language of the population is Buryat. To sum up, I want to say that the nature of Lake Baikal is so beautiful that it is impossible to describe it in words. To be sure of its beauty, it is worth seeing it live.

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УДК 004.056.5

INFORMATION SECURITY IN THE FIELD OF DEFENSE OF THE RUSSIAN FEDERATION

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Abstract. The article is devoted to the study of cybersecurity of the Russian Federation. The author tells about advantages and disadvantages of informational technologies and describes the threats to information security in the sphere of defense. The reasons for the appearance of the threats to national security and the role of informational security for the Russian Federation are analyzed.

Keywords: information security, state defense, information society, information technologies, cybersecurity, information field.

ИНФОРМАЦИОННАЯ БЕЗОПАСНОСТЬ В ОБЛАСТИ ОБОРОНЫ РОССИЙСКОЙ ФЕДЕРАЦИИ

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Аннотация. Статья посвящена исследованию кибербезопасности Российской Федерации. Автор рассказывает о преимуществах и недостатках информационных технологий и описывает угрозы информационной безопасности в сфере обороны. В статье говорится о причинах появления угроз национальной безопасности и о роли информационной безопасности для Российской Федерации.

Ключевые слова: информационная безопасность, оборона государства, информационное общество, информационные технологии, кибербезопасность, информационное поле.

We live in an information society in which a person's life is closely connected with receiving, processing, storing and transmitting information. Now it is difficult to imagine a direction of activity that is not subordinated to information content through the action of IT technologies. Exactly, the information and telecommunication network “Internet” is an independent part of this process. Now few people can imagine life without the Internet, because they use it for almost everything in life, for example, communication on social networks, shopping for goods in online stores, using educational platforms in schools, colleges, institutes, online doctor appointment, using GPS navigation system and others.

It is necessary to note that relations in the sphere of the information field and its influence on the subjects of law enforcement require full and comprehensive regulation. The development of IT technologies, the spread of methods of receiving and processing information (such as computers, gadgets, the emergence of social networks, etc.) greatly facilitate access to any information. But at the same time, it creates prerequisites for the abuse of such technologies, for example, an invasion of the sphere of personal human rights and freedoms.

Certainly, one of the most important tasks of the state is to protect private life, as well as human and civil rights and freedoms and ensure their inviolability.

Unfortunately, nowadays the lack of a productive mechanism for regulating legal relations on the Internet negatively affects the protection of the rights, freedoms and legitimate interests of not only citizens and organizations, but also the interests of the state, for example, in the field of online commerce, personal information and others[1].

Moreover, the new threats are emerging; they are the threats to national security, information security being one of its components. Due to this, the Information Security Doctrine was adopted in 2000 in the Russian Federation.

The Doctrine defines information security of the Russian Federation as "the state of protection of the individual, society and the state from internal and external information threats, which ensures the realization of constitutional human and civil rights and freedoms, decent quality and standard of living of citizens, sovereignty, territorial integrity and stable socio-economic development of the Russian Federation, defense and security of the state" [2].

In addition, information security system includes the following components: activities in the field of information security, means of implementation of measures and subjects of realization of measures.

To my mind, the most urgent problem our government is facing is ensuring information security in the field of state defense. Legal regulation of information security in this area is implemented by the norms of the legislation of the Russian Federation. They are based on legal acts of strategic importance. These are the National Security Strategy of the Russian Federation, the Military Doctrine of the Russian Federation, the Information Security Doctrine of the Russian Federation, etc.

Information security in the field of defense is accompanied by the spread of the use of information technologies not only by organizations, but also by individual states for military and political purposes. What is worse, there is also a strong tendency for military threats to shift into the information field. Although the probability of global wars is decreasing, military dangers for the state in this direction obviously grow.

Undoubtedly, there are the internal threats to information security in the field of defense, which include violation of the rules for the collection, processing, storage of information that is in military formations, the insecurity of personal information of military personnel and persons doing military service and the lack of proper protection of intellectual property of defense complex [3].

It is necessary to mention serious external threats, which include the intelligence activities of foreign states on the territory of the Russian Federation, information and technical impact and the activities of political and economic organizations directed against the interests of the Russian Federation in the field of defense.

To solve the problems of ensuring cybersecurity in the field of defense, the world powers pay great attention to the development of ways to protect national special-purpose information resources, as well as means of arbitrary influence on the information space of other states.

The main directions of improving the information security system in the field of defense are the prevention of military conflicts that may arise because of the use of IT technologies, improvement of the information security system of the Armed Forces, as well as the assessment of information threats [4].

In conclusion, I would like to say that information security is not only an independent type of security, but also an element of military support for the national security of the state. The threats we have listed appear as a result of an increase in the number of centers of world economic and political development, strengthening the positions of world leaders. In my opinion, information security facilitates to increasing internal stability, increasing economic, political and military potential, which is necessary to strengthen the role of the state in the international arena.

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УДК 37.015.3

PSYCHOLOGY OF COLOR IN THE CONTEXT OF EDUCATION

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Abstract. The article is dedicated to the study of psychology color, which in turn is determined by its physiological and cultural constituents. Taking into account the impact of different colors on a person's emotional and physical conditions, the authors suggest the most suitable colors for the educational facilities.

Keywords: psychology of color, color, impact of color, performance, attention, concentration, brain function.

ПСИХОЛОГИЯ ЦВЕТА В КОНТЕКСТЕ ОБРАЗОВАНИЯ

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Аннотация. Статья посвящена изучению психологии цвета, которая, в свою очередь, опирается на физиологическую и культурную составляющие. Учитывая воздействие различных цветов на эмоциональное и физическое состояние человека, авторы предлагают наиболее подходящие цвета при оформлении учебных помещений.

Ключевые слова: психология цвета, цвет, влияние цвета, работоспособность, внимание, концентрация, работа мозга.

Color is all around us and is an important part of our lives. Color psychology studies the effect of color on people, their emotional and physical states. Therefore, the present article is dedicated to studying the effect of color on a person's brain activity and ability to work and finding out what color will help us improve our attention and concentration in learning and at work.

The way colors affect a person is determined by two factors: physiological and cultural perception. Let us consider each of them more closely.

First of all, color affects us physiologically. Think back to your physics classes. What is color? Color is a wave of light reflected from objects, characterized by three elements: tone, brightness (scientifically speaking, wavelength) and saturation. The wavelength of light determines the colors we see. For example, 380 to 450 nm is purple, 520 to 565 nm is green and 635 to 770 nm is red [1, p. 240].

Now let's remember our biology classes. We can perceive color because the human retina has two kinds of sensory cells, known to us as cones and rods. Cones in turn are divided into three types according to their sensitivity to color:

- S-type cones (i. e. "short") are sensitive to short wavelengths, i.e., the violet-blue spectrum.
- M-type cones (i. e. "medium") are sensitive to the green-yellow spectrum.
- L-type cones (i. e. "long") are sensitive to long wavelengths, that is to yellow-red spectrum.

It would be interesting to note, that 12 % of women on Earth, according to scientists, have the fourth type of cone cells, which allows them to distinguish more shades of yellow. Such people are called tetrachromats.

When there is little light, cones "fall asleep" and then the rods come to aid, which perceive not the colors, but the intensity of light. That is why at twilight we perceive only shades of blue to a greater extent, and we are almost unreceptive to the shades of red. In movies of the 1970s they often used the "American night" technique where they put a blue filter on the camera lens, thus creating the illusion of night. However, in bright light and high color intensity, our rods and cones can be overloaded and then we are blinded [2, p. 160].

Colors exist in cultural space as much as they do in physical space, and it is noteworthy that attitudes toward one color or another can vary dramatically in different regions and countries.

For example, the white color. In China, it is the color of death and mourning, because the Chinese associate white with the late snowy autumn, when nature completes its cycle and "dies". In the West brides wear white dresses because white symbolizes innocence. The descent of the Holy Spirit upon mankind mired in darkness is often depicted as a white dove. White also signifies disease in India. Red, on the other hand, is the color of love and life. Hence the symbolism of medicine is a red cross on a white background. [3, p. 320].

But we are, of course, more interested in colors in Russian culture. Even the ancient Slavs attached great importance to color, so red was a symbol of life, celebration, youth, hence the origin of the word "красивый". Yellow was perceived as a joyful, sunny, spring color, the brides in Russia on the first day of the wedding put on a yellow robe and wreath. Blue was the color of the divine beginning and appeasement, it was the color of the domes of churches. Pink was associated with dawn, a manifestation of something pleasant, not overshadowed by anything, a symbol of the beautiful spirit. Green was the color of spring, of medicinal herbs, hence in Russian there is a word "зелье" [4, p. 336].

Now that we are familiar with the two factors that form our attitude toward color, let's determine what colors are best to use to decorate classrooms.

Firstly, it is appropriate to use light shades, as it reduces the appearance of negative associations connected with pure color, in addition, light shades will reflect the light onto the work surface and make the room visually more spacious.

Secondly, the colors chosen must be safe for students and teachers. This means that it is better to choose colors with medium color wavelength, such as yellow, beige, pink, blue and green. These colors will not irritate the photoreceptors of the human eye for a long time.

Thirdly, when choosing colors, we need to take into account the peculiarities of our cultural perception.

Based on the above, let's define specific colors based on the psychology of colors: light yellow, the color of the Sun, is a bright and stimulating color. Yellow increases concentration, improves memory, facilitates quick decision making, increases communication and helps to find inner balance.

Pink is associated with tenderness, purity and dreaminess. It stimulates the right side of the brain, contributing to the creative process.

Green is the color of life and nature. This color heals, refreshes, relaxes, and normalizes all the processes in human body. In a word, it creates a favorable environment for learning and working.

The blue color is close to the quality of the green color, it also has a calming effect, reduces stress, lowers the pressure, adjusts the patience and reduces the appetite. [5, p. 176].

In order to make sure that our reasoning is correct, let's turn to the already established sanitary norms, which are the same in many countries of the world. In accordance with the requirements of SNiP 23-05-95 the following colors should be used for the walls of classrooms – light-colored yellow, beige, pink, green and blue.

Thus, we found out what colors are better to use when organizing classrooms and workspaces by analyzing our physiological and cultural characteristics, these colors: light shades of yellow, blue, pink, and green.

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УДК 37.015.31

GAME METHODS OF LEARNING IN THE PEDAGOGICAL ACTIVITY

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Abstract. In a rapidly developing world, teachers face an urgent problem: "How to educate the current generation?" Getting the attention of students has become much more difficult. What qualities should a modern teacher have in order to keep up with modern trends in education? One of the important learning method is gaming.
Keywords: game, games, game methods, modern trends, technology, game's functions.

ИГРОВЫЕ МЕТОДЫ В ПЕДАГОГИЧЕСКОЙ ДЕЯТЕЛЬНОСТИ

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Аннотация. В условиях быстро развивающегося мира перед педагогами встает актуальный вопрос: «Как обучать современное поколение?». Привлечь внимание учеников стало намного сложнее. Какими же качествами должен обладать современный педагог, чтобы не отставать от новых тенденций образования? Один из самых передовых методов – это использование игр в образовательном процессе.
Ключевые слова: игра, метод обучения, современные тренды обучения, геймификация, технология и функция игры.

Every year new technologies and teaching methods appear in the education system. For example, game methods. Children learn new information more easily and remember it through familiar methods. The game belongs to the traditional and recognized methods of development. It is one of the oldest pedagogical methods of education and upbringing. The game as a teaching method organizes, develops students, expands their cognitive abilities, increases communicative competence, and educates the personality. The game form of classes is a means of stimulating students in the educational process. The technology of game teaching methods is aimed at teaching schoolchildren to understand the motives for their learning, their behavior in the game and in life, that is, to form the goals and content of their independent activity and anticipate its immediate results. It is interesting for students to learn in the game, because it is in this form that the information they receive is perceived more accessible and they become more and more interested in studying the subject. All game forms of learning allow using the levels of mastering knowledge. The use of various gaming technologies contributes to the development of students' logical thinking, cognitive interests; schoolchildren learn to generalize, classify, reason, develop attentiveness, navigate in the environment; educate endurance, patience in achieving the goal. [1, p.143]

There are a lot of types of games. These include subject, plot-role-playing and other games used to develop interest in learning activities and solve individual specific problems: mastering a particular rule, developing a skill, and so on; – game shells. According to the game methodology: subject, plot, role-playing, business, simulation and dramatization games. By subject area: – mathematical, physical, environmental; – musical, theatrical, literary; – labor, technical; – physical culture, sports, military applied, tourist, folk; – social science, management, economic. According to the game environment: – without objects / with objects; – desktop, indoor, outdoor, on the ground; – computer, television, TSO; – technical, with means of transportation. By duration, they distinguish: – short games. [2, p. 45]

Many researchers of the game (Y. M. Lotman, S. L. Rubinshtein, D. E. Elkonin, etc.) single out such its main property as ambivalence. This means that the game involves the implementation of both real and conditional behavior, but it is noted that only the conditions in which the "person playing" mentally puts himself are imaginary, the feelings that he experiences in these imaginary conditions are genuine feelings. L. S. Vygotsky. Quite interestingly, this concept was characterized by A. N. Leontiev, namely as the freedom of the individual in the imagination, "the illusory realization of unrealizable interests". The most complete definition is presented by V. S. Kukushina. He believes that the game is a type of activity in situations aimed at recreating and assimilating social experience, in which self-management of behavior is formed and improved. [3, p.15]

The implementation of game techniques and situations in the lesson form of classes takes place in the following main areas: the didactic goal is set for students in the form of a game task; educational activity is subject to the rules of the game; educational material is used as its means, an element of competition is introduced into educational activity, which transforms a didactic task into a game one; successful completion of the didactic task is associated with the game result.

When using gaming technologies in the classroom, the following conditions must be met. Firstly, there should be moderation in the use of games in the classroom. Secondly, the game should be accessible to students of this age. It is necessary to use technologies and materials suitable for the characteristics of the students. Thirdly, the game must correspond to the educational goals of the lesson.

Let's highlight the most important functions of the game:

1. Sociocultural purpose of the game. The game is the strongest means of socialization of the child, which includes both socially controlled processes of their purposeful influence on the formation of the personality, the assimilation of knowledge, spiritual values and norms inherent in society or a group of peers, and spontaneous processes that affect the formation of a person. The socio-cultural purpose of the game can mean the synthesis of a person's assimilation of the wealth of culture, the potential for education and the formation of him as a person, allowing him to function as a full member of the team. For example, the role-playing game "The Age of Knights and Beautiful Ladies" for 6th graders not only helps in mastering historical knowledge, but also lays the foundation for the ethical and moral principles of the student.

2. The function of international communication. Games are national and at the same time international, international, universal. Games make it possible to simulate different situations of life, to seek a way out of conflicts without resorting to aggression, a variety of emotions in the perception of everything that exists in life. The function of human self-realization in the game is one of the main functions of the game. For a person, the game is important as a sphere of self-realization as a person. It is in this regard that the process of the game itself is important to him, and not its result, competitiveness or the achievement of any goal. For example, the board game "Mafia" allows you to "try on" completely different roles in the format of express rounds. In a modern school, there are almost no classes left in which representatives of one nationality. The Mafia game helps to increase the level of communication in the classroom, to get to know classmates from different regions of the Russian Federation and other countries better, and to reduce the level of conflict in the future.

3. Communicative function. The game is a communicative activity, although it is specific according to purely game rules. It introduces the student into the real context of human relationships. Any gaming society is a collective. Most of the game is aimed at this feature. Among the most popular: "Sensation", "Imaginarium", "Broken phone" and others. They help schoolchildren to assess the level of informational metabolism in communications and contribute to the growth of the communicative competencies of the participants.

4. Diagnostic function. The game is predictive; it is more diagnostic than any other human activity, firstly, because the individual behaves in the game at the maximum of manifestations (intelligence, creativity); secondly, the game itself is a special "field of self-expression". For example, for high school students, they use debates or exercises from assessment centers: "Meeting", "Plan of the day", "Non-existent object", etc. These games help to reveal the participants and help the teacher with knowledge in diagnostics (psychodiagnostics, competency assessment, etc.)

5. Therapeutic function. The game can and should be used to overcome various difficulties that a person has in behavior, in communicating with others and in learning. The effect of play therapy is determined by the practice of new social relations that the child receives in role play. Most often, such games are held in small groups or individually, since after the game the stage of reflection is critical. The selection of the game depends on the specific situation and is aimed at working out the causes of destructive behavior. Quite often the school teacher conducts such games together with the school psychologist.

6. In-game correction function. Psychological correction in the game occurs naturally if all students have learned the rules and plot of the game, if each participant in the game knows well not only his role, but also the role of his partners, if the process and purpose of the game unite them. Corrective games can help students with deviant behavior; help them cope with experiences that prevent them from normal well-being and communication with peers in a group. This function is performed by almost all mobile and board games. Particular attention is paid to the host of the game, because it is the host who acts as the arbiter of all controversial and ambiguous situations. It is for this reason that it is important for modern teachers who organize games in the school team to know the basics of mediation (search for a mutually beneficial solution).

7. Entertaining game function. The entertaining function of the game is associated with the creation of a certain comfort, favorable atmosphere, spiritual joy as protective mechanisms, i.e. stabilization of the personality, realization of the levels of its claims. Entertainment in games – search. The game has a magic that can feed fantasy, leading to entertainment. [4, p. 128]. This function is implemented by absolutely all games, regardless of the number of participants, goals and objectives. It is very important for the organizer of the game to correctly plan the time for the game (because the game is not brought to its logical conclusion provokes dissatisfaction of the participants and reduces motivation in the future), correctly assemble the game group (to completely eliminate clashes between formal and informal leaders) and be most involved in playing space and game progress.

Games can be systematized according to their content (military, sports, economic), according to the composition and number of players (singles, doubles, group, etc.). According to the well-known theorist and practice of gaming activity S. A. Shmakova, the best classification of games was made by E. I. Dobrinskaya and E. V. Sokolov. They are dividing the games into "liberating" and "ecstatic". In the first case, there is a tendency to liberation from the environment, to create a special game world, in the second – psycho-emotional merging with the environment, dissolution in it. The scientist refers to the first series of games cards, chess, carnivals, all kinds of tricks – all kinds of game actions in which the laws of nature are "demonstratively" violated. To the second – horse races, carousels, fortune-telling, horoscopes, dances – everything where a person seeks to connect himself to the elements of nature. There are games that combine both in themselves. [5, p. 112]

Each game is unique, contains different features. Each type of games significantly helps in the development of a child, both a healthy person and a healthy personality. With the right selection of games, you can plan and create conditions for the normal development and socialization of the child.

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УДК 372.3.037.1

SOCIAL AND PEDAGOGICAL PROBLEM OF HEALTHY LIFESTYLES OF PRESCHOOL CHILDREN

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Abstract. The article reveals the essence and characteristics of a healthy lifestyle of preschool children, examines the diagnosis of the state of a healthy lifestyle of preschoolers and the levels of formation of ideas about the basics of a healthy lifestyle in parents of preschool children.
Keywords: health, healthy lifestyle, preschool age, functional state, diagnostics.

СОЦИАЛЬНО-ПЕДАГОГИЧЕСКАЯ ПРОБЛЕМА ЗДОРОВОГО ОБРАЗА ЖИЗНИ ДЕТЕЙ ДОШКОЛЬНОГО ВОЗРАСТА

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Аннотация. В статье раскрывается сущность и характеристика здорового образа жизни детей дошкольного возраста, рассматривается диагностика состояния здорового образа жизни дошкольников и уровни сформированности представлений о нем у родителей детей дошкольного возраста.
Ключевые слова: здоровье, здоровый образ жизни, дошкольный возраст, функциональное состояние, диагностика.

Health is one of the most important life values of a person, a guarantee of his well-being and longevity, as well as a combination of physical and spiritual qualities and properties of a person, which are the basis of his longevity and a necessary condition for the implementation of his creative plans, the creation of a strong friendly family, the birth and upbringing of children [1, p. 17]. The well-being of society largely depends on the state of children's health. In recent decades, there has been a trend towards the deterioration of the health of the child population around the world. Environmental problems, various negative household factors, chemical additives in food products, poor-quality water, accumulated irritations in society associated with an unsatisfactory environmental situation are just some of the factors that aggressively affect the health of the younger generation, and in fact the foundation for the psychophysical health of children is laid precisely in preschool age.

The preschool period is considered more favorable for the formation of a healthy lifestyle. Childhood is a unique period of a person's life, during which health is formed. The health of children in any society and in any socio-economic and political situations is a topical issue and a matter of priority, as it determines the future of the country, the gene pool of the nation, the scientific and economic potential of the society and, along with other demographic indicators, is a sensitive barometer of socio-economic development. countries, an indicator of the effectiveness of the activities of health authorities and institutions and the social sphere as a whole [2, p. 78].

Already at preschool age, a significant part of children (68 %) develop multiple functional disorders, 17 % of children acquire chronic diseases, and only one child out of three remains healthy. An analysis of the health status of preschool children over the past decade has revealed unfavorable trends: the 1st health group has decreased by 2.7 times (from 15.6 % to 5.7 %), while the number of the 3rd group has increased by 2.3 times health (from 11.8% to 26.9 %). Most children (60 – 70 %) in all age groups have 3-4 morphological and functional deviations, and only 10–20 % of children have 1.2 deviations [3, p. 11].

The study of the state of the level of formation of a healthy lifestyle of preschool children is carried out by means of pedagogical diagnostics, which plays a huge role in the educational process. In general, it is aimed at the correct choice and alignment of the educational route of the child, and for him it performs the function of pedagogical support. To identify the level of formation of a healthy lifestyle in preschool children, we conducted a questionnaire and survey in kindergarten in older groups; It was attended by 30 children aged 5-6 years [4, p. 3].

A conversation was used to identify preschoolers' knowledge of a healthy lifestyle (cognitive component). It included the following questions: “What is health?”, “What can make a person get sick?”, “What needs to be done to be healthy?”, “Why do you need to do morning exercises?”, “What are good habits and bad habits?” habits?”, “How can you temper?”. Each complete and correct answer is worth 2 points, for an incomplete or inaccurate answer 1 point is given, for an incorrect answer or refusal to answer 0 points are given. The levels of formation of the cognitive component are determined by the sum of the points scored.

High level (10 points or more) – the child has a clear understanding of the concept of “health” and associates it with the state of a person, the environment; confidently names good and bad habits and explains their impact on health; understands the importance of hygiene procedures and hardening for health, knows some ways of hardening. Medium level (from 5 to 9 points) – the child has a partial understanding of the concept of “health”, associates it with the human condition, with the help of an adult, establishes a connection between health and the environment; partially has an idea about good and bad habits, with the help of leading questions determines their impact on health; understands the meaning of some hygiene procedures, names the methods and meaning of hardening with the help of an adult. Low level (less than 5 points) – the child does not have a systemic understanding of the concept of “health” as a human condition, does not associate it with the state of the environment; cannot talk about bad habits, names good habits with the help of leading questions, cannot determine their impact on health.

The conversation was conducted with the children individually, while creating a calm, comfortable environment. Data processing showed that there were no children in the groups with a high level of development of healthy lifestyle skills. Preschoolers have an average (66.66 %) and a low level (33.33 %) of development. Preschool children with an average level of development of healthy lifestyle skills according to the cognitive criterion have a partial understanding of a healthy lifestyle, good and bad habits, ways to improve health, but mostly they answer questions with the help of an adult. For example, girl K. spoke in full about why morning exercises are needed: “Morning exercises should be done in order to be strong and slim. Mom says you'll never get fat. And you'll be healthy”. However, she could not answer the question of how to harden, she does not correlate morning exercises with the method of hardening. The child answers the first question: “Health is when nothing hurts you.” About good and bad habits, she knows that “smoking is bad because you can die”. To the leading question of the teacher: “What is good to eat?” the girl says: “It is useful to eat all kinds of fruits, vitamins”. Thus, her knowledge in the field of a healthy lifestyle is not complete and not accurate enough. Children with a low level of development of skills according to the cognitive criterion do not have systemic ideas about a healthy lifestyle, good and bad habits, ways of hardening. So, the boy could not answer the questions about what health is and what needs to be done to be healthy. Children consider “eating well” as good habits, they cannot name bad habits. They know about the methods of hardening that you can “drench your feet”, and you need to do morning exercises “because you will become strong”.

In general, the children demonstrated a fairly complete knowledge of why doing morning exercises: “you will be strong and healthy”, “then you will not get sick”, “so as not to get fat”, “to become tempered”. They also know quite a lot about good and bad habits: “it's good to eat fruit”, “it's good to play sports”, “it's good to do gymnastics”, “smoking is very harmful”, “bad habits – smoking and drinking vodka”, “bad habit – bite your nails”. The most difficult thing for children was to answer questions about what a person can get sick from and what needs to be done to be healthy. The answers were as follows: “a person gets sick if he catches a cold”, “if you eat something stale, your stomach will hurt”, “in order not to get sick, you need to dress warmly”, “in order not to get sick, you need to eat everything”, “to be healthy, you need to not to get sick”, “to not get sick, you need to wash your hands and apples”.

To study the skills of a healthy lifestyle among preschoolers in terms of the emotional and motivational component, the methodology “Incomplete sentences about health” proposed by L. G. Kasyanova and adapted for preschool children. The technique is used to study the attitude of preschoolers to their health, the level of their experiences in relation to health. The children were offered the game “Finish the sentences”. “I will start the sentence, and you will finish it,” the teacher says. The sentences were: “My health…”, “Sick child…”, “I want my health to be…”, “When a person has something hurts, then he…”, “If I had a magic wand of health, I would…”, “When my friend is sick, then I…”, “When I think about health, I imagine…”, “Sometimes I get sick because…”, “A healthy person can…”, “When we we go to the doctor with my mother, then I think ...”.

Each adequate, exhaustive answer was evaluated by two points, for an insufficiently adequate answer 1 point was given, for refusal to answer or inadequate completion of the sentence – 0 points. According to the emotional-motivational component, the following results were obtained. High level (16 points or more) – the child takes part in the game with interest, is active. All sentences have an adequate, exhaustive completion, while the valeological competence of the child is revealed. The child demonstrates a high motivation for a healthy lifestyle, a conscious attitude to his health, an understanding of the need to take care of him, knowledge of the rules of a healthy life. Shows a desire to help, take care, take actions of a health-saving nature. Average level (from 8 to 14 points) – the child is interested in only a part of the questions of the conversation, he shows selective activity. More than half of the sentences have an adequate, exhaustive completion, sometimes valeological competence (the ability to maintain health) is manifested. The child demonstrates unstable motivation to lead a healthy lifestyle, insufficient understanding of the need to take care of their health. Knowledge of the rules of healthy behavior and the desire to follow them can be traced only in part of the answers. Low level (less than 8 points) – the child is practically not interested in the topic of the game offered to him, he does not show activity in it. Most sentences have inadequate, incomplete completions. Some sentences the child cannot complete. He has unstable motivation or is not motivated to lead a healthy lifestyle, is not ready to take health-saving actions, does not think about it. Does not show a desire to care, provide assistance, demonstrates a lack of understanding of the need to follow the rules of a healthy life.

Levels are determined by the sum of points: high level – 16 points or more, average level – from 8 to 14 points, low level – less than 8 points. Analyzing the data obtained, it can be noted that not a single child has a high-level value attitude to health, children have an average (46.67 %) and low (53.33 %) level of development of healthy lifestyle skills in terms of emotional and motivational component. Children with an average level of development of healthy lifestyle skills according to the emotional-motivational criterion partially show interest in health issues. Their proposals show a lack of understanding of the need to take care of their health, insufficiently formed motivation to follow the rules of a healthy life.

So, the sentence "My health…" children of this group end like this: "… this is when I am not sick", "… worries my mother", "… good", etc. The sentence "I want my health to be ..." children end with the words: good, strong, strong. "When a person has something that hurts, he…" "…does not go to kindergarten", "…sick", "…must stay at home". The completion of the sentence "If I had a magic wand of health…" clearly shows that children with an average level of development of healthy lifestyle skills are focused on a healthy lifestyle, understanding the value of health. The answers were: "... I would make my mother never get sick", "... I would cure everyone, everyone", "... I would make everyone healthy", etc.

Preschoolers in this category do not clearly understand that health can be taken care of in the course of any activity, that sick people require help and care. The sentence "Sick child ..." they ended like this: "... sad", "... must go to the hospital". "When my friend is sick, I…" – "…I don't play with him", "…I don't approach him", "…I call him on the phone".

To the sentence "Sometimes I get sick because..." the answers were: "... I have a cold", "... I ate something bad", "... everyone gets sick in the kindergarten". Some children gave interesting and revealing answers to the sentence "When I think about health, I imagine ...". For example, boy A. said: "... that I play with the guys", and girl

B. answered: “I don't represent anything”. Children with a low level of development of healthy lifestyle skills according to the emotional and motivational criterion are practically not interested in the topic of health, they are not motivated to follow the rules of a healthy life. Their responses are, for the most part, inadequate. For example, “Sometimes I get sick because I’m sick”, “A healthy person can get sick”, “If I had a magic wand of health, I would do a lot of tasty things for myself”, “When my mother and I go to the doctor, I think that will hurt”, “My health is bad”.

To study the skills of a healthy lifestyle in older preschoolers in terms of the behavioral-activity component, observation was used, which is carried out during regime moments and specially organized problem situations and is aimed at studying the skills and abilities of children in performing hygiene and tempering procedures (rinsing the mouth after eating, washing hands, doing morning exercises, tempering activities, getting ready for bed, free play activities, etc.).

Of great importance in the formation of the foundations of a healthy lifestyle is a positive example in the behavior of adults. We conducted a study of the level of knowledge of parents about the basics of a healthy lifestyle and the formation of the foundations of a healthy lifestyle in children's families in the form of a survey. The purpose of the survey is to determine the level of knowledge of parents about the basics of a healthy lifestyle and the formation of their children. The questionnaire allows you to find out to what extent parents create the conditions for the formation of the foundations of a healthy lifestyle in the family, and whether they themselves lead a healthy lifestyle. Questionnaire for parents “Healthy lifestyle”. The levels of formation of ideas about the basics of a healthy lifestyle in parents are as follows:

– high level – parents have a fully formed idea of a healthy lifestyle, they take into account all the principles of forming a healthy lifestyle, they know the level of physical development of their child. Parents, together with the child, are engaged in physical education, monitor proper nutrition and cultural and hygienic processes, adherence to the daily routine;

– average level – parents have an insufficiently formed idea of a healthy lifestyle, they do not always take into account all the principles of forming a healthy lifestyle, they know some indicators of the physical development of their child. Parents, together with the child, sometimes engage in physical education, monitor proper nutrition and cultural and hygienic processes, not fully observing the daily routine;

– low level – parents do not have an idea about a healthy lifestyle, they do not take into account all the principles of forming a healthy lifestyle, they do not know the level of physical development of their child. Parents together with the child do not engage in physical education, do not follow the cultural and hygienic processes and the daily routine.

30 parents took part in the survey. The results of the survey of the parents of pupils are as follows: 3 (20 %) parents have a high level, 6 (40 %) parents have an average level, 6 (40 %) parents have a high level. Based on the results of the survey of parents, it can be concluded that most parents have an idea about the basics of a healthy lifestyle for a child, but not all of them have it formed correctly. Many families follow a healthy lifestyle, but not everyone takes into account its subtleties, some spend various gymnastics with children, outdoor recreation, hardening, eat right, and some

do not, so the level of formation of the basics of a healthy lifestyle is not sufficiently developed in their children.

From the above diagnostics with children and a survey of parents, we can conclude that more than half of the families know what the basics of a healthy lifestyle are and how they need to be formed, they form them using various methods. There are families that do not even have an idea of how to form the foundations of a healthy lifestyle for their child.

Thus, analyzing the results obtained during the study, we can conclude that preschoolers have an average and low level of formation of ideas about the basics of a healthy lifestyle, most children do not have knowledge about their own body, about a responsible attitude to their health, they are not ready to observe the rules of a healthy lifestyle, consciously take the initiative in the implementation of hygienic, health-improving, hardening measures, which indicates the need for systematic, purposeful work of all preschool teachers to form the foundations of a healthy lifestyle. We admit that a significant area of this work is the development of a program for the formation of the foundations of a healthy lifestyle for preschool children in a preschool educational institution for the academic year.

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УДК 372.3.037.1

ORIGAMI AS A MEANS OF FORMATION IN THE KEY COMPETENCIES OF THE YOUNGER GENERATION IN 4K FORMAT

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Abstract. The paper reveals the need of origami classes for formation of key competencies in the younger generation. We have found some ways of teaching origami for the successful and effective development of the competencies. The author pointed out that the development of critical and creative thinking in children is an important goal of modern education. A number of communication skills that people need in the modern information society have been identified. A favorable period for the initial stage of the key competencies formation is indicated, it is a preschool age.

Keywords: origami, 4K, creative thinking, communication, critical thinking, team.

ОРИГАМИ КАК СРЕДСТВО ФОРМИРОВАНИЯ У ПОДРАСТАЮЩЕГО ПОКОЛЕНИЯ КЛЮЧЕВЫХ КОМПЕТЕНТНОСТЕЙ В ФОРМАТЕ 4К

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Аннотация. В работе раскрыта необходимость занятий оригами в формировании ключевых компетентностей подрастающего поколения. Найдены способы обучения оригами для успешного и эффективного развития компетентностей. Автор выделяет, что развитие у детей критического и креативного мышления является важной задачей современного образования. В статье определен ряд коммуникативных навыков, которые необходимы людям в современном информационном обществе. Указан благоприятный период для начального этапа формирования ключевых компетентностей – дошкольный возраст.

Ключевые слова: оригами, 4К, креативное мышление, коммуникация, критическое мышление, команда.

Every year the pace of progress is increasing in the world, and everyday life poses non-trivial problems for members of modern society that require quick and effective solutions. Today society needs not only an educated person, but also a creative, active person striving for self-development. To be in demand as a specialist, you need to study throughout all your life and constantly model, improve your educational trajectory and qualifications. Sociologists have proved that in future there will be a flourishing of creative professions of all kinds. More and more people will find themselves in creativity, since robots will not be able to replace a person in this sphere. Any difference between an individual and an automaton is a competitive advantage [1, pp. 76-77].

Many global educational systems are now betting on the 4K strategy. They develop team spirit (communication skills), cooperation, creativity and critical thinking in children. These are the four main qualities that are important now. Therefore, today, in the context of innovative transformations of the educational sphere, the society is demands are also changing. It needs a graduate of an educational institution of any level, who will not only acquire a certain amount of knowledge and skills during his stay there, but also learn how to use them, and will also meet the requirements of the modern information society.

Origami classes will help to form key competencies in 4K format in kindergarten. The ancient art of origami is actual even. It absorbed the aesthetics and philosophy of the ancient East. Absolute accessibility for any age and any social class has made origami an international art that has not lost interest for people in our time. The possibilities of this art are enormous. Millions of variants formed in a flat sheet of paper are a mystery for new generations of mathematicians, architects, programmers, designers, constructors.

Origami classes allow children to satisfy their cognitive interests, expand awareness in this educational field, enrich communication skills and acquire the ability to carry out joint activities.

There can be two ways of teaching origami. The first way is connected with the development of creativity and critical thinking. A system of exercises is used, which allows you to create your own models already at the first lesson, based on familiarity with patterns and techniques of folding. Critical thinking is one of the important qualities that a person should possess, for example, in the field of medical sciences or in the field of business. But alternative view of the problem or situation can eventually lead to innovation and allows to develop creative thinking that works in conjunction with critical thinking. In other words, creativity means using new ideas or applying old ideas in a new way. The ability to be creative is an innate human resource that allows to achieve personal and professional success in the modern world of global competition and task automation. It seems that it is impossible to teach this skill. But in the space of the lesson, the teacher can create conditions that will contribute to the disclosure of the creative potential of children. To achiere this, he needs to: give knowledge, the relevant understanding of which the child will invest in creative effort; take into account personal peculiarities and style of thinking and work of the pupil; formulate the right motivation and generate interest in the work itself.

The complexity of such a way of thinking lies in the fact that in addition, for its part, the child must have such abilities as: disagree with others and at the same time feel comfortable; try solutions that differ from the current ones; integrate knowledge gained from different fields; recognize a problematic situation, move away for a while in search of a solution and come back later with a potential solution [2, p. 76].

The second way is based on a group methodology and is focused on working in a joint group of parents and children. And it is a combination of psychotherapeutic practice and origami games and fairy tales. Application of group trainings, role-playing games, simulation of real situations, creation of origami performances, fairy tales. Cooperation can be the most difficult of all four skills, because the key element of cooperation is the willingness of all group members to give up some of their own interests, sacrifice some of their ideas and adopt others in order to achieve results for the team. And as for a teacher, the task of forming the skill of cooperation in origami classes means developing such tasks for pupils who will be able to encourage them to work together, teach them how to reach compromises with further obtaining the best possible results of solving the problem [3, p. 256].

Effective communication has always been an important skill for success in business, in family relationships and in all spheres of life. The emergence of information and digital technologies of the XXI century has brought with it new dimensions that require a deeper and broader set of communication skills. Graduates should be able to: clearly formulate their thoughts and ideas using oral, written and non-verbal communication skills through audio, visual or digital communication; listen carefully to decipher the message, including the knowledge, values, attitudes and intentions embedded in it; to use communication for informing, instructing, motivating and persuading with the involvement of various technologies and mass media; to interact effectively in various environments [4]. And it is obvious that without the ability to communicate correctly, for graduates of the XXI century, ofher skills will not be enough to move up the career ladder. To become a valuable member of a team, department, company, you need not just to be able to transfer ideas between people, but it is important to effectively convey the message to the target audience. Therefore, it is important to form the skill of correct and competent communication already in preschool.

There is one important advantage in learning origami – the learning process is not tedious at all, as it consists of daily discoveries of something new. Of course, if you try hard, any teaching can be turned into a boring, tedious activity. But as for origami, it is the almost impossible. Origami models are so attractive that any person, adult or child, instantly gets carried away by this ancient art-game.

Mastering the key competencies in 4K format during origami classes provides preschoolers with orientation in the diversity of the surrounding reality, understanding that the world is rich and can be comprehended from different sides, and also contributes to successful schooling.

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УДК 7.037.5

SURREALISM: ART BEYOND UNDERSTANDING

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Abstract. Rene Magritte is one of the brightest representatives of surrealism. He was a researcher, a thinker from art and a philosopher of images. His paintings are riddles that explore the connection between objects. There is no single correct answer to these riddles, and each viewer finds his own. Magritte was a rebel and did not want to subordinate his work to anyone or anything. He did not trust the artists who received official recognition, and he himself became popular only at the end of his life.
Keywords: art, surrealism, Rene Magritte, Salvador Dali, mysticism, paradoxes.

СЮРРЕАЛИЗМ: ИСКУССТВО ЗА ГРАНЬЮ ПОНИМАНИЯ

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Аннотация. Рене Магритт – один из самых ярких представителей сюрреализма. Он был исследователем, мыслителем от искусства и философом образов. Его картины – загадки, в которых исследуется связь между предметами. Нет единого правильного ответа на эти загадки, и каждый зритель находит свои. Магритт был бунтарем и не хотел подчинять свое творчество никому и ничему. Он не доверял деятелям искусства, которые получили официальное признание, и сам стал популярным только в конце своей жизни.
Ключевые слова: искусство, сюрреализм, Рене Магритт, Сальвадор Дали, мистика, парадоксы.

Surrealism is a trend in modern painting, literature and cinema that originated in France in the 1920s. It is based on allusions and paradoxes, fantasy, dreams and imagination and does not recognize any framework. Everything that the artist comes up with is safely transferred to the canvas, film, and paper [1].

One of the brightest representatives of surrealism was Rene Magritte (1898 – 1967). He was a researcher, a thinker from art and a philosopher of images [2]. His paintings are riddles that explore the connection between objects. There is no single correct answer to these riddles, and each viewer finds their own. Magritte was a rebel and did not want to subordinate his work to anyone or anything. He did not trust the artists who received official recognition, and he himself became popular only at the end of his life.

The works by Rene Magritte are familiar to people who are not even interested in painting. Strange people in bowler hats with faces hidden by apples, birds and other unexpected objects, a couple with pillowcases on their heads merged in a kiss, a pipe under which it is written: “this is not a pipe.” Meaningless, but only at first glance, canvases sink into the memory even of those who do not like “this”. Rene Magritte himself did not reveal the essence of his riddles, but now there exist many interpretations [3]. What is the secret of Magritte's appeal and how to “read” his canvases, let's try to figure out below.

The Russian-language biographies of the master are laconic. Like most biographies of famous people and Magritte’s canvases, they contain both ordinary and unusual, almost mystical episodes, among which his first encounter with painting represented by a local artist on whose palette all the colours of summer and feelings were mixed. like a lonely wizard but, like his canvases, they are full of unusual, almost mystical episodes. Rene was born in 1898 in Belgium. He had two younger brothers, he did well at school – nothing unusual, at first glance. The unusual began after Magritte's encounter with painting. Rene and his girlfriend chose an abandoned cemetery where they met an artist painting local alleys as a place to play. These meetings made a great impression on the boy. An unusual entourage, perhaps the first childhood crush and a lonely wizard with a palette in which all the colors of summer and feelings were mixed, engendered in the boy a reverence to painting.

However, hand in hand with this quite romantic story comes the news of Rene’s mother’s suicide. It is impossible to say that this event didn’t scar Rene for life (happened without a trace for Rene), but having already grown up, he said that it was not this tragedy that shaped him as an artist, even if it influenced him, but mysterious stories like a meeting with a cemetery artist.

Between 1914 and 1915, Magritte created his first work, after which he dropped out of school and moved to the capital, where he settled as a free listener at the art academy, which he didn’t attend, however, too diligently. Less than three years was enough for him to quit his studies [4].

Despite this, the artist was working on the first canvases. Magritte's early works, which were completely unlike all the subsequent works of the master, were influenced by Cubism and futurism. They were made in mosaic, brown-red-yellow color scheme with the majority of misty colors, and now only art historians are able to recognize in these canvases a famous Belgian.

After getting married, Magritte gets a job as an advertising and billboard artist. Despite the artisan direct1ion of work, he gets the opportunity to study painting simultaneously.

However, it takes him several years to create the first successful (according to Rene himself) painting “The Lost Jockey”, made in the style of surrealism. The first solo exhibition that followed, however, did not receive the blessing of criticism [2].

The image of the jockey will linger for a long time in Magritte's painting. It should be noted that the master will generally be very attached to his findings. Pipes, apples, birds, easels merging with the landscape, stone blocks floating in the air, pots, leaves-trees will meet each other in different paintings. The most amazing thing is that when using the same images, the artist managed to tell a new, different story each time. Magritte also carefully recreated the interior of his own painting on canvases in parts, inscribing fireplaces, window frames, stairs into surreal landscapes [2].

In 1927, Magritte went to Paris, where he would stay for almost ten years, and joined the French Surrealists, borrowing ideas, but continuing to go his own way. The war found the master in Belgium, occupied by German troops. Magritte, wanting to support his compatriots, decided to paint brighter more cheerful canvases, which were supposed to have an encouraging influence on the viewer. Due to the change in the color scheme and manner of drawing, critics called this period in the artist's work "Renoir". The artist achieved his celebrity and heyday already in the post-war period, continuing to work fruitfully until his death in 1967 [2].

Critics say that Magritte was the first to make surrealism acceptable to the masses, which ensured his fame in half with popularity. And this is partly true. If we compare the Belgian with his colleague in the genre – Salvador Dali, then we can clearly see that Magritte really lacks the provocativeness of Dali. Magritte's nudity is schematic, it performs only an indicative function, serves as a guide for the viewer in the world of the painting [2]. Dali's nude nature, on the contrary, distracts, confuses the viewer's thoughts, even inflames. And so it is in everything: in the use of religious symbols, in the degree of distortion of reality, and so on.

It is for the above reasons that it is not quite correct to compare seriously the paintings of two famous surrealists. Dali's visual side often prevailed over the ideological one, Magritte always had the idea at the forefront. The objects in the paintings of the Belgian do not melt, do not disintegrate into atoms – they are drawn simply and clearly, but the viewer is drawn not by the sophistication of the image, but by the mystery of what is happening in the picture, where the most everyday objects become more mysterious.

In fact, many of the Belgian's paintings are intellectual puzzles, the key to which, oddly enough, is the name. Let's take for example one of the most famous paintings "Son of Man" where the face of an average person covers an apple. There can be no final interpretations in this case, but the title and plot of the picture themselves suggest thoughts about the biblical sin, associated with eating the fruit of knowledge and culminating in expulsion from Paradise.

Even simpler and more illustrative is the painting "Insight", where an artist looking at an egg draws a bird on canvas. Everything is perfectly clear [2].

Veil, or "The Lovers" who stretch out in a kiss, despite the fact that because of the veil covering their eyes, they do not really know each other.

Sometimes verbal hints appear on the canvas itself, which was quite revolutionary for the art in those days. So, in the painting "Treachery of images" under the image of the actual pipe there is an inscription "this is not a pipe". This, by the way, is another kind of Magritte "encryption" – an attempt to look at the world from the opposite. The master tells us that the image of the pipe is not the pipe itself [4].

The painting "Collective Invention" depicts a mermaid on the contrary – a creature with human legs and a fish body. The space of interpretation here is greater than anywhere else, but it is the non-standard view of the familiar that distinguishes Magritte from most artists.

Magritte had an influence not only on painting, but also in general firmly rooted in popular culture, inspiring directors of the New Hollywood like David Lynch and William Friedkin.

An impressive Magritte Museum has been opened in Brussels, where more than two hundred works of the artist are stored.

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УДК 7.033/.038

THE UNITY AND DIVERSITY IN ROMANESQUE AND GOTHIC STYLES: ACCORDING TO THE RUSSIAN PROVINCIAL CULTURE REFLECTION EXEMPLIFIED BY THE ARCHITECTURE OF THE CITY OF TAMBOV

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Abstract. The paper studies the main similarities and distinguishing features of the Romanesque and the Gothic architectural styles, the issue of reflection of these styles in the provincial architecture (exemplified by Tambov).
Keywords: architecture, Romanesque style, Gothic style, architectural monuments, provincial culture, objects of cultural heritage, regional ethnography.

ЕДИНСТВО И ПРОТИВОПОЛОЖНОСТИ РОМАНСКОГО И ГОТИЧЕСКОГО СТИЛЕЙ: К ПРОБЛЕМЕ ОТРАЖЕНИЯ В РОССИЙСКОЙ ПРОВИНЦИАЛЬНОЙ КУЛЬТУРЕ НА ПРИМЕРЕ АРХИТЕКТУРЫ ГОРОДА ТАМБОВА

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Аннотация. В статье рассматриваются основные сходства и отличительные особенности романского и готического архитектурных стилей, затрагивается проблематика отражения данных стилей в архитектуре провинциального города Тамбова.
Ключевые слова: архитектура, романский стиль, готический стиль, памятники архитектуры, провинциальная культура, объекты культурного наследия, краеведение.

The architectural heritage of Russian provincial towns is currently multiplied which presented certain challenges of its preserving and researching wherefore a theoretical and professional basis is needed. There is much contradictory information in the internet, sometimes the architectural styles are described by incompetent citizens. However the variety of interesting and reliable facts can be identified during the process of view changing in private Russian thematic blogs: lots of people are passionate about the theme of the architectural styles. Nevertheless, such kind of information might be professionally evaluated and in case of misrepresentation might be immediately adjusted. Such operation is needed to be done for the provincial and regional cultural code support.

The aim of this scientific research is an identification and examination of the unity and diversity in Romanesque and Gothic styles under the provincial architecture of Tambov.

One of the highly visible styles is considered to be the Gothic architectural style, despite the fact of its deriving from Romanesque style, which was formed long before the establishment of Gothic.

Romanesque style (from the Latin *romanus* – roman) is an architectural and an early medieval art style. It is characterized by massiveness, rigor and lack of excesses, as well as the severity of the external appearance. Romanesque architecture is famous for its heavy castles and temples, such elements as strong walls, massive semicircular doors, thick columns, cross- or barrel vaults, semicircular or round windows are dominated [1].

Gothic architecture (from the Latin *gothicus* – related to the barbarian tribe of Goths) is an architectural style, characteristic for the sacred and secular types of architecture that was prevalent during the High and Late Middle Ages. The Gothic architecture replaced the Romanesque one. The high pointed arches and vaults, crosses, external semi-arches which transmit the load outside the main building (flying buttress), vertical structures which take on this load (counterfort), patterned mosaic windows were the main elements of the style.

The analysis of internet-resources concerning Romanesque and Gothic styles let to establish a table with the common comparison criteria.

Table 1 – Comparison among the Romanesque and Gothic styles

№	*Criteria*	*The Romanesque style*	*The Gothic style*
1.	*The period of construction*	XI—XII c.	The end of the XII c. –the beginning of the XVI c.
2.	*The geographical location (countries)*	France, Portugal, Great Britain, Germany, Denmark	France, Germany, Great Britain, the Netherlands
3.	*The height of building*	medium; Iswidening in the style development process	extremely high (due to a skeleton construction)
4.	*The visual perception*	massive, solid	bright, airy, lightweight
5.	*The building material*	stone, marble, brick	stone, special fastening fluid
6.	*The composition*	horizontal	vertical
7.	*The purpose of building*	defense, religion	religion
8.	*The building elements (internal/external)*	semicircular arches, the Basilica, portals, heavy vaults	Pointed arches (ribs); almost complete absence of walls
9.	*The color range*	prevalence of gray and its varying shades	prevalence of one color (dark or rather light one)

Based on Table 1 the unity and diversity of the named styles are emerged.

Table 2 – The unity and diversity of the styles

The unity	***The diversity***
1.*The type of construction*– the Basilica, castle, tower 2.*The monumental architecture* 3.*Some common construction elements* – arches, domes 4.*Some common ornamental elements*– carving, archways	Is expressed in: 1.*The construction*: wall structure (in Romanesque), skeleton (in Gothic) 2.*The type of building*: the Basilica without a transept (in Romanesque), sometimes the hall type Basilica (in Gothic) 3.*The ornament*: round type of sculptures accompanied by relief (in Romanesque), a stained glass window instead of a fresco (in Gothic) 4.*The emphasis*: on interior (in Romanesque), on exterior (in Gothic) 5.*The composition*: balance of a horizontal and vertical (in Romanesque), vertical dynamic (in Gothic)

As a target for research the provincial architecture of one of the regions of Russian Federation – Tambov – was chosen. Since being a provincial city in the central part of Russia, it is significantly removed from the centers of influence of Gothic and Romanesque. Therefore, an interest in the elements and manifestations of these styles in the architecture of the Russian hinterland appeared.

Table 3 –Tambov buildings with Romanesque and Gothic elements

Name	*Address*	*Date of construction*	*Style*	*Social standing of the building*	*Popularity among people*
The elements of the Romanesque style					
1.The house of I.A.Skvortsov, state councilor, the resident of the mental hospital, the member of the City Duma	37, Komsomol`skaya street	the end of the XIX century	eclecticism (elements of Romanesque architecture, classicism, Art Nouveau)	an object of cultural heritage of the peoples of the Russian Federation of regional significance “The house where S.N. Sergeev-Tsenskij lived”	in the past – an apartment house
2.The house of S.Y. Krasil`nikov	77,Bazarnaya street	the end of the XIX century	a brick building with the Romanesque elements	the monument of urban planning and architecture	currently, the first floor of the building is reserved for the retail space; the second – for residential premises
All listed buildings built in the same time period (XIX century) have only the elements of the Romanesque style, which were used in the construction of private residential buildings. These buildings are objects of cultural heritage of regional significance.					

The elements of the Gothic style					
1.Church of the Exaltation of the Holy Cross	14A,Kronshtadtskaya street	the year 1898; the building has been restored in 1997-1998	the Gothic revival	an object of cultural heritage of the peoples of the Russian Federation of regional significance	the center of religious life
2.Merchant Efanov's city estate: the main manor house	54,Leningradskaya street	the first third of the XX century; The building is awaiting restoration	the medieval Gothic	the historical pre-revolutionary building; an architectural monument	currently it functions as a residential building
3.The building of the former laundry of the Provincial Zemstvo Hospital	54A,Moskovskaya street	the end of the XIX – the first third of the XX century	a brick building with the Gothic elements	a historical and cultural monument “Provincial Zemstvo Hospital”	there are cafes and commercial enterprises in the building
4.The city estate of the architect D. Kozyreva	152, Karla-Marxa street	approximately the year 1870; the building has been restored in 2011	Carpenter Gothic	a dwelling house	being an administrative structure, it is one of the centers of social and business life
The Gothic elements are represented more diversely in provincial architecture; different style trends can be traced in buildings of different social status; all the listed objects were built in the second half of the XIX–first third of the XX century; most of the buildings are the objects of cultural heritage of regional significance and were popular among the citizens.					

As much as Tambov was founded in the 17th century, the Romanesque style in most cases is not traced in the architectural appearance of the buildings of the city [3, p. 192] due to the fact that residential buildings were built in more refined styles, and the massive Romanesque style did not fit into the appearance of the city and was “alien” both in terms of functionality and in general for perception by residents (given the predominance of the other styles in Russian architecture). Gothic attracted by its originality, atypicality, which was reflected in the buildings of the city.

There should be noted the publications where there is some historical information about buildings and their owners, but this is not enough to get an idea of the architecture of the city, the stages of its development, the peculiarities of the craftsmen activities in the province [4, p. 80]. In the virtual space of the global network, there are many chats in messengers, groups in social networks, Russian blogs and even specific sites dedicated to discussing cultural and art history problems. But with a large volume of unverified information the problem of its professional evaluation arises. So, regarding the Tambov architecture, local history and historical information, one of the most reliable are the blogs of Tambov local historian Marina Klimkova [5]. Review blogs[6] are of less cultural value, so how they are outside the local history and historical context and they act as a reflection of the subjective opinion of the host of such a blog. Of course, this topic is for the future historical and cultural studies.

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УДК 37:159.937

PERCEPTION OF ART BY YOUNGER GENERATION: TRENDS AND FEATURES

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Abstract. The article is devoted to the issue of awareness by the modern generation of art and represents a holistic analysis of this phenomenon with the presenttion of a subjective opinion. The concept of art as an object of aesthetic and conceptual perception will be revealed, as well as trends that cause changes in the perception of art will be revealed. An answer will be given to the question of what makes the younger generation different, what kind of relationship exists with art. A special subject of the article is the information space, which forms art and determines its place in the public consciousness.

Keywords: art, perception, clip thinking, society, consciousness, younger generation.

ОСОБЕННОСТИ И ТЕНДЕНЦИИ ВОСПРИЯТИЯ ИСКУССТВА СОВРЕМЕННЫМ ПОКОЛЕНИЕМ

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Аннотация. Статья посвящена вопросу осознания современным поколением искусства. Работа представляет собой целостный анализ данного явления с приведением субъективного мнения. Раскрывается понятие искусства как объекта эстетического и концептуального восприятия, а также отражены тенденции, обуславливающие изменения в восприятии искусства. В статье дается ответ на вопрос, что делает молодое поколение другим, что за взаимосвязь существует с искусством. Особый предмет статьи – инфопространство, формирующее собой искусство и определяющее его место в общественном сознании.

Ключевые слова: искусство, восприятие, клиповое мышление, общество, сознание, современное поколение.

Is society developing culturally as fast as technological progress? We can consider this question on the example of the influence of art on the minds of the modern generation; to trace how young people react to its expression, what feelings it awakens in them, and in what way it is able to influence people of the future.

According to many people's opinion, the main problem is that the works that are created today are far from the term "art". However, the problem is not in it, but in the deformation of the understanding of its subject. Each generation coming into the world has its own ideals, guidelines, the perception of the world as a whole change, and this fact once again confirms that development is ambiguous and subjective.

The uniqueness of today lies in the fact that classical art, whose life went on in the days when none of us existed yet, can be placed in the Museum of Modern Art along with the latest works of Russian authors known today, and this will provide an opportunity to compare, listen to your feelings to allow oneself to choose which works will influence the soul of the younger generation. It follows from this fact that the main idea of our work is that art for each new generation is something completely different; something the world has never seen before [1].

The situation we see today is an unprecedented number of styles, trends and technologies that new authors continue to develop every day. Contemporary art is a set of artistic practices that developed in the second half of the 20th century. Usually, this term refers to art that goes back to modernism. Art keeps pace with the times, it cannot remain the same as it was centuries ago. Life is constantly motioning, the younger generation needs something new, unknown:

Another problem is the misunderstanding of the older generation of what is happening with the perception of the world among young people. To people who are literally ten years older than us, contemporary art seems to be something strange, incomprehensible, unreliable [2]. Quite often we can hear comments that the paintings published today are just "a ruined canvas", "a meaningless mixing of colors" and "things that cannot be liked". What we like today may be completely unacceptable for our parents, teachers or just older acquaintances. But this does not mean that the art of today is bad. It's just expressed in a different way. Does this fact call into question the brightness of those works that we have today?

For many years, domestic artists followed the norms established in society, they gave place to morality in their works, but today the creators are less and less in need of approval, more and more deviating from the accepted standards. Isn't this the main component of development? The young artist creates more and more in order to convey a message and the state of his soul to the world. Already since the beginning of the twentieth century, we can observe such artists as the surrealists, and this is a manifestation of a completely new form of art. Its peculiarity is the transfer of the semantic emphasis of art to the process of its creation. Such art aims to encourage the viewer to think, react, perceive. That is, we find ourselves involved in art, its life, what it breathes [3].

You can express dissatisfaction as much as you like, hold discussions, condemn contemporary authors, but the fact is: all contemporary art hits the weak spots of traditional thinking. Perhaps this is the main task of it? To give the younger generation something completely their own, something that the world has not yet seen and thereby cultivate a special perception? Modern art has acquired a transition to a new level, when we can talk about the involvement of the viewer in the process of creation itself, because according to the younger generation, art is a process that can become accessible to any person. This is our main difference. And the difference, as it usually happens, causes a lot of controversy, criticism and discontent [4].

Let us pay attention to what is necessary for the perception of art, what it depends on, what determines it: the perception of art is based on the cultural experience of a person, the level of his education, cognitive and observational abilities, as well as the forms of thought and contemplative processes familiar to him. All this is formed not only due to the individual characteristics of the development of the individual, but also due to the realities of the environment in which the common features of the entire generation are formed. The modern environment is such that information technology has become the main factor in the formation of a generation, which has influenced both the pace and lifestyle of people, and their mental, nervous and intellectual activity.

This has caused another serious problem regarding the perception of art by the younger generation. Gadgets and online communication cause a surge of dopamine – the so-called "hormone of happiness". This method of obtaining information gives an instant release of the hormone, unlike studying, the process of cognition, where you need to make efforts to assimilate information [5]. Dependence on this type of hormone production leads to increased anxiety, distraction, the inability to assimilate new information for a long time and systematically, because a person simply does not have enough patience and internal resources to realize mental potential. In addition to such serious consequences for mental health and personal development, a decrease in one's ability to perceive art is also revealed, since, as mentioned above, concentration, the ability to immerse oneself in the object of study and its analysis, as well as the performance of mental and moral work are extremely necessary for this. It is also not a little important that in many ways, due to the emergence of new, faster ways to get dopamine, that is, pleasure and joy, the incentive to pay attention to art, one of the functions of which is hedonistic, disappears. However, technological progress has influenced the formation of new traits in the modern generation not only through the use of gadgets by young people.

Adapting to the new information space and the processes taking place in it, the consciousness of a representative of the modern generation has developed a new type of thinking called clip thinking. The first one, who has described the clip culture was the Canadian philosopher Marshall McLuhan, who is famous for a defining the younger generation with the prevailing clip type of thinking. He noted that "a society at the present stage of development is being transformed into an "electronic society" and sets a multidimensional perception of the world through electronic means of communication". Now in everyday life, clip thinking is understood as a new type of information processing.

The features of clip thinking are the speed of data processing, the predominance of visual perception, problems with the perception of homogeneous information. Information arrives chaotically, there is not always time for in-depth analysis. On the one hand, the use of clip thinking helps a person to absorb large amounts of information, including visual, which plays a role in the perception of art, increasing "observation", on the other hand, it does not provide relationships between all these disparate fragmentary images and facts, preventing the formation of a holistic perception of art as a large-scale cultural and social phenomenon. In art, for understanding both directions and individual works, context is extremely important, knowledge of the relationship of some of its elements with others, a holistic understanding of the chronology of its development. So, for example, understanding the essence of abstractionism is impossible without knowledge of realistic painting, and the importance of the emergence of realism — without ideas about academic classicism. Clip thinking, on the other hand, “pulls” individual images out of context, connecting them in a person’s mind into a chaotic stream, which distorts the perception of art objects.

Another quality that is developed with clip thinking is multitasking, the desire and habit of doing several things at the same time: kids can learn lessons, listening to music and browsing through social networks simultaneously. This is reflected in the perception of art in such a way that works of painting or music become only a “decoration”, “background” when performing any usual actions, and not the main object of attention and contemplation, which, of course, does not allow to fully understand and feel meaning laid down by the creator. However, this property of the thinking of a person of the younger generation also has its advantage in understanding art, namely: the ability to perceive it in several forms at once, simultaneously using all the organs of perception. For example, while admiring a picture, you can listen to the music corresponding to it, while watching computer animation on the frame of the canvas. This trick, combining different types of art to convey an idea, create an even more powerful visual image, is often used by contemporary artists and creators of exhibitions and other cultural projects [6].

Thus, along with a new type of thinking, new forms, new features of the perception of the world, in particular, art, which, for the most part, is represented by visual content, have formed, and constitutes a huge layer of the entire culture, becoming both an expression and the basis of many social phenomena.

Summing up, it should be noted that each generation faces its own, special challenges of the time: today it is the media space that has a tremendous impact on our lives, misunderstanding on the part of the older generation and its own, special perception of the world. We can only follow what the modern conditions of the world will lead us to, which every day dictates new rules.

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УДК 005.7.:005.055

SELF-MANAGEMENT – THE ABILITY TO MANAGE YOURSELF BY MANAGING YOUR TIME BY MANAGING YOUR KNOWLEDGE

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Abstract. The paper examines self-management techniques as a way of managing one's own resources: time, knowledge, psychological resources. Self-management is presented as a complex systematic work on oneself, as a means of moving up the career ladder.
Keywords: self-management, time management, stress management, conflict management, knowledge management.

САМОМЕНЕДЖМЕНТ – УМЕНИЕ УПРАВЛЯТЬ СОБОЙ, УПРАВЛЯЯ ВРЕМЕНЕМ, УПРАВЛЯЯ ЗНАНИЯМИ

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Аннотация. В работе рассматривается техника самоменеджмента как способ управления собственными ресурсами: временем, знаниями, психологическими ресурсами. Самоменеджмент представлен как сложная систематическая работа над собой, как средство продвижения по карьерной лестнице.
Ключевые слова: самоменеджмент, тайм-менеджмент, стресс-менеджмент, конфликт-менеджмент, управление знаниями.

"There is nothing easier than being busy. And nothing is harder than being productive"
Alec Mackenzie

Modern people have to live and work in the intense rhythm of a constantly changing information society. Under these conditions, time becomes the most important resource, so it is important to learn how to use it to your maximum benefit, that is, to plan and distribute it properly. This is why self-management (or time management), an approach to organising time in order to use it more effectively, is becoming increasingly well-known.

Like any young person, I want my life to be active and eventful. But it is not always possible to do things that are interesting. There is often not enough time. How to "embrace the immensity"? How to learn to cope with the ever-increasing loads of informational, psychological, physiological character?

One effective way is the technique of self-management. To date, there is no single interpretation of the concept of "self-management". The interpretations of the authors differ, but still, it is possible to distinguish the main components of this concept.

Self-management is a consistent and purposeful process of organising your activities, both in your personal life and professionally.

In the first case, self-management is aimed at maximizing the use of one's own resources, overcoming external factors and conscious management of the course of one's life.

In professional terms, self-management helps employees to contribute more effectively to the work of the enterprise, as it is focused on increasing productivity, achieving the set goals, maximizing the employee's own professional skills.

Accordingly, self-management is the consistent and purposeful use of efficient working methods in everyday practice, with the optimal use of its resources to achieve its own goals [1, p. 133].

Self-management is necessary for me to:

- improve the ability to manage individual resources;
- specify your own system of life values;
- develop the ability to set clear achievable goals for the immediate and long term;
- set the setting for self-development;
- gain experience in effective decision-making and problem-solving;
- to develop the ability to think outside the box, to use new ideas, to use ingenuity, creativity.

In order to achieve results, I need:

- concretize the goals of self-development;
- identify and develop the potential to achieve the objectives;
- select the methods to achieve the result;
- to work purposefully and consistently.

Thus, the notion of "self-management" practically means "self-management", that is, managing one's own resources: time and psychological resources (energy, emotions) [2, p. 2].

Like any management technology, self-management performs a number of functions that are interdependent and generally prioritized [3, p. 77].

These include the following:

- goal-setting – analysis and formation of personal goals;
- planning – development of plans and alternatives for their activities;
- taking decisions on pending cases;
- organization and implementation – organization of the daily routine and organization of the personal work process in order to achieve the objectives;

– control – self-monitoring and control of outcomes (adjusting objectives if necessary);

– information and communication are a phase common to all functions, as both communication and information exchange are necessary in all phases of self-management.

Using this algorithm, you can achieve a lot, but you need to act, applying the principles of system, continuity and rigid organization [4, p. 120].

There are different methods of time planning and decision-making to master the self-management system. Three of the most popular self-management techniques can be identified: **time management** (time management), **stress management** (stress management), **conflict management** (internal and external conflict management [3, p. 78].

Time management technique helps to organize and plan time, teaches to set priorities, and, therefore, allows you to work more effectively and efficiently. There are many variations of this type of technique.

These include the Eisenhower matrix, which helps to sort cases into four groups according to their importance and urgency.

The Pareto principle (20/80 principle) is that only 20 % of all incoming tasks bring 80 % of the result, and the remaining 80 % bring only 20 % of the result. It is necessary to determine which of the cases are included in this 20 % and to work on their solution.

SMART technology is used to formulate tasks and plans, improves efficiency of execution of requests.

The concept of B. Franklin "Pyramid of Life" allows maintaining a high motivation for the implementation of the most important task in time.

Each of these techniques is based on one aspect or stage of problem solving. You need to look for those that will suit you personally.

One of the requirements of modern employers for almost any job is stress tolerance. And for those of you who are going to be working with people, like future linguists, it's vital that you learn how to deal with stress. The technique that helps to develop these skills, to teach to interact with others without prejudice to them, and personally for yourself, is called stress management (stress management). This type of technique helps to learn to anticipate possible stressful situations, to develop immunity to stress, to increase self-confidence, to use ways to quickly reduce the negative impact of stressors on the psyche.

Stress management proposes to increase stress resistance through the following methods:

– relaxation. Exercises to relieve emotional and muscular tension will help to combat external pressure;

– exercise for proper breathing can improve emotional state;

– physical activity. Sports and physical work help to relieve emotional tension;

– a healthy lifestyle (full sleep, proper nutrition, alternation of work and rest) helps to cope with loads;

– the ability not to fixate on the problem. If it cannot be solved immediately, then you should postpone the decision to another time.

– positive outlook on life.

Stress management techniques are closely linked to conflict management (managing internal and external conflicts) because any conflict situation is a cause of stress. Conflict situations, unfortunately, cannot be avoided, but it is possible to learn how to manage them. Conflict management is designed to help you analyze the causes of conflict situations, understand how to deal with them and adjust the behavior of those involved in the conflict.

It is necessary to learn to restrain negative emotions in relation to the opponent, to put yourself in his place in order to understand the reason for his actions. You need to develop empathy in yourself. A positive or neutral attitude towards others will help to avoid conflicts.

Introspection helps to deal with the strengths and weaknesses of your own personality. You can try to change the qualities that prevent you from living, but for this you need to seriously work on yourself.

All of the above concerned self-management and time management. But there is another facet of self-management – knowledge management or knowledge management. Thomas Davenport, a contemporary American academic and author of books on analytics, innovation in business processes, wrote, “Knowledge management is the process of collecting, disseminating, and using knowledge effectively”.

When planning a professional and career development in the future, I need to work on myself in the present. And for this you need to learn how to learn, learn how to receive the necessary information in all available ways. Knowledge is an intellectual resource. Like other resources, it is desirable to be able to acquire, preserve, develop and use it rationally.

In order to acquire knowledge, you need to learn how to work with information. It is important, among the overall data stream, to be able to choose what is critical to achieving the goal, to evaluate knowledge in terms of benefit.

It is equally important to be able to store already acquired knowledge: classify it and enter it into organizational memory – human, paper, electronic.

It is possible to develop your own knowledge, increase its level thanks to a variety of courses, trainings, seminars. In order not to lag behind life, you will have to learn constantly, create intellectual capital that will help take place in professional life.

We must also remember that any theoretical knowledge must be supported by practice, transformed into specific actions.

Therefore, the use of self-management techniques provides a number of advantages. Work is done faster and with less effort by reducing stress, increasing motivation. A properly organized workflow helps to achieve higher results, which leads to satisfaction from doing the job. The level of motivation increases, the set goals are achieved in the optimal way.

To succeed in any area, you need to be disciplined, be able to manage yourself, think ahead of your actions, taking into account many factors: personal and social life, movement in time and space. A modern person must learn to apply self-management techniques and master the science of self-management.

Self-management is also a means of career advancement for a young professional. To become professionally competitive, it is necessary to apply self-management techniques during the period of study at the university.

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УДК 304.3:159.91

THE RESEACH OF STEREOTYPE FORMATION AT ADOLESENCE

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Abstract. The article is devoted to the theoretical study of the specifics of age stereotypes of youth.
Keywords: stereotypes, formation, age stereotypes, teenagers.

ИССЛЕДОВАНИЕ ФОРМИРОВАНИЯ СТЕРЕОТИПОВ У ПОДРОСТКОВ

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Аннотация. Статья посвящена теоретическому исследованию специфики возрастных стереотипов молодежи.
Ключевые слова: стереотипы, формирование, возрастные стереотипы, подростки.

It is worth noting that today's teenagers live in a very complex world, which, of course, differs from the one in which their parents lived when they were teenagers.

The difference in the developmental conditions of today's teenagers lies, first, in the amount of information that is bombarded on their heads through various media (this includes radio, phones, televisions, computers). This “technological” reality gives teenagers a connection with the world, and the world gives it the opportunity to influence them. And so, the modern teenager is under the influence of so many cultural stimuli that his parents could not have imagined.

The phenomenon of stereotype and the process of stereotyping can be observed, taking into account certain specific features. However, the very notion of stereotype as well as a number of concerns related to the phenomenon of stereotyping are the results of developments in the fields of ideology, propaganda, manipulation of public consciousness.

For proper understanding and adequate consideration of the problem of stereotypes influences it is necessary first to define the essence and content of the concept “stereotype”. Stereotype is an emotional and evaluative formation. Its nature consists of two components – knowledge and attitude (attitude), and this knowledge is standard, simplified, and attitude – emotional [1, p 96].

The mechanism for the emergence of a stereotype begins with a person's lack of experience on a particular issue. Because of his position as a “newcomer”, he begins to listen to public opinion. And since, as mentioned above, most people think in stereotypes, he/she is included in this “majority”. It is stereotypes that largely determine moral norms and shape political, religious and worldview concepts. Behavioral stereotypes are very diverse and largely determine our behavior, our judgments and attitudes to others. The stereotypes of behavior existing in the society have a significant impact on the course of economic, political and many other processes, largely determining the level of national development.

In many ways, the quality of life of adolescents determines their socio-economic status. On average, children of parents with low socio-economic status have a higher level of anxiety and a low level of academic achievement often suffer from a lack of attention and communication from adults, from improper upbringing in the family. Neglected by adults, adolescents often have problems with basic school subjects, difficulties with concentration, a negative attitude to study and a predisposition to stress [2, p. 267]. Inadequate expectations on the part of parents or the demands of teachers are the cause of increased stress in adolescents and causing intrapersonal conflict. The negative impact of various stressful situations affects the academic performance of a teenager, his relationships with peers and teachers, his behavior and entails the emergence of new stressful situations [3, p. 463]

An alternative point of view could be the sociological approach. Age nominations, or labels, can function as sociolinguistic triggers of age stereotypes. Quite frequently, such labels are negative in nature and become the basis for negative stereotyping and age discrimination. Traditionally, older people have been seen to be discriminated against mainly on the basis of biological age. However, similar trends can also be observed in relation to young people.

There are many terms that pejoratively emphasise the immaturity and inexperience of young people. The view that being young is a privileged position, that young people have social power and that, compared to old people, young people are always at an advantage (in preference) is not always justified. Like older people, young people are often described in terms that have a negative, derogatory meaning. For example, a popular label for today's generation of young people is “Generation X”, taken from a famous novel. This term is used to represent the carelessness and aimlessness of today's youth, who have no distinctive features, ambitions, etc. On their own, these labels seem relatively neutral, but implicitly they imply negative characteristics of youth [4, p. 60].

The “young” age is thus the most favoured, and young people as a social group are privileged over other age groups. From this perspective, the existence of ageism for such a popular age group may seem unbelievable. However, existing age stereotypes and prejudices against young people make age discrimination a reality [5, p. 280].

It's interesting to note, ageism can be based on negative as well as positive stereotypes. The main traits of young people are “energetic”, “active”, “healthy”, “attractive”. “Looking young”, “feeling young” usually means looking more energetic, fresh, healthy and attractive If a person fails to live up to these expectations, they are often seen by others as a looser and unsuccessful person – “having wasted the golden years of their youth”. This social expectation affects the self-perception of the person, who feels incompetent and worthless in case of inadequacy.

One of the most common stereotypes about school is the following: School gives you a lot of knowledge that you can't use anywhere else. Most respondents (47 %) partially agree with this statement. Surprisingly, about half of the teenagers (43 %) believe that much of what they learn in school will be useful in later life.

At all times, many students were dissatisfied with a lot of homework at school. Today's students are also of the same opinion. Moreover, even some parents support their children in this matter. Interestingly, only 29 percent of the teens surveyed think there is a lot of homework at school. The majority of respondents (60 %) only partially agree with this statement. Most likely, only some teachers, in their opinion, give a lot of homework.

In conversations with peers, parents and their acquaintances, on the Internet and in television shows, one often hears that school is very difficult to study at. This phrase was offered to students in a survey. It was striking that only 15 % fully agreed with this opinion, more than half of the teenagers (54 %) partially agreed.

Many students believe that all teachers demand a lot from them. Is this really true? Most of the respondents partially agree with this statement (45 %). Perhaps not all teachers are very demanding after all. Only 16 % of the students fully agree with this statement.

Not all students are satisfied with their grades, which is probably why some of them think that many teachers underestimate their grades. As it turned out, a little more than half of the respondents (54 %) agree with this statement, and only 19 students expressed full agreement.

Back in the 1990s, the first commercial (non-state) universities began to appear in Russia. Those students who did not do well enough in the entrance exams could get higher education in state universities for a fee. Today, students enter institutions of higher education on a competitive basis. Many students get low scores on the results of the final examinations and parents are forced to pay tuition fees, wanting their children to get a higher education in the institution of their choice. What do students think about this? The majority of respondents (34 %) do not agree that higher education is paid and that everything depends on money. Only (20 %) of the students completely agree with this statement. This stereotype is not fixed in the minds of teenagers.

School graduates aspire to enter universities in order to get a prestigious and, in their (or their parents') opinion, well-paid profession. In the opinion of the pupils, the best-paid professions are: lawyer, deputy, policeman, soldier, doctor. Today on the Internet you can find many publications that list the most prestigious and well-paid professions in Russia and in the world. The lists vary somewhat, but there are a number of professions that are listed in the top 10 most often: lawyers, programmers and IT specialists, doctors, bankers and entrepreneurs, designers and artists, economists and auditors, managers, engineers, pilots and cosmonauts. So, children's opinions on some positions coincided with the data of social studies posted on the Internet.

First place was given to the doctor – 47 %, police officers – 30 %, firemen 21% round out the three most necessary professions, a little less students indicated in their questionnaires the profession of the teacher in this list.

As we can see, the results of the sociological survey conducted among grades 5-9 showed that the majority of respondents hold the following views about school: the knowledge that is given at school will be useful in the future; most teachers do a little homework; it is not very difficult to study at school. These results do not correspond to the most established stereotypes about school education in modern Russian society.

In the course of this study, various definitions of the concept of "stereotype" and the influence of stereotypes on human life were researched. According to psychological scientists, stereotypical thinking is a scourge of modern Russian society. It interferes with the individual development of people on their own, independent of anyone program. As the sociological survey showed, the majority of schoolchildren do not adhere to negative stereotypes about school, teachers and the amount of homework.

Thus, adolescents experience social stress associated with relationships with parents, the social environment and peers. Taking into account that adolescence is the most difficult period in a person's life, in order to reduce the negative consequences of this period and reduce the impact of many social stressors on adolescents, it is necessary to increase their psychological stability. This requires various activities that will help teenagers to increase their self-esteem, develop communication skills and self-confidence, self-actualize, develop strategies to overcome stress and become full-fledged members of society.

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УДК 140.8

FUNDAMENTAL BASES OF ENVIRONMENTAL ETHICS

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Abstract. The paper discusses the history of environmental ethics, its basic concepts, and principles. As a result, the main actions for the preservation of ecological society are given.

Keywords: environment, ecology, society, N. N. Moiseev, humanity, nature.

ФУНДАМЕНТАЛЬНЫЕ ОСНОВЫ ЭНВАЙРОНМЕНТАЛЬНОЙ ЭТИКИ

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Аннотация. В статье рассматривается история экологической этики, ее основные концепции и принципы. В результате даны основные действия по сохранению экологического общества.

Ключевые слова: окружающая среда, экология, общество, Н. Н. Моисеев, человечество, природа.

People interact with nature every day. The process of humanity development is inextricably linked with it. Despite all this, Nature is being gradually ruined every day. And no matter how much environmentalists talk about it, their words are not heard. In many countries, the government has adopted a careful attitude to nature at the legislative level, but there are still places where this is not accepted. That is why it is extremely important to spread information among people about an eco-friendly attitude to nature and popularize it.

Therefore, in the 1960s, the Environmental Ethics or, in another way, the Ecological Ethics were singled out. This is what encourages people to treat Nature more respectfully.

Since then, many scientists have been studying this topic. Albert Schweitzer being an outstanding humanist, philosopher, doctor, devoted his whole life to serving humanity. One of his famous works is “Culture and Ethics”. The principle of “Reverence for life” is expressed there. It depicts that a person should strive for self-improvement, as well as experience “the anxiety of constant responsibility” [1].

Aldo Leopold was an American ecologist, writer, president of the Ecological Society of the USA. Becoming one of the founders of the Wildlife Society, he developed a theory of the ethics of the earth. The essence of this theory states that original ethics concern relations between individuals. It is important to conclude that other issues are related to relationships between an individual and a society. Ethics does not exist itself, without regulation of relationships between a man, the earth, animals and plants living on it. The extension of ethics to this third element in the human environment is an evolutionary possibility and an ecological necessity. This is the third stage of continuous development. The first two have already been realized. Individual thinkers since the time of the biblical prophets have constantly pointed out that devastation of the earth is not only harmful, but also bad [2].

Aldo's ideas were based on Albert Schweitzer's philosophy. Both of them emphasized the significance of a man in the process of environmental care. In the book "The Sand County Almanac" Aldo mentions that any preservation of wildness is doomed to failure, because in order to cherish, people must see and caress, and when people have seen and caressed enough, there is no wild nature left to cherish [3].

Nikita Nikolaevich Moiseev became the most famous Russian scientist who worked in this field. He led researches on the development of a mathematical model of the environmental consequences of the nuclear war, which influenced the conclusion of treaties between the USSR and the United States on the limitation of the nuclear arms race.

Humanity constantly faces the necessity to form a new civilization paradigm. According to Moiseev, this civilization should be based on the principles of new ethics, which he called the environmental ethics.

The main goal of this direction was the development of principles and norms according to which relations between people and nature should exist.

Nikita Nikolaevich Moiseev described the basic principles of environmental ethics [4, p. 213].

First, it is important to note the central postulate of environmental ethics, which states that the biosphere can exist without a person, and a person cannot live outside the biosphere. The issue is vital for understanding for everyone living on the planet. Natural resources are endless, but it is not so. Such misunderstandings lead to great necessity of certain rules to protect Nature and people as human beings and the only intelligent creatures living on the Earth should take responsibility for this sphere of their activity.

The second postulate proves this idea: Ethics should be based on a system of laws. Moreover, interaction of a man and the biosphere should follow these laws.

Having mentioned these laws, it is important to remember that for nature there is no difference in people's race, gender, faith, or wealth. Therefore, Humanity interacts with Nature as a single species. And because of it a person has no right to violate the laws of interaction with nature.

The following principle states that the next generations of people have the same right to all the resources of the planet as well as previous generations do. This is the principle of generational equality.

In addition to this, Nikita Nikolaevich emphasizes the principles of equality of environmental human capabilities, conservation, and consent.

The news devoted to ecological aspects, Greta Thunberg, Julia Hill and other activists is widely heard nowadays. But unfortunately not all countries are experiencing positive changes. It is well known that in the Scandinavian countries people seriously care about nature. But there are also many other countries where there have been no significant changes.

Summing up, to create an ecological society, humanity must mind these principles and try to implement them. Ensuring compliance with these rules can be called a priority task of a civil society in the field of ecology. In addition, everyone should understand that one cannot exist on this planet without the biosphere, so the whole society should live in coevolution with nature. Many people turn to ecology as an important part of their lives nowadays. This is becoming a kind of trend in recent years. These are positive changes. And they are based on the ecological ideas constantly promoted by many scientists and activists. It means that investigations in the field of environmental ethics will continue.

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УДК 159.985

ARGUMENTATION OF ONE'S OWN OPINION: FROM THESIS TO COUNTERARGUMENTS

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Abstract. This article contains the theoretical foundations of argumentation, as well as practical advice. The structure of argumentation, its types, errors in the construction of the argument are presented. It also tells how to properly prepare the line of argument.

Keywords: argumentation, disputant, recipient, thesis, argument, demonstration, objections.

АРГУМЕНТАЦИЯ СОБСТВЕННОГО МНЕНИЯ: ОТ ТЕЗИСА К КОНТРАРГУМЕНТАМ

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Аннотация. В данной статье содержатся теоретические основы аргументации, а также практические советы. Представлена структура аргументации, ее виды, ошибки в построении аргумента. Рассказывается, как правильно подготовить линию аргументации.

Ключевые слова: аргументация, аргументатор, реципиент, тезис, аргумент, демонстрация, контраргументы.

Argumentation is a logical and communicative process that serves to substantiate a certain point of view, to convince the recipient about the disputant's rightness, (disputant is the person who proves something). The recipient is the person to whom you prove [1, pp. 10-72].

In argumentation theory, a thesis is the formulation of your position (your opinion, your proposal to the other side); arguments are propositions, proofs that you give to substantiate your point of view. Proofs answer the question why we should believe in something or do something. Demonstration is the connection of a thesis and an argument (i. e., the process of proving, persuasion). Objections: these are the arguments or judgments aimed at refuting an argument [2].

Thesis

*The thesis should be clear and precis*e. The thesis does not tolerate ambiguity. When formulating a thesis, you need to ask questions, if all the terminology is disclosed in it, if all the words are clear, how accurately it is expressed and how correctly the recipient or audience understand it [3, pp. 58-68].

The thesis should be the same throughout the proof. In other words, it should not only be clear but also should not change throughout the proof. If this rule is violated, an error known as "substitution of the thesis", occurs, or a similar "loss of the thesis", if this is done unconsciously. Perhaps everyone is familiar with the situation when, during a meeting, negotiation, dispute or discussion, the disputant begins to prove a specific thesis and in the course of long proofs leads arguments completely different thesis.

Narrowing or expanding the thesis is also one of the types of errors that arise due to non-compliance with this law. For example, the original thesis "This is the most useful book for the development of persuasion skills" can be expanded by the recipient to the wording "This is the best of all books in the world", and the defender, in turn, narrows it: "This is a useful book published this year for the development of persuasion skills". Similar to the narrowing and expansion of the thesis is also its strengthening or softening. Deliberately narrowing, expanding, softening, or strengthening a thesis in order to win an argument can be effective ploys.

The thesis must need proof. It is pointless to prove obvious things, such as axioms and postulates, generally accepted definitions of concepts, etc. How to convince the recipient that the sun is getting hot or that the lemon is sour? Only empirically: make him sunbathe or taste citrus fruit.

Arguments

1. Arguments must be true judgments (truth requirement).

To prove a thesis convincingly, we must use truthful arguments. Failure to comply with this rule leads to the error of «intentional error» (error fundamentalist) - when a speaker, in order to substantiate a thesis, uses deliberately false facts or arguments, passing them off as true. Such a mistake undermines the whole structure of the proof, the meaning and morality of the polemic. With the help of lies, you can prove anything, but such proof has no value.

2. The truth of the arguments must be proved (proof requirement).

If a speaker relies on true, but unproven arguments to assert a thesis, a common error appears, known as "anticipating the grounds" (petition principia). The arguments in this case do not prove the thesis, but only anticipate it. "You can't drink water from a puddle" is the thesis. "Because it's dangerous" is the argument. This argument is unlikely to convince the recipient. "You can't drink water from a puddle, because it is dangerous for human life and health, because dangerous microbes, bacteria and substances arise in such water, intoxication, infection or poisoning of the body can occur." This argument is more persuasive.

3. Arguments should not contradict each other (consistency requirement).

The contradiction of arguments is one of the most common logical errors. In the process of substantiating the thesis, we present a number of arguments in support of it. It is extremely important that they do not contradict each other.

4. The truth of arguments must be proved independently of the thesis, i.e. autonomously (the requirement of autonomy).

For example, “God exists because it is written about in the Bible, and the Bible is the word of God” – examples of the circle in the proof.

5. Arguments must be sufficient to prove the thesis (sufficiency requirement).

The totality of arguments should be sufficient to conclude the thesis. As a rule, one argument is too small for this, since its evidentiary power is small. “She became depressed: she's been in a bad mood for the third day”, we can hear. However, three days of bad mood do not prove that a person has depression, since this disease is accompanied by a chronic feeling of fatigue, sleep and memory disorders, and vegetative symptoms. We will call such an error the insufficiency of arguments. If you hear the phrase “What else can you confirm this with?” from your opponent, it means that you made exactly such a mistake. However, this does not mean that the more arguments, the better. The strength of arguments is not in number, but in weight. Therefore, in order the argumentation to be effective, it is worth paying attention not to the quantity, but to the quality, elaboration, depth and proof of arguments.

Demonstration

The thesis should logically follow from the arguments and be closely related to them.

The task of the disputant is to show that there is a clearly constructed logical connection between the thesis and the arguments given. What a pity that it is not enough to say: “thus”, “so”, “therefore”! The requirement of logical deduction of the thesis from the arguments and its clear connection with them is one of the most difficult in the theory of argumentation. The error of not observing the connection of the thesis with the arguments is “imaginary following”. “He committed theft because witnesses saw him selling other people's things at the open-air market” – is there a logical, verified connection between the thesis and the argument? In this case, how does the argument prove the thesis: “Sugar has fallen in price, so the country's economy is on the rise?”

There are often mistakes close to imaginary following: “from what is said with a condition to what is said unconditionally” and “unjustified transition from narrow to wide”. The essence of the first mistake is that the disputant uses arguments that are true only in the conditions of a certain context, measure, time, etc., as unconditional, universal, true in all cases and at all times.

Rules of effective argument

The argument must be disclosed so that each of the recipients understands the meaning inherent in it. (Fig. 1).

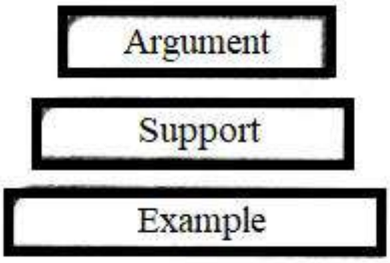

Figure. 1. The structure of the argument

So, is there life on Mars (thesis)? With great probability, we can say that there is, as evidenced by the large amount of water that exists today in the form of ice (argument). Besides, this means that there may be life on Mars in the form of protozoan bacteria. After all, water is life, the chemical basis of all known forms of existence of matter. Moreover, once on the Red Planet, water existed in the form of oceans and seas, the climate was warmer, the atmosphere denser, and these are ideal conditions for the origin and development of life (support). For example, life on our planet Earth developed in exactly the same scenario, under similar conditions (example). And we ourselves – what is not the proof of the existence of life on Mars (the final emotional reinforcement)?

Unfortunately, support and example are like two reverse sides of the coin. On the one hand, they are a mandatory element of effective argumentation, and on the other hand, they are dangerous because an opponent, breaking an example or support, can break the whole argument as a whole.

One of the most effective methods of persuasion in argumentation is the creation of a visual image or “picture” in the mind of the recipient or audience. The argument must be built in a clear, verified sequence, which we will call the line of argumentation (Fig. 2).

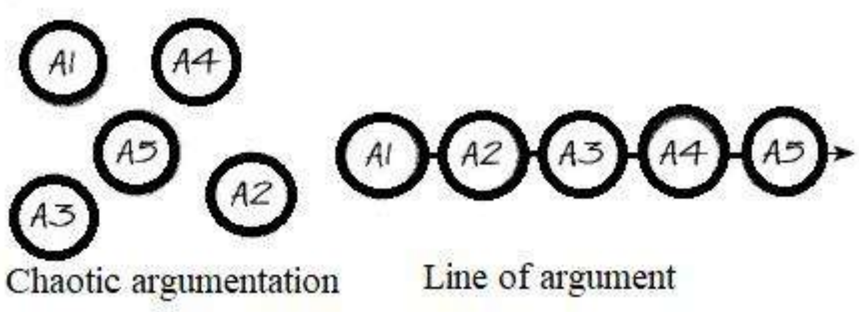

Figure 2. The line of argumentation

How to prepare a line of argumentation?

1. We determine the audience to whom we will prove the thesis. What will the listeners be: conditionally benevolent or unfriendly?

2. We find the strongest and weakest of the prepared arguments. How to identify them? The most proven, universal, deep, winning and objective argument will be the strongest in your line of argument, and a rather dubious, contextual one can be attributed to the weakest.

3. Speaking to an unfriendly audience / recipient, we begin to build a line of argument with the strongest argument, and use the weakest one at the end of our speech, and vice versa. In addition, remember, three to five strong arguments are enough to confirm our correctness. (Fig. 3)

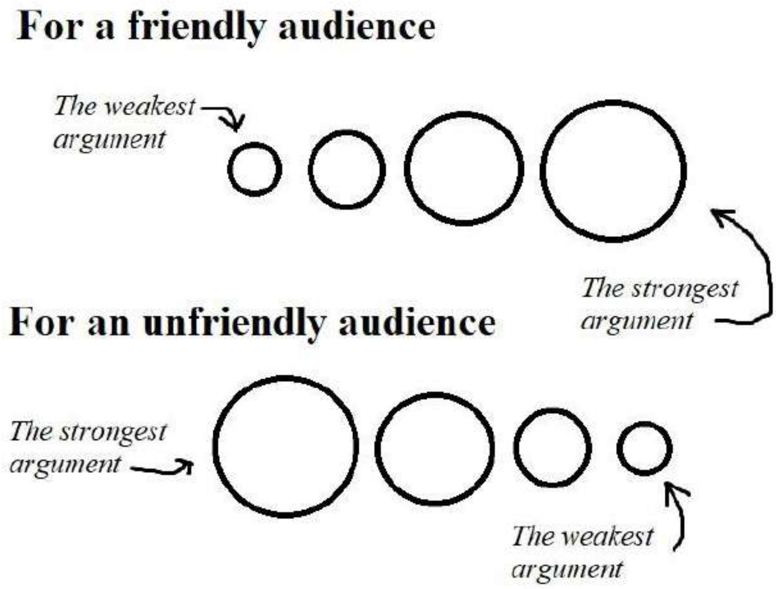

Figure 3. Illustration of the rule for creating a line of argument

The evaluation of the argument can be reduced to three main indicators:

1) Depth (elaboration of philosophy);
2) Evidence (is the argument provided with support and an example/ “picture”);
3) Versatility (on whom it can affect).

Before plunging headlong into the search for arguments, decide on the philosophy of the line of argumentation.

Types of argumentation

Any evidence we provide can be divided into direct and indirect. In direct argumentation, reasoning goes from evidence to thesis. In indirect argumentation, an antithesis is created to prove a thesis (thesis A), i.e. a judgment contradicting the original thesis (non-A), because of proving its falsity, a conclusion is automatically drawn about the truth of the original thesis. This kind of indirect argumentation is called proof from the contrary.

Objections

In any order and type of argumentation, it is important to take into account possible objections. The researcher must certainly respond to objections, take into account and discuss objections in order to avoid attacks by opponents of our point of view.

Objections are a very important and interesting part of the scientific discussion. Novice researchers sometimes perceive objections, disagreement with their position as an insult. This is a profound misconception! Objections help us to see our research from a new perspective, to understand the problem more deeply, to critically evaluate our evidence, to think it over again and come to conclusions that are more accurate.

However, it is possible and necessary to prevent possible objections, to think through the answers to objections in advance. It is worth remembering that the best way to find strong arguments for your position is to pick up possible objections and answer them.

Let’s give an example:

Statement: One of the most important threats to the health of modern people is excessive sugar consumption. Sugar is bad for health.

Arguments:

1. High concentration of glucose in the blood leads to the development of diabetes mellitus.

2. Sugar contributes to the development of obesity, because it is a very high-calorie product.

3. Sugar changes the acidity in the oral cavity and contributes to the destruction of tooth enamel.

Objections: All these consequences are observed only with excessive consumption of sugar and only in people prone to diabetes, obesity, and tooth decay.

Sugar is at the same time useful and necessary for our body:

– Glucose promotes active blood circulation and reduces the risk of sclerosis;
– Sugar contains the so-called hormone of joy – serotonin, which helps to normalize a person's emotional mood [4].

Thus, it is necessary for every person who wants to succeed to be able to defend his or her own opinion. As Charles Spencer Chaplin said, "Life without arguments would be very boring. Everything that lives calls for discussion", therefore, you need to be able to prove your case correctly.

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УДК 7.05+711.7

“KILOMETER ZERO” AS A SIGN OF PUBLIC SPACE

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Abstract. The article presents information about special architectural and artistic structures as “zero kilometers”. On the one hand, these are special signs symbolizing the starting point of road distances, on the other hand, architectural and artistic structures in the guise of the urban environment.

Keywords: “kilometer zero”, public space sign, architectural and artistic structure, urban environment, architectural monument.

«НУЛЕВОЙ КИЛОМЕТР» КАК ЗНАК ОБЩЕСТВЕННОГО ПРОСТРАНСТВА

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Аннотация. В статье представлена информация об особых архитектурно-художественных сооружениях, таких как «нулевые километры». С одной стороны – это особые знаки, символизирующие точку отсчета дорожных расстояний, с другой – архитектурно-художественные сооружения в облике городской среды.

Ключевые слова: «нулевой километр», знак общественного пространства, архитектурно-художественное сооружение, городская среда, архитектурный памятник.

The zero kilometer is the geographical center of the city, the reference point of distances to other cities. Initially, “zero kilometers” were the prerogative of metropolitan cities, where special signs symbolizing the reference point of road distances were placed in the very center (the ancient Romans were the first to invent such a reference point, who erected a Golden Mile Stone in the center of the city – its fragments have survived to this day – from which roads ran to different parts of the empire – and there was the saying “all roads lead to Rome”). In smaller cities, the “zero kilometer” was located near the main post office, and moved with it if suddenly, for some reason, the post office was moved from place to place [1, p. 288]. For example, the “zero kilometer” of the city of Yekaterinburg is also located near the Main Post

Office (Fig. 1). The reference point is depicted as an asterisk on the map of the Sverdlovsk region.

Figure 1. ”Zero kilometer”, Yekaterinburg

The reference point of distances to other cities ... but this is more of a stereotype. Yes, most of the “zero kilometers” are really ground signs with directions or names of cities and the distance to them. And yes, they all really symbolize the starting point of roads in all directions. But in addition to the sign, the “zero kilometer” can be a monument, a monument, a statue, a palace, a tower, a bridge, a square or even just a residential building…

The very first “zero kilometer” appeared in ancient times in Rome. It was called the “Golden Mile Stone” and it was a column (Fig. 2). It was from it that roads went to all corners of the Holy Roman Empire.

Figure 2. ”Kilometer Zero”, Rome

And it is with him that the expression is associated: “All roads lead to Rome.” Something from the first Zero kilometer has survived to the present day.

In Greece, the Zero kilometer is... an area! Yes, exactly, in Athens, the beginning of roads is counted from Omonia Square (Concord) (Fig. 3), and in Thessaloniki – from Republic Square.

Figure 3. ”Kilometer Zero”, Rome

In Moscow, the “Kilometer Zero” sign is located between Manezhnaya and Red Square in front of the Resurrection Gate (Fig. 4). This place, marking the beginning of the mileage of the most important highways in Russia, has long been one of the attractions of the capital.

Figure 4. ”Zero kilometer”, Moscow

It is believed that if you stand on the sign and throw a coin over your shoulder, all wishes will come true.

In Sochi, the “Olympic” zero kilometer was installed (Fig. 5) – a pointer indicating the distance from the center of the resort to the capitals of the Winter Olympics [2, p. 227].

Figure 5. Sochi zero kilometer

In St. Petersburg, the “Zero Kilometer of Tolerance” as a small architectural and artistic form is dedicated to reflecting the significant contribution of multinational and multi-confessional St. Petersburg to the harmonization of interethnic and intercultural relations, prevention of xenophobia, strengthening the culture of tolerance in modern society.

In the Vologda region, the “Zero kilometer of roads of the Vologda region” (Fig. 6) is located on the wall of a building, in a granite-lined niche, in the middle of which a chic “riding pole” flaunts, white and black and with a duplicate inscription “0 km”. On the sides of the niche are two stylized charming lanterns and four signs showing the distance to the main cities of our Homeland.

Figure 6. The zero kilometer of roads in the Vologda region

The Kurgan branch of the Russian Post on the day of the celebration of the 333rd anniversary of the Kurgan presented the citizens with a symbolic sign “Kilometer Zero” (Fig. 7), solemnly opened in the city center near the main post office. The sculptural composition is a milestone with the number “0 km” and a bronze figure of a postman at the base of the stairs of the post office. You can touch his “magic” bag and make a wish.

Figure 7. The monument “Kilometer Zero” in Kurgan (Russia – Ural)

The sign symbolizes the starting point of reference of road distances. There is such a sign in many cities of Russia and the world [3, p, 88].

Russia, with its vast expanses and the ancient original history of the peoples inhabiting it, has a huge potential of natural and cultural heritage – material and so closely related to it spiritual [4, p, 63]. A “zero kilometer” appeared in Tver in the form of a circle with a diameter of 4 meters (Fig. 8). It marks the twin cities of the regional center, as well as the cities that Alexander Radishchev wrote about in “Journey from St. Petersburg to Moscow”.

Figure 8. A kind of “Zero kilometer” in Tver

In Ufa, the “Zero Kilometer” was installed on Lenin Street next to the Main Post Office (Fig. 9). The bookmark of the sign served as a reference point for the length of roads between the cities of Russia and Ufa, as well as world cities.

Figure 9. “Zero kilometer”, Ufa

The “zero kilometer” of the Golden Ring in the square marks, as it were, the center of the symbolic Golden Ring (Fig. 10). The signs indicate the distance to the most important historical cities, at the foot of the monument their coats of arms are located in a ring, as well as the coat of arms of the Russian Empire. This monument appeared in 2013, a few years before the half-century anniversary of the famous tourist route “Golden Ring of Russia”. The basis for the monument was a high column of the XIX century, it was found by workers during the restoration of the old mansion of one of the local merchants Vakhrameev.

Figure 10. Monument “Zero kilometer”, Yaroslavl

Sociologists and historians have long noted some conservatism of residents of small towns, especially historical cities, with their charm and charm. Thus, an ultra-modern small artistic and architectural form appeared in the city of Essentuki (Fig. 11), contributing to the renewal of the perception of the environment.

Figure 11. “Kilometer zero”, symbolizing the beginning of love between two people, Essentuki

After all, it is the small architectural forms that create a special atmosphere of the streets and, ultimately, of the whole city. In 2012, the city received an original object as a gift for its birthday – the “Zero Kilometer of Love”, most recently a “Love Bench” appeared near it. It became another step in the creation of a new look of the Theater Square [5]. This project is a wonderful opportunity to leave its mark on the architectural history of the city, to give people vivid impressions, to contribute to the development of visual culture.

It is impossible to overestimate the attraction of the Russian province as a carrier of a special atmosphere, where the most valuable examples of urban art, architectural monuments, places associated with significant historical events, the lives of wonderful people, natural attractions are unusually combined [6, p. 228].

On September 18, 2015, on the eve of the City Day, a small but very remarkable object was opened in Gubkin, Belgorod region – the rotunda “Family” (Fig. 12), built on Skvortsov Square at the entrance to the city near the famous flower elephants and the descent to the decorative pond. Even at the stage, the construction attracted the attention of Gubkin residents and received the name “Arbor of Love”. But, as it turned out, the rotunda symbolizes not only love, but also the strength of family ties, traditional foundations that unite society.

Figure 12. “Zero kilometer of love”, Gubkin, Belgorod region

The rotunda being opened today is a small object in scale, but unique in its own way, the Head of A. A. Kretov said. He expressed confidence that the rotunda will become one of the attractions of Gubkin, not only Gubkin residents will come to it, but also guests of our city [7, p. 19].

According to the creators, the rotunda should draw attention to such an important component of society as the family, serve as a “Zero kilometer of love”.

And also... a little unusual Zero kilometers.

The zero kilometer of Kiev is located on Independence Square near the post office building. The zero kilometer is quite bright and creative, and the locals lovingly call it “chupa-chups”.

Figure 13. “Zero kilometer”, Kiev

Figure 14. “The zero kilometer”, which was established in 2008, in the Altai Mountains. Maiminsky district, Altai

In the administrative center of the Altai Territory, Barnaul, the Kolyvan vase is considered the symbol of the zero kilometer. The vase was made from the Kolgon porphyry extracted in 1815.

Figure 15. “Zero kilometer”, Barnaul

Zero kilometers are very popular in almost all countries and continents, they are so diverse and deep in their meaning and content.

a)  b)  c)  d)  e) 

Figure 16. “Zero kilometer”: a) Uzhgorod, b) Budapest, Hungary, c) in Lapland, d) “Zero kilometer” in Romania, e) “Zero kilometer” in Mexico, the state of Shkaret

The “zero kilometer” is, to some extent, the invisible talisman of all road travelers and racers. It is a good sign to visit this place before the road or competitions. The newlyweds also love him, and in general everyone who believes in the fulfillment of desires and good omens. However, in fact, a brilliant “performer” of desires is a “zero kilometer” only by vocation, but not by geographical coordinates. The real zero point of reference, as Nicholas I ordered in the nineteenth century, is located near the Central Telegraph Building. It resembles kilometer zero, oddly enough, the rose of the winds.

You can simply continue the topic indefinitely, since by and large every “Zero kilometer” is unusual and worthy of mention.

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УДК 82.09

BOOKTUBER CHANNEL AS A MODERN TYPE OF LITERARY REVIEWS

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Abstract. The report deals with BookTuber channels as a modern tendency in the context of literary criticism. The difference between literary bloggers and literary critics in the classical sense is shown. The scientific study uses the data of quantitative analysis and meaningful qualitative.

Keywords: literary critics, BookTube, literature bloggers, YouTube, social media.

БУКТЬЮБ-КАНАЛЫ КАК СОВРЕМЕННЫЙ ВИД ЛИТЕРАТУРНОЙ КРИТИКИ

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Аннотация. В докладе рассмотрены книжные ютуб-каналы как современное направление в области литературной критики. Показана разница между литературными блогерами и литературными критиками в классическом понимании. В исследовании использованы данные количественного анализа и содержательного качественного.

Ключевые слова: литературные критики, буктьюб, литературные блогеры, ютуб, социальные сети.

With the media' evolution books were displaced by radio, then TV was invented, and modern time is known for wide use of the Internet. Nowadays all the textual media such as magazines, newspapers have webpages to promptly update information. But the genre of "thick" magazines lost its reader. Despite the fact that they are still being published, according to the survey results, no one out of 47 people monitor it even though people whose education and career are connected with the literature took part in the poll. Age of the respondents varies between 15 and 50 years old and that did not make a change. Must admit that there are alternatives for literary magazines: newspapers' webpages that were mentioned before, video hosting services, personal blogs, social media. The last ones are run by people producing the content – bloggers. Can we equate modern literature bloggers with the literary critics? What do they have in common? And are there any differences between these activities? In order to answer these questions, we will observe works of the literary critics (Galina Yuzefovich, Dmitry Bykov, Lev Danilkin, Valeria Pustovaya) and videos of the YouTube bloggers (Julia Volkodav, Polina "Reader" Pars, Anthony "Uly" Ulyanov, Alexander "UncleShurik" Chernov).

The outstanding writers and critics of the “Golden Age” of Russian Literature had their own opinion on what criticism is. Now it is commonly used in the Bachelor’s coursebooks as the classical definition. Pushkin described criticism as “science to discover beauty and flaws in the pieces of art” [1, p. 69]. The most well-known literary critic of the XIX century Vissarion Belinsky in the “Speech about criticism” wrote: “To critic is to find and reveal in the specific phenomenon common laws of reason… and define relations between private phenomenon and its ideal form… The noun *criticism* comes from Greek word *κριτική* with meaning *to judge*; therefore, in the broader meaning criticism is the same as the *judgement*” [1, p. 69]. Particularly functions of the literary critic were based on these classical interpretations. That means that literary reviewer should not only see the whole novels’ picture, but also analyze its small, separated elements, details, images. The one tends to clarify author’s main idea, novel’s pathos. Review article is great example of systematic approach in books’ analysis when the whole picture is shown only after understanding of its components. Moreover, critical article includes subjective opinion. Article’s author, as a rule, does not conceal his or her fondness and/or aversion. That is why literary criticism is considered to be a middle ground between fictional and non-fictional literature, subjective and objective ways of studying it. Most of the respondents noted that booktubers (YouTube bloggers analyzing books) tell their own opinion while critics are impartial. Have to argue with that since we have already stated the fact of critics’ subjectiveness. For instance, reviewer Dobrolyubov – prominent figure of the Russian revolutionary movement – was famous for his social-revolutionary interpretation of the classical novels, plays and poems, even though authors did not apply this connotation. And what is more important: who is to judge? How to separate subjectiveness from the objectiveness speaking of the critical reviews? Where can we find a line between them if both – bloggers and critics – use the same terminological system, analyze all the details, storylines of book? Regretfully, we must accept the following. Literary criticism is an example of journalistic work that bases on both methods of learning literature.

Further I would like to notice that booktubers’ activity does not contradict with the classical functions of the critic mentioned before. Bloggers and professionals study a piece of art from private to general using systematic approach to analysis, assessing not just the story, but also features of author’s style of writing, book’s composition, mood, its “beauty and flaws”. Hard to argue with some poll’s answers that profundity of the assessment varies between superficial and in-depth. But that can be seen even in the works of critics after its comparison as it tied to the person’s reading experience, knowledge, and personal views. The more the one reads thoughtfully the more he can notice and process. For instance, Polina Pars in the video “Literary critics VS. literature bloggers” mentioned that she tended to analyze books as deep as philosopher Nicholas Berdyaev. The bloggers’ willingness to read thoughtfully in the sake of the next book’s explanation to their followers is another reason to equate bloggers and critics.

In the next passages we will compare a few last videos of the selected bloggers and critics’ works to decide what they have in common.

For the first comparative feature we will learn how professional reviewers define their work. Galina Yuzefovich calls herself a pilot fish as she strives to be reader’s navigator in the fast-growing book market. One of her books that consists of critical articles is titled “The amazing adventures of pilot fish. 150 000 words about literature”. Booktubers are ready to advise recently released high-quality books and guide reader, too. For example, UncleShurik usually ends videos with his own catchphrase: “Read good books, the bad ones I will read instead of you”. On the other side, Dmitry Bykov’s point of view on the critics’ work is that they do not help to push the literary process, they merely serve it by clearing the market from poorly written novels. He even parallels reviewers with the stablemen, while writers are riders. UncleShurik and Anthony Uly, for example, were sued by scribbler Alexander Polarny for their negative video-reviews of his novels. Might assume that the reason to shoot those videos was not to clear market and reader’s bookshelves from the novel of untalented author (critics’ sanitizing function) but the situation brought to the attention of juveniles – main book’s audience. Some bloggers even make videos dedicated to specific topics: recently UncleShurik released a video where he listed and described books about North Korea’s everyday life, Julia Volkodav made a video “What to read to calm down” about books that will help her subscribers to get rid of stress. Above all bloggers are eager enough to make their own research. The Polina Pars’ video “Why do you like detective genre?” illustrates this statement.

The next critics’ work’ feature is rapid reaction on the novelties. For instance, the latest Valeria Pustovaya’s publication is a review of modern novel “The city of the second souls” by Ruth Shale. The article was published in this year’s first issue of the “Friendship of Peoples” magazine. “The city of the second souls” was firstly released in the 2020, but – in her own defense – Pustovaya states that discovered the book accidently and not long ago [2, p. 232]. Booktubers respond as quickly to novelties as professional critics and sometimes quicker then last ones. Keeping track of the forthcoming books’ preorders, being its first buyers and readers are their main aims because channels always need to be updated. So, Polina Pars in the 7th of April video comments on “The season of poisoned fruits” by Vera Bogdanova that was firstly published on the 22nd March of the same year. Despite the fact that Polina adds that she was enabled to read it before the official release day, the blogger’s rapidity is still astonishing.

But there are some differences between booktubers and literary critics that were dictated by reviews’ form. Meanwhile the professional reviewer has to be accepted and noted as trustworthy by other experts, bloggers are not obliged to have specialized higher education. They are enthusiastic people who are not tied down by professional standards, demands because nobody hires them for a full-time job. Most of the poll’s respondents stated that. Does this mean that anyone can be a booktuber even if they do not have any education connected with the literature? Partly. Would You be interested in listening to the person who does not have a clue about subject of his speech? It would be tedious whether You have wide or limited reading experience. Moreover, the speaker who is uncertain about subject loses his or her confidence but to gain people’s attention blogger must have a charisma. It is one of the ways to promote content. Turned out that 2 out of 4 bloggers have a specialized Bachelor education suitable for literary critic: Polina is philologist, Alexander is journalist. Polina and Alexander mentioned that some time before they were working for the media sources such as newspapers. Despite the law degree Julia Volkodav was taking part and winning in literary competitions since childhood, in the university she was copywriter, she even published her own books. Now she teaches other ambitious people how to become a copywriter and writer. Anthony is the only blogger who is left out because of financial education. But he is the most popular among selected bloggers. The number of subscribers speaks for itself:

- Julia Volkodav – 86 700 subscribers,
- Polina Pars – 217 000 subscribers.
- Alexander Chernov – 182 000 subscribers,
- Anthony Ulyanov – 861 000 subscribers.

The quality of Anthony's reviews is not affected by the lack of related to literature education. Must say that blogger demonstrates enormous erudition, rapid reaction and – not the least important – industriousness. His videos have charming and warm-hearted atmosphere. Combination of these components is the key to blogger's success.

The next difference that was noted by bloggers is "direct" connect with the follower because of the video-form of reviews. This makes audience feel closeness to the person they respect. Polina Pars in the "Questions and answers" video admits that for her this form of communication is more pleasant than any other because of the opportunity to detail her point of view.

But, besides the bloggers' freedom, there is difference in necessity to promote videos, engage people, release content on a regular basis, advertise it. The algorithm of making video is similar to production process but related to non-material product. Critics do not advertise their articles. But the experience of Bykov and Yuzefovich shows that promotion makes them stand out from the crowd. "… Galina Yuzefovich chosen to be an image of critics' functions in the eyes of modern reader", – wrote Pustovaya [3, p. 255]. Limited promotion of literary critics' works is shown in the results of my poll: only 11 % of people know all professionals against 17 % who knows all bloggers. The most well-known critic is Dmitry Bykov. Other statistics helped to understand the reason of this: he once was a host of the "Open classes with Dmitry Bykov" TV-program. Some entrants use these videos to prepare for the State Exam.

To sum up, booktubers *can be identified* as literary critics, despite differences between their activities and forms or reviews. Both of them seek to navigate reader, advise him or her high-quality books, clear book market from poorly written novels, serve the process and score modern books. Most of the respondents answered that critics and bloggers are not similar but most of the selected experts and booktubers said that they did not differ these activities.

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УДК 82.09

THE PHILOSOPHY OF EXISTENTIALISM IN JOHN FOWLS' "THE FRENCH LIEUTENANT`S WOMAN"

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Abstract. This paper discusses the implementation of the ideas of existentialism in John Fowles' "The French Lieutenant's Woman". The main attention is paid to the manifestation of existential philosophy in the narration and the system of characters of the novel. It also examines Fowles' reinterpretation of the role of the author and the freedom of the characters in the connection to existentialism.

Keywords: philosophy, existentialism, John Fowls', "The French Lieutenant's Woman", role of the author, narrative.

ФИЛОСОФИЯ ЭКЗИСТЕНЦИАЛИЗМА В РОМАНЕ ДЖОНА ФАУЛЗА «ЛЮБОВНИЦА ФРАНЦУЗСКОГО ЛЕЙТЕНАНТА»

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Аннотация. В работе рассматривается реализация идей экзистенциализма в романе Джона Фаулза «Любовница французского лейтенанта». Основное внимание уделено проявлению экзистенциальной философии в принципах сюжетосложения и системе персонажей романа. В этом же ключе рассматривается вопрос о переосмыслении Фаулзом роли автора и его отношения к своим героям.

Ключевые слова: философия, экзистенциализм, Джон Фаулз, «Любовница французского лейтенанта», роль автора, нарратив.

John Fowles is well known among readers as the author of the complex, versatile and intricate novels – for instance, a thriller "The Collector" and philosophical novel "The Magus", both published in the early 1960s. However, the third novel "The French Lieutenant's Woman", published in 1969, is often overlooked by the readers while being the great example of postmodern fiction – the form of literature Fowles was working in. A Canadian academic Linda Hutcheon who studied the postmodernism thinks of the novel as of historiographic meta-fiction. She references to such type o fiction as "novels which are both intensely self-reflexive and yet paradoxically also lay claim to historical events and personages" [1, p. 284].

In the context of postmodern fiction and the philosophy of existentialism, Fowles' novel creates a unique narrative. In one of the essays from "Wormholes" Fowles contemplates of his novel: "I am trying to show an existentialist awareness before it was chronologically possible" [2, p. 404]. Certainly, one can clearly see various implementations of existentialism throughout the novel. It is worth mentioning that Fowles first considered life as a writer at Oxford, particularly after reading existentialists such as Jean-Paul Sartre and Albert Camus who influenced his writing. Though Fowles did not identify as an existentialist, he shared their feeling that the world was absurd [3, p. 344]. Fowles confessed that he was interested in the side of existentialism which deals with freedom and that most of his major characters "have been involved in the Sartrian concept of authenticity and inauthenticity" [4, p. 42].

Before analyzing the ways existential motives are presented in the novel, it is essential to consider how Fowles reinterpret the role of the author. In the beginning, Fowles writes as a typical intrusive Victorian narrator though in the thirteenth chapter he takes of the mask of the "almighty creator" and admits that he has no idea how the plot will develop further. This chapter contains numerous meditations related to the role of the author. Fowles in not completely certain about what kind of book he writes as it is "not a novel in modern sense of the word" [5, p. 467]. He doubts the novelist should stand next to God and touches on the freedom of his characters: "When Charles left Sarah on her cliff edge, I ordered him to walk straight back to Lyme Regis. But he did not; he gratuitously turned and went down to the Dairy" [5, p. 467]. Fowles assures readers that the idea seemed to come clearly from Charles himself as he gained autonomy.

The reinterpretation of the role of the author and giving the characters their free will are related to the philosophy of existentialism since freedom is one of the main concepts of this philosophy. Thus, Sartre states: "I am condemned to be free. This means that no limits to my freedom can be found except freedom itself…" [6, p. 638]. For Sartre man`s freedom is fundamental. Man does not have but his freedom. Fowles seems to agree with the existentialist and goes further by considering characters' freedom: "…to be free myself, I must give him, and Tina, and Sarah <…> their freedoms as well" [5, p. 467]. Fowles continues the argument about correlation between the author and a god and comes to the conclusion that novelist is still can be seen as a god since he creates a novel, but his is not the omniscient god of the Victorian image, he is god in the new theological image with freedom being his first principle instead of authority. N. V. Kireeva adds that in the novel Fowles breaks traditional realistic aesthetics and his writing takes the form of "anti-authorial God-fighting", which was connected to the postmodern idea of the "death of the author" [7, p. 216].

The paradigm has changed since the Victorian era and characters are given the opportunity to take actions themselves. In a 1974 interview with James Campbell, Fowles states: "Charles and Sarah are both meant to be determined by history and challenged with choosing for themselves" [4, p. 43]. It gets clear that Fowles shares Sartre`s idea that the freedom is also a burden as it obliges a person to make a choice and to be fully responsible for it and that is why the characters are "challenged".

The main male character Charles Smithson is a casual naturalist who is about to get engaged. However, he is not particularly happy and often questions his future. The main protagonist Sarah Woodruff is a disgraced governess dealing with an condemnation in the society. She is the one who draws Charles into new physiological territory as she persuades him to affair and “releasing him from the determinants of his Victorian world as she releases herself as well” [8, p. 110]. Fowles claims that Charles was blind at first and gained awareness in the arms of Sarah, and that was the part of Fowles’ “existential thesis <…> that one has to discover one’s feelings” [4, p. 44]. The conflict between the Victorian traditions and scientific breakthroughs also leads Charles to existential crisis [8, p. 129-136]. John Glendening empathizes that Fowles uses this conflict to favour an existential self-revelation exhibited through Charles, leading to a conclusion that “the freedom implicit in accepting alienation should be exercised in overcoming it” [8, p. 133].

As A. Dolinin notes, Charles gradually begins to realize that before meeting Sarah he was a “living dead” [9, p. 13], and that now he must make a choice between an “inauthentic” comfortable existence in the Victorian world and an “authentic”, but difficult and unsettled, existence in true love. Choice becomes a key concept in Fowles' novel, because the novelist also allows the reader to choose the ending of the story – a “Victorian” one, a “novelistic” one and an “existential” one.

Commending the Victorian traditions, Fowles makes one ending precisely “Victorian” in the forty-fourth chapter. That type of “finale” usually contains “happy ending” when the beloved characters are reunited after facing numerous obstacles (like in Charlotte Bronte's “Jane Eyre”). Charles ends up with Ernestina and they live together. Charles “being given a life span of very nearly a century and a quarter” [5, p. 340] .

In the next chapter, Fowles makes fun of the readers who did not get the irony and calls this ending “distinctly shabby” [5, p. 467]. Fowles gets readers’ attention first with a Victorian entourage and a love story and then ruins their expectations. Paying homage to the Victorian novel, Fowles partly ridicules its formulas and narrative – for instance, the wedding and “happily ever after” trope. He describes the future of his characters (as Victorian authors did, usually in the epilogues) but does it in a new playful way and does not hide the irony. He writes about Charles and Ernestina: “They begat what shall it be – let us say seven children” [5, p. 467]. Fowles even uses dark sense of humor when talking about the servants Sam and Mary: “They married, and bred, and died, in the monotonous fashion of their kind” [5, p. 467]. And then Fowles inserts a satirical sketch about Mrs Poulteney’s journey to the gates of Paradise, at the end of which she falls “down to where her real master waited” [5, p. 467].

Two alternate endings are not that “in the face”. Despite the author's assurances about their equivalence, the second ending of the novel, in which Charles reunites with Sarah and becomes the father of her child, “smacks” too much of literary convention, especially considering that Fowles did not like simple solutions to difficult situations. A. Dolinin argues that in this case, Charles’ goal would be achievable, but, according to Fowles' existential philosophy, the becoming of a person continues all his life and the only real goal is the path itself, the becoming itself [9, p. 14].

Hence, only the last “existential” ending can be the right one. Charles loses Sarah and all that supported him, gives up the comprehensive power of love. Instead, he gains some understanding of life and remains alone on the path of life for further self–

exploring: “…life <…> is to be <…> endured. And out again, upon the unplumb’d, salt, estranging sea” [5, p. 467]. Fowles reckons his character will continue to look for his place in the world even after the book’s ending.

According to P. Cooper, leaving the reader in obscurity about the future of the characters, Fowles puts him in the position of these characters, whom the author leaves, in accordance with the principle of free will, to further decide their fate themselves: “The reader too is left in the lurch by his/her narrator, and forced to participate actively in the shaping of his/her readerly destiny by an act of choice” [10, p. 232].

Thus, Fowles’ narrator stands on a par with the characters and gives them freedom. The novelty in Fowles' narrative lies in the fact that the reader is invited to the “vacant place of the author”, as A. Dolinin puts it [9, p. 17]. He is also offered multiple endings to choose from. By making his characters autonomous and independent, Fowles reinterpret the role of the author and makes him an equal participant of the plot. And in the freedom, revealed to the characters, lies one of the main principles of existentialism. From now on, the characters are free to decide for themselves which path they choose.

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УДК 304.3:159.91

STEREOTYPING OF GENDER FORMATION AND SOCIAL ACTIVITIES IN MODERN REALITIES

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Abstract. This paper discusses the generally accepted norms of social life and personality formation, which can hinder the development of individuality. When comparing true and false stereotypes, it becomes apparent that children are rewarded for conforming to gender role patterns and punished for violating them. Personal development should be unobtrusively controlled, supported and directed on the right path, but not suppressed and supported by unpromising values.
Keywords: personality formation, common gender standards, life realization, child development, socialization.

СТЕРЕОТИПИРОВАНИЕ ГЕНДЕРНОГО ФОРМИРОВАНИЯ И СОЦИАЛЬНОЙ ДЕЯТЕЛЬНОСТИ В СОВРЕМЕННЫХ РЕАЛИЯХ

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Аннотация. В данной работе рассматриваются общепринятые нормы общественной жизни и формирования личности, которые могут препятствовать развитию индивидуальности. При сравнении истинных и ложных стереотипов становится очевидным, что детей вознаграждают за соответствие моделям гендерных ролей и наказывают за их нарушение. Личностное развитие должно ненавязчиво контролироваться, поддерживаться и направляться по правильному пути, а не подавляться и поддерживаться бесперспективными ценностями.
Ключевые слова: формирование личности, общие гендерные стандарты, жизненная реализация, развитие ребенка, социализация.

Generally known that stereotypes are fixed set of ideas that are generally held about something or someone but only a few people understand that it can be dangerous. The veracity of such things is very subjective, since a person's emotional attitude to any phenomenon is superimposed on a certain level of knowledge.

The purpose of studying this topic is the formation of a free society, a safe place where everyone has a choice of who to be and how to behave. A banal restriction in the expression of emotions can lead to severely remedied consequences in the future, such as anxiety, neuroticism and other serious mental illnesses. Over the past two decades, stereotype threat has become one of the most widely researched topics in social psychology.

The relevance at the moment is great, as this is still a problem and there are many dissenters. Negative opinions are most often held by people who have superficial knowledge of information. Inaction not only does not lead to progress, but also returns to the last century. Accordingly, the more publicity, the more new arguments and conclusions.

The colossal significance is explained by the good opportunity to start changing the world for the better in a simple way. The statistics on incomplete families, which is 30 % and rarely falls from year to year, suggests that men are created from boys who do not know how to create harmonious family and relationships, do not hear a partner and do not know how to take care of their own children. And these same indicators confirm that not all women are in their place sitting at home, keeping the hearth and family.

Patterns can be imposed by society or arise from personal observations. The former are more harmful, as they impose the wrong way of thinking on the individual and do not allow him to analyze the situation authentically and independently. Every day we listen to the people around us about their opinion on a particular problem. They share their emotions, feelings and experiences or simply answer our questions. And at the same time, we most often believe the words of others, although we understand that judgments may not coincide. Similarly, we try to extract information from internet, magazines, books and television programs.

We begin to encounter social stereotypes that become known through the media, family, friends or even religion from childhood. This distorts the picture of the world and when growing up, problems with adaptation in society may appear.

The negative influence of common patterns can only be weakened by acquired experience and knowledge. If a person tries to verify information received from outside about something, and does not believe everything he hears or reads at the same moment and does not draw unfounded conclusions, he may well limit this influence, which means turning samples into positive phenomena for himself, extracting from the contained they have a certain amount of knowledge usefulness.

Turning to the good sides of stereotypes, structuring, simplification of knowledge is noticeable, which facilitate the orientation of a person in the world. Without stereotyping, society could not exist. It allows consciousness to build an important knowledge base: water can wet, it’s hot in summer, the flame burns. It helps when it is quite difficult to give an adequate assessment of an event about which there is no necessary information. Accordingly, when there is no opportunity to be based on their personal beliefs, people often resort to standards already entrenched in society, the use of which does not require individual decisions and, as it were, removes responsibility from a particular person. Accelerating the processes of cognition, they create the basis for the opinion that is formed, help to predict the line of behavior of the people around. This implies that through stereotypes, one can mislead an individual or a group of people, manipulate them, which can lead to personal failures, social disagreements and conflicts, fear, contempt, and discomfort. Moreover, false stereotypes not only do not help to determine the correct life guidelines, but also set up a person with malevolence towards other people. Stereotypes do not reveal similarities between groups of people, but focus on their differences.

It is believed that all kids are naughty, they cannot be trusted with anything, they only scream, break and spoil things. The younger generation is dissolute, indolent and stupid, young people do not realize what they are doing. But nevertheless, for children in the world there are a lot of responsibilities and standards that need to be approached. They are obliged: to listen to adults in everything, to implement the unrealized plans of their parents, to get good grades at school, to go to university in agreement with mom and dad, not to be smart, respect the elders even when you are not respected in return, do all the chores around the house, have many hobbies and just the usual motivation to achieve something in life and much more. But where does all this come from, if there are so many restrictions around.

Due to the increase in publicity of this problem on the Internet by popular and media personalities, people began to correct themselves, children increasingly began to talk about their rights and notice injustices, which also caused a lot of negativity. People still think that if they have lived for a couple of decades more, they understand life more broadly. But with the speed of the development of the world around it would be important to note that everything is happening rather the other way around. The faster the obsolete settings go, the more global the changes in the world.

The difficulty is that it sometimes does not look significant. This is how more than one generation was brought up, people are afraid of changes, a tendency to patience and many other reasons. But the mere desire of parents to realize their dreams and correct the mistakes of their lives through children can be worth at least one happy life. Aggression, isolation, conflict and illiberality are the most common consequences of stereotyped influence in the process of self-identification.

Lack of gender education in schools does not improve the situation. Parents most often give them the base that was once given to them. It happened historically, it is firmly ingrained in the minds of mankind and it is difficult to change it, but it is possible. It has been scientifically proven that at the age of 2-3 years, the child begins to understand what gender he belongs to. And in the period from 3 to 7 years, gender stability is formed in children. The importance of this period lies in the fact that it is during this period of time that the quality of educating the culture of relationships between people in society is laid.

No one wants lethargic children who have no interest in life, and any initiative causes fear of negative consequences. But the nonsense is that the majority still simply cannot understand that if a girl was taught to be obedient and affectionate in childhood, it will be difficult for her to defend her opinion. It will be hard for her to be given any refusal to people, since she is literally accustomed to being handy. Most girls brought up in this vein often miss the chance to build a career or realize their talent because they are afraid to show strength of character. And a man who believes that looking after the house and changing diapers is a woman's business is deprived of the joy of caring for his child and is unlikely to become a good father and fully realize in life.

The following gender differences have been scientifically proven: in terms of language skills, girls develop language skills earlier and know more words than boys; this does not, however, translate into long-term differences. Girls are also more likely than boys to offer praise, to agree with the person they're talking to, and to elaborate on the other person's comments; boys, in contrast, are more likely than girls to assert their opinion and offer criticisms [1, p. 995]. In terms of temperament, boys are slightly less able to suppress inappropriate responses and slightly more likely to blurt things out than girls [2, p. 44]. With respect to aggression, boys exhibit higher rates of unprovoked physical aggression than girls, but no difference in provoked aggression [3, p. 582]. Some of the biggest differences involve the play styles of children. Boys frequently play organized rough-and-tumble games in large groups, while girls often play less physical activities in much smaller groups [4]. There are also differences in the rates of depression, with girls much more likely than boys to be depressed after puberty. After puberty, girls are also more likely to be unhappy with their bodies than boys.

Based on large meta-analyses, the analyses of thousands of studies across more than one million people, research has shown: Girls are not more fearful, shy, or scared of new things than boys; boys are not more angry than girls and girls are not more emotional than boys; boys do not perform better at math than girls; and girls are not more talkative than boys [3, p. 588].

A successful life lies in progress, and progress, in turn, lies in the fact that each new generation should be smarter and more developed, freer in its thinking and consciousness than the previous one , this is the law of nature. And to impose one's opinion on children, to compare, to over-patronize and forbid them to get emotional and express themselves not according to the standard means to slow down the development and push society towards regression.

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УДК 159.944.4

BASIC WAYS OF ORGANIZING LIFE. STRESS MANAGEMENT

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Abstract. The article looks at the problems of organizing life in basic ways, as well as managing the stresses that create certain obstacles for the modern individual. A general description of stress and its manifestations.
Keywords: life organization, stress, management, distress, self-management.

ОСНОВНЫЕ СПОСОБЫ ОРГАНИЗАЦИИ ЖИЗНИ УПРАВЛЕНИЕ СТРЕССАМИ

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Аннотация. В статье рассмотрены проблемы организации жизни основными способами, а также управление стрессами, создающими определенные препятствия для современного человека. В работе представлено общее описание стресса и его проявлений.
Ключевые слова: организация жизни, стресс, управление, дистресс, самоменеджмент.

In today's world, it is a challenge for citizens of any country to organise their lives and manage stress. In our everyday life we face certain obstacles, challenges that make us feel nervous system overload. Numerous studies have been conducted by American and British scientists on the effects and accumulation of stress in modern man, which have shown that this condition persistently haunts man during life activities. It is known that colleagues of these scientists have established some basic ways of organizing one's life to reduce stress in people's lives. The main of these ways is to organise one's life in the most flexible way in order to create an optimal regime, a rhythm of life [1, p. 283].

Nowadays stress constantly haunts a man, making him work more productively, bear a heightened sense of responsibility during work, study and other aspects of life. However, stress has many negative factors that constitute distress – the negative impact of stress on the nervous system, which contributes to the deterioration of the overall physical and mental state.

If we talk about stress from a positive point of view, it is a special state of the human nervous system that has emerged in a stream of actions, thoughts. It helps one to concentrate on a particular process, instilling a sense of importance and urgency.

When a person is unable to control their stress, which usually occurs when the brain is overloaded with information, busy with duties or external factors that have caused severe emotional distress, stress turns to a negative connotation, preventing the individual from properly performing their tasks and actively thinking.

According to most psychologists, stress is closely linked to the organization of a person's life, which makes it possible to control it from an individual perspective. A person should create the right rhythms of life for himself or herself. The main ways to increase stress tolerance and avoid distress are:

1. A steady sleep of 7-9 hours. During sleep, the human brain does not stop working, however, it replaces areas of stress. If this process is not long enough, the person will not get enough rest.

2. Organize one's day and plan things so as to avoid being overloaded with work and activities.

3. The use of diaries and notebooks to record important events.

4. Organizing an 'unloading hour' when the person can reduce stress to a minimum. This can be a daytime nap, reading, meditation, etc.

5. Eating a regular proper diet with an average daily intake of water.

6. Daily physical activity of at least 1-1.5 hours can reduce the internal stress of the nervous system.

7. Adjusting your workplace, controlling the room temperature while working or at home. This can become a great habit to help you find a comfortable environment, which in turn reduces the number of stressors.

Speaking of stress-boosting factors, most stressors can be caused by unfavorable environments during the work process: noises, high or low temperature, unpleasant smells, etc. In cases where we cannot afford to exclude these factors, it is worth a little distraction. A short walk in the fresh air is an excellent option [2].

During working hours, one cannot afford to take a walk, to be affected by extraneous noises or to rearrange one's workplace in the same way as at home. However, it is possible to arrange one's belongings comfortably, ventilate the room well and organize all meetings in advance. If you wish, you can set all clocks about 7 minutes ahead, so that you always have a little extra time before an event for emergencies [3, p. 234].

If you do all of the above, you can reduce stress factors to a minimum. Even if stress has already manifested itself, it can be alleviated by proper self-organization.

In today's world, a person simply has to organize himself or herself. Self-organization is a special kind of personal activity, justifying one's thinking and actions. Planning one's life activities and creating a certain pattern of behavior that allows one to steadily experience life events without increasing stress and without suffering moral or physical trauma.

A special place in self-organization and coping with stress is in controlling simple ways of de-stressing, which allows you to stick to your goals clearly. Successful people who are stressed take the time to distract themselves from their work, play their favorite game, watch TV, etc. This is the main feature of controlling the positive effects of stress.

To benefit from stress, you need to be clear about your goals and stop being afraid of the emotional strain. Stress, as a motivator, creates a subconscious need to achieve a goal – to achieve a result and reduce overall stress. However, if you constantly walk away from this feeling, the brain, according to scientists, chooses the easy way to achieve the goal and does not help the person to achieve the objectives.

If you want to achieve success, you need to accept stress and control your desires and inner tension, which will channel the stress in a positive direction. This is a particular technique of self-organization, where you need to 'step out of your comfort zone' by eliminating simple distractions from mental stress, which can sometimes be time-consuming hobbies, long walks, or company that does not allow you to progress towards your goals.

Defining your goals and aspirations is one of the main ways of organizing your life, allowing you to choose the basis under which to further self-organize [4, p. 142].

It is necessary to emphasize that in order to increase the efficiency of work in times of stress, but it is necessary to adhere to basic methods of self-organization, controlling the process of getting rid of stress. For the modern man, the ability to use these methods is a key ability to achieve goals and objectives. Also, we must not forget that the physical and mental states are closely linked and therefore we have to maintain the overall optimal state of our body. When it comes to work and personal life, you need to clearly understand the distinction and specifics of self-organization without allowing stress to turn into distress. Knowing how to manage stress and organize yourself can lead to success at all stages of life's journey.

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УДК 372.881.111.1

THE SPECIFICS OF THE USE OF INTERNET RESOURCES IN THE PROCESS OF LEARNING ENGLISH

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Abstract. This article discusses the idea of using Internet resources in the process of learning English. The specifics of the use of the Internet in the study of foreign languages are determined.
Keywords: Internet resources, English, language learning.

СПЕЦИФИКА ПРИМЕНЕНИЯ ИНТЕРНЕТ-РЕСУРСОВ В ПРОЦЕССЕ ИЗУЧЕНИЯ АНГЛИЙСКОГО ЯЗЫКА

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Аннотация. В данной статье рассматривается идея применения Интернет-ресурсов в процессе изучения английского языка. Определена специфика применения сети Интернет в изучении иностранных языков.
Ключевые слова: Интернет-ресурсы, английский язык, изучение языков.

At the present stage of society's development, the process of informatization of all spheres of its life is taking place. The informatization of society is a global social process. Informatization has an impact on all spheres of society, as well as on each individual [1, p. 125]. The specificity of this process lies in the fact that the dominant activity in the field of social production is the collection, accumulation, production, processing, storage, transmission and use of information carried out on the basis of modern computer technology, as well as on the basis of various means of information exchange. In recent years, due to the widespread introduction of information technologies, it has become relevant to study the possibilities and effectiveness of their use in order to provide variable ways of presenting the studied material, providing the most convenient conditions for independent work of students.

Modern Internet resources define common boundaries that allow the exchange of knowledge and data, as well as provide the opportunity for their reuse in a variety of applications. The expansion and worldwide dissemination of the capabilities of Internet services form new forms of education that contribute to solving a huge range of tasks that education faces today. Today, an important role is played by the integration of information and educational technologies, as well as education on this basis of modern integrated learning technologies that are based on Internet resources.

Computer communication technologies make it possible to implement methods that activate the creative activity of students in a new way. They can participate in virtual discussions on various educational websites and thematic forums, carry out joint creative projects together with students of various educational institutions. Thus, the use of modern information and communication technologies in the educational process can be considered as one of the active forms of individualization of learning. The inherent properties of new technologies, such as their interactivity, polymodality, multimedia, visualization of content, play an important role in learning. Thus, computer visualization of educational content, especially in a playful, interactive form, develops cognitive thinking styles, creativity and mental activity of students, and also has a positive effect on their psychological and emotional state.

Let's consider how the use of information technology helps in the process of learning English at the present stage. Accessing Internet resources in order to gain knowledge in the field of mastering the English language, allows you to determine the main components for the realization of the goal:

– providing access to the Internet at any time and from various places of residence is a key necessity for using Internet resources, both in everyday life and in the educational process;

– the development of a single information space and the presence in it at different times and independently of each other of all participants in the educational and creative process, which allows us to assess the vastness of the possibilities of Internet resources that can be used in the process of learning English;

– creation, development and effective use of Internet platforms aimed at both entertainment and educational content, in turn, all social networks can be attributed here.

In the course of the work, several groups of Internet resources were identified that contribute to obtaining the necessary knowledge and skills that help in the process of learning English, and their specifics were also identified.

The first group is an auxiliary key for any category of language learning, so auxiliary sources can be translators, specially designed computer services that allow you to translate texts from different languages, and online dictionaries, the use of these resources is possible, both online and offline learning [2, p. 272]. The specificity of these resources lies in the availability and independent use, it is also worth noting that it is not difficult to assess the effectiveness of these tools, but using them in the process of dialogue with the teacher may indicate some mistakes that are made by the developers of these resources.

The second group included Online courses, of which there are now a huge number on the Internet, most of which are paid, but it is not always possible to choose the right course and be sure of its effectiveness. Online courses are not an auxiliary element in the process of learning a language, but the basis that is laid in students, and directs them to further need for the development, study and self-development of the skill that was provided as part of the course. It is worth noting that not all courses are educational, because to declare it as such, it is necessary to have a license to carry out educational activities. Not so long ago, from January 1, 2021. The legislation of the Russian Federation has defined the procedure for obtaining an educational license for exclusive distance learning [3], and due to the spread of this format, the provisions of the regulations on licensing educational activities have been finalized, which entered into force on March 1, 2022, which affect the main need for electronic support in the organization in the process of carrying out its activities [4]. Educational courses can only be run by an educational organization with the right to issue a document of education, for example, a certificate of completion of a course established by the organization of the sample. Separately, we can single out Online courses of advanced training and professional retraining, which can also be attributed to the group of Online courses only for additional vocational education. Based on the above data, the effectiveness of Online courses can be assessed by the ratio of the course to the educational course, thereby prioritizing the choice between several options.

The third group should include all Social Networks and streaming platforms, within this category of Internet resources there are extensive elements that contribute to the study of the English language, the use of which is possible in various variations. Some elements of this group will be studied in more detail in the course of the work. It is worth noting that these tools contribute to the most independent study of the English language.

Based on the presence of information technologies in the process of learning English, we can talk about the comprehensive and large-scale use of Internet resources, since there are various options for means, each of which can effectively affect the process of learning English.

At the present stage of society's development, the study of English with the help of information technologies and the Internet is gaining enormous popularity. It would seem that the appearance of a myriad of opportunities that have replaced the previous ones, initiate the use of fundamentally new and previously unused methods of learning English. Nevertheless, traditional methods, in turn, have had an impressive impact both on the system of modern education and on self-education in general. The interest in Internet resources is also due to:

– their accessibility;
– ease of perception;
– the desire of respondents to learn English using information technology;
– the popularity of online dictionaries and translators;
– the desire to master the pronunciation of native speakers.

Thus, a number of factors have been identified that determine the need for the use of Internet resources in the study of foreign languages.

1. Firstly, the use of modern information technologies in the educational process is relevant in the context of the pandemic, when remote platforms make it possible to learn foreign languages in any conditions.

2. Secondly, the use of information technology improves the skills of independent work of students.

3. Thirdly, interesting and non-standard features of Internet resources increase motivation to learn foreign languages.

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УДК 342:340

TRENDS IN THE DEVELOPMENT OF LEGAL CULTURE IN A MODERN RUSSIAN SOCIETY

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Abstract. One of the ways to become a civil society in Russia is to increase legal culture. In the conditions of orientation towards the building of a legal state and democratic society, the problem of legal culture and legal consciousness increasing among the population acquires great importance. The purpose of this article is to analyze the main trends in the development of legal culture in a modern Russian society.
Keywords: legal culture, legal knowledge, trends, methods of development.

ТЕНДЕНЦИИ РАЗВИТИЯ ПРАВОВОЙ КУЛЬТУРЫ СОВРЕМЕННОГО РОССИЙСКОГО ОБЩЕСТВА

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Аннотация. Один из путей становления гражданского общества в России – повышение правовой культуры. В условиях ориентации на построение правового государства и демократического общества большое значение приобретает проблема повышения правовой культуры и правосознания населения. Цель данной статьи заключается в анализе основных тенденций развития правовой культуры современного российского общества.
Ключевые слова: правовая культура, правовые знания, тенденции, методы развития.

According to Article 1 of the Constitution of the Russian Federation [1], Russia is a democratic state governed by the rule of law. However today this statement can be considered not as an accomplished fact, but rather as a goal set before the state. The achievement of this goal is directly connected with the presence of a high level of legal consciousness and legal culture among the population. Therefore, it seems relevant to consider the main trends in the development of legal culture in a modern Russian society and to develop methods to improve it.

The legal culture of society is the broadest legal phenomenon. It encompasses the spiritual atmosphere, the values accumulated by the legal history of the people.

To begin with, it is necessary to define what the term “legal culture” means.

Different researchers give different interpretations of this concept. So, some scholars suggest defining legal culture as a set of legal values. Others emphasize the special place of the individual in the use of the term. In this case, the legal culture is seen as a psychological characteristics of the person and the orientation of his actions [2, p. 69].

However, we can form a holistic definition based on the general provisions given in the works of scientists. Legal culture is a general level of knowledge and objective attitude of society to law; a set of legal knowledge in the form of norms, beliefs and attitudes created in the process of life activity.

Moreover, to understand better the importance of legal culture for the development of a civil society and the state it is essential to consider its functions. This legal category has many functions, the main of which are regulatory, humanistic, cognitive and educational [3, p. 49].

The regulatory function is associated with the construction of social relations. One of the most important indicators of a high legal culture is the conviction of citizens in the need to comply with the law. Legal culture means not only the knowledge of laws, but also their observance. Legal conviction directly affects the volitional behavior of people, and, consequently, the relations in society as a whole.

The humanistic function directly affects the observance of human rights and freedoms, respect for one's honor and dignity. Legal culture in this case can be seen as a person's attitude toward the rights of others and respect for these rights.

Considering the cognitive function, it is necessary to note that a person needs knowledge about the world of law in general and about his place in this world. This creates the need to study the processes taking place in the legal society. The essence of this function is manifested in the desire to know the “verity” of law, its origins and organization at the present stage of development.

Educational function of legal culture is aimed at the formation of value orientations. This function is associated with the acquisition of knowledge, attitudes and beliefs, habits of legal behavior.

Having studied the functions of legal culture, we can determine its importance for the formation of civil society and the state. Also, based on the functions considered, we can realize the vital role of a particular individual, his consciousness and behavior in the system of law. It means that it is needful to pay attention to the individual and the significance of its legal culture to achieve the goal.

The main features of a person's legal culture are [4, pp. 85-86]:

- knowledge of the main provisions of the current legislation and understanding of their essence;
- observance, implementation and competent use of laws;
- a positive attitude to the laws, conviction in the necessity of their existence;
- awareness of your rights and obligations, responsibility, as well as the existence of the rights and obligations of other citizens, the ability to find a balance between the exercise of their rights and not violating the rights of other participants in social relations;
- active maintenance of the rule of law, overcoming legal nihilism in society.

The author highlights that any society, any state has its own legal culture. On the one hand it reflects the pre-existing and existing at the moment realities of state-legal reality of the country, and on the other hand – has a great influence on this reality. If the legal culture of the state corresponds to the theoretical ideas about it, then it contributes to the improvement of the organization and activities of the state, strengthens legality, law and order, and strengthens the protection of the rights, freedoms and legally protected interests of every person.

We should especially underline the fact that the development of legal culture in modern Russia is affected by the historically formed features of the mentality in a multinational country. In the Russian society there is a lack of respect and trust for the law, the authorities and the state as a whole, which gives ground for the legal nihilism flourishing, that is, the denial of the need for law as a social institution. Therefore, it seems urgent to take all possible measures to improve the legal literacy of the population. Otherwise, the goal indicated in the Constitution will be unattainable.

The study of the main trends in the development of legal culture should be based on the idea of how the process of formation of the system of human rights and obligations takes place in society under the conditions of constantly changing economic, socio-political conditions of state life. Modern Russia needs new approaches and criteria of assessment to the level of legal culture of society as a whole, as well as the increase in the activity of members of society in the implementation of the legal policy of the state. This becomes possible only with a deep analysis of the essential aspects of the legal culture of modern society as a reflection of legal reality and the legal maturity of society [5, p. 60].

The main provisions related to the legal culture improving among the Russian population are contained in the “Principles of State Policy of the Russian Federation in the Development of Legal Literacy and Legal Awareness of Citizens” approved by the President of the Russian Federation on April 28, 2011 [6].

As a result of the analysis we can identify the following trends in the legal culture development in the Russian society:

1. The formation of legal culture is value-oriented, i.e. based on historical experience and moral values.

2. Legal culture is constructed by reference groups on the basis of objective circumstances of society development.

3. Legal culture is formed in stages. This trend is based on the gradual development of legal consciousness and institutions of civil society.

4. The multi-vector nature of legal culture is associated primarily with the history and culture of Russia. It takes into account the historically formed different directions of law development and legal reality in the national groups living in the Russian Federation.

5. The goal-oriented nature of legal culture formation and development is associated with the ongoing work to define Russia's own identity as a national legal culture.

Legal culture is the leading element of the legal system of a society and the state. The level of legal culture determines the civic position and activity of people, their participation in the management of public affairs. To form a legal culture the main role should be given not to compulsion and imposition of legal knowledge and values, but by education and awareness that it is necessary to know the laws and not to violate them. In accordance with the main defined trends, it is required to develop methods that will help improve the legal culture of citizens of Russia.

In order to solve the problems of legal education of citizens successfully it is crucial to develop methods of legal education of citizens scientifically, to implement the recommendations of sociological science in everyday practice. Scientists should not only deal with this issue theoretically, but also transfer all models to life. In recent years, scientific research has studied the problems of interaction between legal education and legal culture of society.

According to the author, two statements should be stressed that will help the measures taken by the state to work more effectively. First, special attention should be paid to such a category as youth. This social group is the most mobile, receptive to new knowledge and sufficiently active and open to participation in public activities. Second, the media can play an important role in raising the level of legal culture. They have a significant impact on people's consciousness and can become a powerful mechanism.

So, the following methods are proposed to improve the legal culture among the population of Russia:

1. To develop a clear-cut program for raising the legal culture and developing legal awareness.

2. To develop and implement sociocultural activities to raise the legal culture among schoolchildren and students by introducing special courses. Also, consider the possibility of involving civil servants and representatives of legal professions - judges, lawyers, and so on - in such events.

3. To hold round tables, seminars, workshops based in higher educational institutions, contributing to the acquisition of basic necessary legal knowledge by non-legal students.

4. To work out the gaps in the normative legal acts that regulate the provision of free legal aid in the Russian Federation. This will allow citizens to deal more effectively with their problems in a legal way and, according to the author, will increase the confidence of citizens in the legal system of the state.

5. To pay special attention to the mass media as a mechanism for disseminating information about the law, the system of legislation, the work of state authorities and so on.

Thus, it is obligatory to create a system that will promote the legal awareness of Russian citizens effectively and thoughtfully. Only through step-by-step education, the formation of knowledge and trust in the state system can we achieve a high level of legal culture, which will allow us to form a civil society in Russia.

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УДК 159.952

INTERPRETATION OF APPEARANCE IN THE PERCEPTION OF A PERSON

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Abstract. This paper considers the various factors in a person's appearance that influence attractiveness and their perception in society. Based on these factors, it is possible to draw conclusions about how you are perceived by others.

Keywords: appearance, perception, attractiveness, people, unconscious.

ИНТЕРПРЕТАЦИЯ ВНЕШНОСТИ ПРИ ВОСПРИЯТИИ ЧЕЛОВЕКА

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Аннотация. В работе рассматриваются различные факторы внешнего вида человека, влияющие на привлекательность и его восприятие в обществе. На основе этих факторов можно сделать выводы о том, как тебя воспринимают окружающие.

Ключевые слова: внешность, восприятие, привлекательность, люди, бессознательно.

University of Chicago researchers found that attractive people earn about 20 percent more than people of average attractiveness. There is evidence that attractive people interview more successfully and are promoted more quickly. The explanations offered by economists and social psychologists argue that attractiveness is a marker of personality, intelligence, reliability, professional competence or productivity. At all stages of one's professional career, one receives additional bonuses for one's appearance.

The question arises as to why looks have such a big impact. In fact, it's simple, attractiveness is essentially the external qualities that tell others something about yourself. About your character, your priorities in life, your values, your health and your upbringing.

Being overweight is more likely to be seen by others as a sign of a lazy person, even if they themselves are overweight. And as much as we would like to deny it, in more cases they will be right. Obviously, there are exceptions: there are medications and illnesses that make it very difficult to lose weight, but for the most part, being overweight is a signal to those around you that there are special negative qualities about your character. The signal is clear, and those around you unconsciously read it. This is a very bad signal, especially if you are trying to build a business or long-term relationship with such a person. Of course, no one consciously thinks this way, we just look at the person, and he evokes certain feelings in us.

Now only the figure was considered, but already at this stage most people can improve their attractiveness to other people by a factor of five. And you need to understand why. It is not at all because of the superficiality of others, on the contrary, most unconsciously make the right conclusions: if a person is willing to look after himself, if he has enough respect for his body, if he does not launch himself, then he most likely will not launch a common project or relationship.

We favor attractive people because it has worked for our ancestors for hundreds of thousands of years. It is a sensible strategy for survival and the continuation of the species. Such people we give resources, high positions, more opportunities for the continuation of the lineage, and many other things. You will be trusted more. Of those available to us, we choose the healthiest, most promising, intellectually developed and socially adapted people, and this choice occurs unconsciously. For example, attractive people are automatically more trustworthy, and we notice positive qualities in such people more quickly.

A 2004 study found that various aspects of reputation can increase physical attractiveness by 50 %. These are definitely not trivial numbers.

Another way to increase attractiveness could be considered. Eating healthy foods. Let's take just one, such as carrots. The addition of beta-carotene changed the color of the skin, increasing facial attractiveness and a sense of health.

All of this, of course, applies not only to carrots, but also to a huge number of other foods, such as garlic. Its systematic consumption reduces inflammation in the body, stimulates the immune system, and kills harmful bacteria, which ultimately makes the sweat smell more pleasant to others. Only two foods have been considered, and you could talk about the benefits of beets, broccoli, lentils, apples, kiwi and other foods for appeal, but, it's better to just eat a variety of healthy foods and those around you will notice.

Eating right is not just a matter of some hovering in the clouds of wholesomeness, but quite objectively attractive to other people.

Now it's worth paying attention to appearance. Of course, others assess us by our clothes. Even minimal changes in a person's closet can radically transform how he is perceived by others.

Even before a person utters a word, his appearance says a lot about him in terms of his competence, perceived level of intelligence, affability, self-esteem, self-confidence, success, authority, and beliefs.

Formal clothing makes those around us think we are more competent, and it can also double our attractiveness. The same applies to shoes. It is the style and neatness of the shoes that tell us most accurately about a person's social status, character and even political beliefs. The rule is very simple: shoes and clothes must be neat, clean, tidy, and show your positive qualities.

Posture also has an impact on a person's perception. The eye contact literally makes a person prettier and allows for greater success in job interviews.

Even our hairstyle can improve our attractiveness by 80%. According to this theory, people who can afford the high cost of long hair have good phenotypic and genetic qualities.

A beautiful figure, neat clothes, and good relationships with people. All this is a reflection of reality, profound qualities: discipline, willpower, self-control and focus.

We might say that the body and social life is our lifelong project. We take care of it, groom it, or abandon it, let it go on its own. Those around us look at our project, at its results, and draw reasonable conclusions. That's what attractiveness is all about.

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УДК 159:316.354.4

GASLIGHTING AS A TOOL OF PSYCHOLOGICAL MANIPULATION

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Abstract. The article is dedicated to gaslighting as a tool of psychological impact. It discusses the core features and tactics of gaslighting, possible consequences for the victim, as well as ways of detecting and struggling it.

Keywords: gaslighting, gaslighter, narcissism, psychological abuse.

ГАЗЛАЙТИНГ КАК ФОРМА ПСИХОЛОГИЧЕСКОЙ МАНИПУЛЯЦИИ

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Аннотация. В статье рассматривается газлайтинг как инструмент психологического воздействия. Приводятся основные признаки газлайтинга, возможные последствия для человека, оказавшегося его жертвой, а также способы борьбы с ним.

Ключевые слова: газлайтинг, газлайтер, нарциссизм, психологическое насилие.

In the modern world, more and more people are faced with such a thing as “gaslighting” in relationships. Gaslighters are very skilled manipulators, and very often the victim does not recognize one in a partner, friend, relative or colleague. A gaslighter may not be immediately recognizable, but there are a number of characteristic traits that are worth paying attention to. As with any encounter with abuse, the consequences of gaslighting can be extremely dangerous for the mental and physical health of the victim, so it is vital to be able to distinguish it.

The purpose of this work is to introduce the concept of “gaslighting”, identify the goals of people who resort to it, as well as to determine the characteristics of gaslighters, analyse the consequences this experience can lead to and discuss the ways of counteracting it.

Gaslighting is a form of psychological violence and social parasitism, the main task of which is to make a person suffer and doubt the adequacy of their perception of the surrounding reality through constant depreciating jokes, accusations and intimidation, thus it is a means psychological manipulation designed to expose the individual as “defective” or abnormal.

Like any abuse, it arises from the desire of one person to dominate another, to suppress the will, to exercise power [1].

Gaslighting involves at least two people: the mental abuser, or stalker, and a second person, the victim. It may be conscious or unconscious and is carried out covertly so that the resulting emotional abuse is not evident.

Gaslighting initiators are characterized by the following behavior: they make the “victim” doubt his / her memory, emotional stability and adequacy; they present the “victim” as a stupid, mentally infirm person, in addition, they can emphasize imaginary age, gender and physiological incompetence and deny feelings and facts that are important to the victim.

Gaslighter might say something like, “I couldn’t say that, you’re making it up”, “It didn't happen at all”, “It was completely different, you’re not telling the truth”. At some point, the victim really begins to doubt what is happening and blame her- or himself for conflicts with the partner. The abuser’s next step is to make the victim question his or her own emotions: “You made it all up, you must be imagining things”, “It’s not as bad as you say”, “Be calm, you always make an elephant out of a molehill”, “You’re crazy to react like that because of some stupidity”. In such a situation, a person who is under the influence of the manipulations of an emotional abuser ceases to trust his or her own feelings and emotions.

Gaslighters makes the victim think that his or her reaction to the events is inadequate: “Are you all right? You are somehow not so lately”, “Judging by your behavior, you are depressed again.” Such statements provoke doubt, guilt and helplessness in the victim, while the abuser aspires to this very reaction [2].

Gaslighters will never plead guilty. On the contrary, these emotional abusers will always look for the guilty ones who provoked, framed or deceived them. Even if the victim tries to have an open conversation, the abusers will find a way to turn everything around in their favor, namely, blame the victim for all the existing problems.

The stages of awareness in gaslighting are similar to those we experience during a breakup. Perhaps because we do not want to believe that the person we love can turn out to be a cruel manipulator.

The first stage is denial. The victim starts to notice that the abuser is behaving somewhat strangely, but tries not to think about it: as they say, nobody’s perfect.

The second stage is doubt. The victim of gaslighting begins to doubt him- or herself and the perception of the situation. However, for now, he or she is defending himself from the abuser, hoping to prove his or her point.

The third stage is humility. The victim begins to believe that the abuser is right, and he or she is wrong and is to blame for what is happening.

Gaslighting is often used by sociopaths and narcissists. The former consistently step over the norms accepted in society, break the rules and take advantage of other people, but are convincing liars, able to charm someone, and consistently deny their wrongdoing. Thus, someone who has been victimized by a sociopath may doubt their perception of reality.

Some spouses who are physically abusive to their partner may gaslight after the abuse, vehemently denying that they were abusive.

Gaslighting can occur between a parent and a child when the parent lies to the child in an attempt to distort his or her perception of the world.

One of the main tricks in the behavior of gaslighters is that they are great at hiding their true identity until they catch you on the hook. Wendy Patrick, in her article "A Dangerous First Date" (Psychology Magazine, December 2017) [3], wrote that malicious behavior can masquerade as charm or positivity in the early stages of dating. For example, consolation eventually develops into control, instructive behavior into aggression, passion into violence, straightforwardness into rudeness, and confidence into condescension [4].

Continuous life in a gaslighted atmosphere poses a serious to the psychological health and well-being. The most common consequences of this include anxiety and depressive disorders, a tendency to addictions and a loss of self-confidence, doubts about the adequacy of one's reactions, etc. [5].

Therefore, the most difficult thing is to deal with gaslighting alone, face to face with a manipulator. Every time the victim tries to blame the aggressor, the aggressor will flip the script. The manipulator operates with the impeccable memory, and if the victim has no witnesses, then he or she remains defenseless.

It should be noted, that in this case children are in the most disadvantaged position, because they do not have an opportunity to refuse to communicate with the manipulator and fight back. They plunge into such a difficult emotional state that it affects the formation of character and contributes to the development of various personality disorders. In this case, it is possible to recover only with the help of serious psychotherapeutic work.

Talking about the ways of coping with gaslighting, it is a well-known fact, that the best way to counteract any manipulation is prevention. To avoid becoming a victim of gaslighting, one needs to be confident in one's mind, clarity of thought, strong memory and attentiveness. There are also cases when a significant other does not realize that he or she is a gaslighter and harms you, in this case it is necessary to talk to the person and explain everything.

If you see that the gaslighter is aware of his or her actions, then first you need to stay confident in your mind and trust only yourself. It is normal that your truth is different from what they are trying to convince you, because the purpose of the gaslighter is to make the victim believe in his or her own inadequacy.

Another way out is to stop communicating with a gaslighter. Unfortunately, it often happens that a person constantly chooses manipulators as friends or partners. This fact is definitely worth focusing on and trying to understand the reason for repeating the same scenario.

Of course, any psychological trauma requires recovery with the help of specialists. To rehabilitate oneself from traumatic events, psychologists recommend directing negative energy into a creative channel: learning new skills, finding new interests, hobbies or sports – depending on preferences.

To conclude, it should be emphasized, that gaslighting as a type of psychological violence is dangerous because it is passive: therefore, it can be difficult to detect a destructive effect on the psyche behind these manipulations. After all, very often gaslighting is used by the people closest to us, our relatives, parents and spouses.

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УДК 82.09

"THE TALKING DEAD", OR THE BIRTH OF A NEW MYTH ON THE EXAMPLES OF IMAGES OF CHILDREN IN THE LITERATURE OF ROMANTICISM

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Abstract. The article examines the process of formation of a new myth in the era of romanticism. The term "le cadavre est vivant" by R. Barth is borrowed and rethought. Using the historical-comparative method, the socio-historical path of the emergence of characters, embodying the problem of tragic fates of children in the literature of the XIX century and the works of V. Hugo, is analyzed. There is a conclusion that the affect and the method of constructing a character with the "delayed death", or "the talking dead", contribute to the focus of readers' attention on children's characters with a miserable fate.

Keywords: Roland Barthes, Victor Hugo, new myth, romanticism, "Les Misérables", Gavroche, the image of a child in literature.

«ГОВОРЯЩИЕ МЕРТВЕЦЫ», ИЛИ ЗАРОЖДЕНИЕ НОВОГО МИФА НА ПРИМЕРЕ ОБРАЗОВ ДЕТЕЙ В ЛИТЕРАТУРЕ ЭПОХИ РОМАНТИЗМА

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Аннотация. В статье изучается процесс формирования нового мифа в эпоху романтизма. Используется термин Р. Барта "le cadavre est vivant". Именно этот термин – «говорящий мертвец» – используется в статье при рассмотрении фигуры Гавроша. С применением историко-сопоставительного метода анализируется путь возникновения в литературе XIX века и творчестве В. Гюго персонажей, воплощающих в себе проблему трагических судеб детей. Делается вывод, что именно аффект и метод конструирования персонажа с «отсроченной смертью» способствует сосредоточению внимания читателей на детских персонажах со сложной судьбой.

Ключевые слова: Ролан Барт, Виктор Гюго, новый миф, романтизм, «Отверженные», Гаврош, образы детей в литературе.

Modern literature's theory is going through the time of active development and rapid changes. Techniques of text analysis are being improved, which helps to see the creative will of the author in the arrangement of characters, the composition of the plot, the rhetoric of images, etc. Literary critics of the XXth – early XXIst centuries discover and name phenomena, that have not previously been given special attention in the text. So, the French philosopher and structuralist R. Barthes in “Mythologies” names the motive – exactly, the myth of “le cadavre est vivant” [1, p. 680] among the various symptoms of the text transmutation. K. Peters in the article “In the Abyss of Affect” (our translation, A. T.) writes that Bart “actualizes” this myth, connecting it with everything that continues to live even after death [2, p. 81]. She begins to speak about the depth of the text, as well as about the world of the literary work. The author only shows the universe he created, without entering into contact with the reader. Focusing on his own problems and heroes, he tends to solipsism. Instead of him, fictional images enter into a conversation with society through affect. Barthes calls this dialogue a “delayed death” [2, p. 82].

In this work, we rely on the metaphorical term of Roland Barthes, borrow it from a collection of articles called “Mythologies” (1957) [1, p. 691] and transform it. This definition in our variation implies the image of a character that the author initially introduces into his work in order to mortify, necessarily adding a dramatic lead-up to his death. The character becomes a myth, extols some significant idea. With the help of the affect, he attracts the reader's attention and makes him sympathize his fate.

First of all, we turn to Victor Hugo's novel “Les Misérables” (1862) [3, p. 1248]. Our choice is particularly noteworthy due to V. Hugo was at the origins of the renewal of literature, he was one of the first to change rhetoric of images and the entire text, long before the transformations that R. Barth mentions in his studies. We put forward the following thesis: Gavroche Thenardier is a vivid example of a new myth, a new allegory. He embodies the image of a destitute child, a child in new revolutionary circumstances. Gavroche is a “talking dead” before and after his death. Hugo creates him in order to turn the moment of his character’s death into the culmination of his existence. On the one hand, Gavroche, during his lifetime, can also be associated with an ancient, classical myth. For example, with Christ, who is ready to sacrifice himself for the sake of other people without regrets, to help anyone, to give the last thing he has. He can also be compared to the characters of ancient mythology. For example, with Hyacinth or another character of metamorphosis, who, dying, is reborn in a different or his own guise [4, p. 457]. What separates Gavroche from the mentioned Hyacinth is that he does not die by chance. This is a break from a canonical death to the idea of self-sacrifice. However, in general, Gavroche could not know for sure what awaited him when he went to the barricades. This creates an effect of unpredictability. Hugo himself also combined Christian and pagan mythologies in his works, so we have the opportunity to draw the parallels with each of them. On the other hand, having died, Gavroche becomes a “talking dead”, generates a new myth and allegory of a child-sufferer, -angel, -savior and at the same time many children like him in literature. He is not stopped to be talked and written about constantly, he leaves a mark both in the novel and in culture generally. It becomes a fundamental link in the chain of reflections and analyzes of the problem of the tragic fate of a child, the following generations return to the image of Gavroche permanently, similar characters appear in literature. Children-heroes appear in the works of C. Dickens, J. Sand, A. Rimbaud, E. Zola, G. de Maupassant, F. M. Dostoevsky, L. N. Tolstoy, etc.

Indeed, the term we are considering is non-unique, because analyzing it, the following question arises: is it possible to use myth in synthesis with phobic associations, connected with a death or a murder? After all, the myth itself is eternal, it cannot die. A person of the postmodern period wants to accept such a phenomenon as “the talking dead” in culture, but metamodernism is already coming, in which there are tendencies towards revival and a desire to exist in the totality of history. History for them becomes an endless life. New myths may appear in each generation, but they also become eternal in their foundation on the previous experience and cultural heritage. However, it is also important to note that until the XIXth century, only well-known and familiar images could get into literature, later the author’s fantasy enters into the formation of myths, but his mind also relies on historical cultural heritage, therefore, echoes of something old are in their works.

In order to reveal the stated thesis in more detail, we will try to trace the chronology of the emergence in the literary process and in Hugo's works of an innovative myth, associated with the tragic fate of children. It is necessary to pay attention to the fact that earlier the theme of the destitute child was not represented in literature. It was only with the occurrence of romanticism, a movement, strongly connected with the concept of affect, that writers began to show life in its most disturbing contrasts. Victor Hugo, being one of the most significant figures of that period, believed that it is necessary to draw the beauty next to the ugliness, greatness next to the disgrace, light next to the shadow. In order for the reader to know everything in comparison. Finding a child in the middle of hostilities, in its turn, is also somewhat of an oxymoron.

In the XIXth century, writers began to worry about the fate of children especially. The emphasis, which was previously directed only to the genre of gentle fairy tales, is shifting towards plots that demonstrate the urgent issues of childhood. Oscar Wilde's letters from prison, in which he called to the attention to the unfair treatment to the children in prisons, are of particular importance [5, p. 288]. He sent them to various organizations, helping to resolve the problem.

Once in his early youth, Hugo said that he wanted to be “Chateaubriand or nobody” [6]. The work of François-René de Chateaubriand greatly influenced the development of the author: Victor Hugo decided that his life should correspond to the life of his predecessor. So, both writers had a significant impact on the development of romanticism, took part in the political life of the country, were deported, etc. It is important to note that in the novel “René, ou les effets de la passion” (1802) [7, p. 55] the image of a young sufferer, similar to Goethe's Werther, appears for the first time in

French literature. This can be called another premise for the appearance of an unfortunate child's figure in the works of Hugo.

V. Hugo promotes humanistic ideas, praises the idea of common brotherhood, writes about the people and for the people. Being a political and social figure, he is deeply aware of the problems of different layers of society. Hugo not only introduces them into his works, but also contributes to their resolution by actions. For example, since 1861, poor children, who were given a hearty meal at Hauteville House, were brought to him by their mothers weekly [8, p. 95-96]. First there were eight children, then fifteen, then twenty-two, and finally forty. At Christmas, a holiday with the distribution of toys, clothes and treats was arranged [9, p. 469]. Later, the custom of giving poor children a weekly hearty meal spread and even penetrated into England. It is notable that other contemporary writers were also engaged into similar activities. For example, J. Sand and L. Tolstoy opened schools for peasant children.

In the novel "Les Miserables" we observe the apogee of the demonstration of suffering and abused humanity. The talent of Victor Hugo in this work reaches its highest level of development, the author puts a highly reasonable and passionate love for the people, inexhaustible kindness, deep knowledge in the defense of the unfortunate. In other words, he gives all his soul. A novel of such social grandiosity was supposed to give a birth to a new mythology. Hugo believed that this book could influence the society. It is here Gavroche, the embodiment of poor Parisian street boys, and Cosette, a martyr exploited in childhood by adults, appear. Esmeralda ("Notre-Dame de Paris", 1831 [10, p. 640]) and the character from the poem "Memory Of The Night Of The 4th" ("Souvenir de la nuit du 4") ("Retribution" ("Les Châtiments", 1853), namely the deceased child from a poor family: "The child had been shot twice in the head" ("L'enfant avait reçu deux balles dans la tête") [11, p. 99], can be called the forerunners of their appearance.

To sum up, we can say that Hugo is one of the first writers to draw the images of suffering children, whose fates began to worry the society of the XIXth century especially strongly and penetrate into art. To some extent, the writers of that period influenced the adoption of the Declaration of the Rights of the Child, which began to take shape as early as 1919. Hugo, also, managed to connect Gavroche, as a new social issue, with the whole long history of humanity and culture, through allusions to images of pagan and Christian mythologies, as well as through the inevitable connection with new literary characters, both the past and the future. Even before Barthes, he begins to use the ancient myth, associated with something new. V. Hugo creates the image of a "talking dead", which inevitably moves towards its ideologically necessary death throughout its existence.

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УДК 7.04

ART OBJECT-TRADITIONS AND MODERNITY

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Annotation. The author analyzes the influence of the Russian avant-garde on the work of Vitebsk contemporary artists. The art object has become the most radical direction in art, reflecting the industrial era of the twentieth century. Having arisen in line with the formative ideas of constructivism and suprematism, the art object received its further development in world practice in the 60-70s of the twentieth century. Continuing the traditions of the Russian avant-garde and relying on modern Western trends, the artists of Vitebsk have created their own original concept of the formation of spatial objects.

Keywords: art object, suprematism and constructivism, world avant-garde, continuity of styles, Vitebsk artists.

АРТ-ОБЪЕКТ – ТРАДИЦИИ И СОВРЕМЕННОСТЬ

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Аннотация. В статье анализируется влияние русского авангарда на творчество современных художников Витебска. Арт-объект стал наиболее радикальным направлением в искусстве, отражающим индустриальную эпоху XX века. Возникнув в русле формообразующих идей конструктивизма и супрематизма, арт-объект получил свое дальнейшее развитие в мировой практике в 60-70-х годах XX столетия. Художники Витебска, работая в русле современных художественных течений, создали свою оригинальную концепцию формирования пространственных объектов, продолжая традиции русского авангарда начала XX века.

Ключевые слова: арт-объект, супрематизм и конструктивизм, мировой авангард, преемственность стилей, витебские художники.

An art object is the construction of a form

The twentieth century has made its own adjustments to the life and way of life of people, science has transformed the world, opened new horizons of knowledge, the world of technology and new technologies have burst into human life. The artists who came out in the process of experiments with form into the subject world drew attention to the artistic potencies of technology and talked about the priority of form education issues and the problem of invention in artistic creativity. In the art of the early twentieth century, the following became relevant: functionalism – function became an important

Figure 1. A. Rodchenko “Mobili”

component; constructiveness of the construction of objects, forms, spaces, conciseness in the choice of material, shapes, colors. The history of the emergence of art objects is associated with the appearance of abstract art, the names of K. Malevich, V. Tatlin, A. Rodchenko, M. Duchamp, L. Lisitsky, the Stenberg brothers, K. Kobro. These artists are characterized by the creation of an original language of art, a fundamentally different artistic thinking. Art has become global, expanding its borders, increasingly intersecting with the surrounding world, in line with new concepts of shaping, such as constructivism, suprematism, neoplasticism. “It turned out that the radical style-forming processes in the first third of the twentieth century occurred in an environment of a sharp increase in scientific and technological progress and a wide spread of rational and logical methods of shaping in all types of creative activity” [1, p. 51].

V. Tatlin (1885-1954) played a decisive role in the development of the constructivist trend. After returning from Paris in 1913, the artist began to engage in non-objective plastic. In May 1914, he opened the doors of his workshop to the general public. In the poster for the exhibition it was written – “synthesis–static composition”. His reliefs were completed with the help of pure geometric forms, which testifies to the creation of its own unique language in art. The artist called the first reliefs “picturesque” and they were located on the vertical plane of the wall. Three-dimensional three-dimensional elements – triangles, cones – seemed to be pushed into real space, perhaps hence their name “counter-reliefs”. In 1915, the “picturesque” reliefs were replaced by “angular” reliefs, which were presented at the “last futuristic exhibition 0, 10”. In 1919-1920, on behalf of the People's Commissariat of Education, V. Tatlin built an impressive design for the “Monument to the III International”. The spiral frame of the structure and the kinetic structure of rotation of the internal volumes (cube, cone, cylinder) struck with its audacity. The geometric perfection of the project “makes us recall with what persistence Malevich brought to the fore <...> the universal and all-encompassing role of the primary elements – the square and the cube – insisting on infinite formal possibilities” [2, p. 116].

A. Rodchenko (1891-1956) – one of the founders of constructivism, in addition to painting and graphics, was also engaged in spatial structures. These include the cycle of works “Folding and disassembling” (1918), consisting of flat cardboard elements, “Planes reflecting light” (1920-1921) – freely hanging mobiles of concentric shapes cut out of plywood (circle, square, ellipse, triangle and hexagon), which moved without mechanical force. The third cycle was created “According to the principle of identical forms” (1920-1921) – spatial structures made of standard wooden bars connected according to the combinatorial principle. Rodchenko, like many artists of that time, was looking for some simplicity and tried to split the basics into the smallest units, which he then redesigned, recreated in a completely new aesthetic category. He considered the problems of pointlessness from the point of view of the movement of planes, the intersection of elements of various configurations – circles, rectangles, longitudinal planes (F.1). In his suspended constructions, A. Rodchenko tried to solve one of the most difficult issues – this is the problem of the relationship between the category of pointlessness and real space.

A special place in the list of innovators of the twentieth century belongs to K. Malevich, the founder of suprematism. In the mid – 1920 s, K. Malevich created his famous architectons and planites, which marked a new step in the process of “coming out” of suprematism in architecture. These were real three-dimensional compositions in real space, original sketch models of experimental architectural compositions (“architecture as a problem”), in which parallelepipeds of various shapes and sizes (horizontal and vertical) adjoin or, as it were, cut into each other at right angles. The artist defined his plastic models-architectons – as architectural formulas according to which architectural structures can be given shape. The clear geometric shapes of Malevich's suprematist compositions and architectons played the role of peculiar crystals thrown into a permeated solution. Their influence affected the creative search of the Golden group “De Style”, and the artistic principles of the German Bauhaus, and the works of many Soviet architects (N. Ladovsky, I. Leonidov, K. Melnikov, L. Lisitsky, M. Ginzburg, A. Nikolsky, L. Hidekel).

In the early 1960 s, minimalism emerged in the USA, the basis for which was constructivism, suprematism and formal art of the beginning of the century. Among the most famous minimalists were K. Andre, M. Bochner, R. Morris, D. Judd and T. Smith. They were united by the desire to fit the artifact into the environment, to beat the natural texture of the material. Rejecting classical creative techniques and traditional artistic materials, minimalists used industrial and natural materials of simple geometric shapes and neutral colors, small volumes, and used serial, conveyor methods of industrial production. The originality and innovative approach in the development of modern trends in the art of an art object also belongs to German artists of the 60 s-70 s. These are G. Yukker, J. Boyce, R. Geiger, the group “Zero”. The band members were looking for a new, bright world after the tragedy of the Second World War. In contrast to classical painting and sculpture, the artists took pure light and movement as a new zero point of reference. They embodied their ideals in kinetic light works: disks, balls, light space.

An art object in the works of modern Vitebsk artists

In the 80 s of the twentieth century, a wave of postmodern art trends touched the city of Vitebsk. On the one hand, the creative heritage of the avant-garde of the 1920 s became the basis for the formation of a new vision of art. On the other hand, perestroika swept away all barriers and exhibitions of contemporary artists from Germany, and

Figure 2. A. Maley “Metaphysical construction”

America began to be actively held in the post-Soviet space, whose work opened the way for experiments with form, material and space. The younger generation of artists was influenced by the creative ideas of constructivism, suprematism, concrete art and minimalism**.** Among them are A. Dosuzhev, A. Slepov, T. Makletsova, G. Faley, A. Faley, N. Abramovich, N. Goncharova, M. Sidin, A. Maley, V. Vasiliev, K. Demchev and G. Vasilyeva.

So being an adherent of K. Malevich's creativity, Alexander Maley created his theory, justifying it practically with a series of works called “Feedback”: “Suprematism with three balls” (1991), “Crimson Object” (1993). The artist writes about his project: “Feedback” is a double the space based on the three-dimensional and transcendent consciousness of man, the cubo-square is his aesthetic expression. Cubo-square space is constructed in the human mind as a virtual action, splitting the space into two aesthetic events (cube and square), and bonded into a single structure by consciousness” [3, p.41]. The main artistic means of expressing such spatial thinking for the artist are objects, installations in which the artist connects the plane and three-dimensional objects. In the mid-2000s, the artist creates picturesque objects made of plywood. A. Maley connects geometric shapes of different colors in space at a distance from each other using anchors. As a result, a kind of picturesque relief was obtained, which, being on the white wall of the exhibition hall, included it in spatial perception (F.2). Thus, it can be said that A. Maley transformed the ideas of K. Malevich's suprematism, catching and fixing the pulse of modernity.

Alexander Slepov, the author of the project “Figurative Suprematism”, relies on the work of D. Yakerson in his formal search. The artist creates sculptural objects by means of geometric volumes, transforming the human figure into abstract forms using plastic. “The idea of “figurative suprematism” is to reassemble an image from the elements of pointlessness, which would push the viewer to specific reflections set by the artist” – this is how A. Slepov presents his concept. On the white surface of the sculpture, he applies geometric elements of suprematism – a triangle, a square, a cross, emphasizing the iconic basis of creativity. One of his works is called “Holding the Fire” (2010) – this is Prometheus, giving the warmth of his heart to people. The heart is depicted in the form of a cube divided diagonally into two parts, which surprisingly echoes the first sketch of K. Malevich's square for the opera “Victory over the Sun”. The sculpture consists of geometric elements that, echoing in the rhythm of the dance, create a dynamic figure full of color and plastic contrasts.

One of the guides for Vasily Vasiliev was the work of G. Yukker and the group “Zero”. Unconventional material (ropes, sand, nails, plastic, fabric, ashes, moving objects), philosophical concept, new formative concepts – all this had an indelible influence on his creative approach. In 1994, V. Vasiliev held an author's action called “Project Z”, in five exhibition halls of Vitebsk. In each hall there was a separate concept that formulated the movement from painting – to the subject – object, and further – to minimal art and conceptualism. The project presented works completed over the past 7 years, since 1986, as well as the first objects and abstract paintings in the spirit of minimalism. In the artist's work, a significant place belongs to the theme “Plastic standard”. The standard, as you know, is a role model, measurement, application, i.e. it has the possibility of practical use. The artist's reflections on the topic of heredity, the experience of genetic memory formed the basis of a series of works entitled “The Ways of Blood”. The epigraph to this series can serve as the words of M. Bulgakov “blood issues are the most difficult issues in the world”. This is the unconscious destiny of a person, closely connected with fate, karma (a series of works: “Chariot”, “Ladder”, “Pendulums”). Galina Vasilyeva often creates art objects during promotions, performances not only in exhibition halls, but also in the landscape. The first art object in the landscape was created by the artist during the second international plein air “Malevich. Unovis. Modernity” (1996). In the former estate of the Tsekhanovetsky artists were provided with a unique park of the 18th century. On one of the terraces was placed an “Orange square” of 9 stones and a little further on an “Orange line” lined with stones along a lime alley, the trees of which were curved in the form of an arch. A special place in the author's work is given to the theme of the sun, the play of shadows, and the sundial. So, in 1996, on September 19, the action “Sundial” was held on the banks of the river Zap. Dvina in Vitebsk. The action began at 9:00, under the clock at the Town Hall. The sun shone on the pillar and its shadow fell into the water, the first stone was laid there, and wrapped in a golden film. Every hour of that day was marked with a stone, the place of which was marked by the shadow of the pillar. 10, 11, 12, 13, time passed quietly and imperceptibly, the shadow went its usual way on the ground. “By 12 o'clock, the pillar was completely wrapped in a golden film and its radiance was dazzling. At 18-30, the sunbeam disappeared behind the clouds, the daylight was ending” [4, c.40]. The final touch of the painting created in the landscape of the city were the “Golden” stones in the Vitba River.

Figure 3. G. Vasilyeva Sundial

In 2001, G. Vasilyeva created another art object in the landscape, which used sunlight – “Mittag” or “12” (Verentzhain, Germany). Noon symbolizes the peak of the solar disk in the sky, the flowering of life and culture. The object consisted of 12 two-meter pillars, painted in gold paint, located at a distance of 20 centimeters from each other, in the South-North direction. At noon, the shadow of the pillars forms a single line, which was emphasized by the white marble chips between the rows, and the golden vertical of the pillars takes the viewer into the blue sky to the sun.

The active inclusion of sunlight in the creation of the object can be seen in the work “Sundial” (2009), created in Rheinburg-Luccum (Germany). The object was a red square, on which a silver-colored tree section was placed (F.3). The shadow falling from a small triangular ledge showed the time.

Conclusions

With the development of the industrial era at the beginning of the twentieth century, the picture of the world has changed, the perception of this world by man has changed. Since 1910, dramatic changes have also taken place in the history of the world practice of art. Many artists have reached a new level of reproduction of – non-objective creativity. Art has ceased to be an illustration of anything, it has become an independent object. New style-forming concepts have emerged – constructivism, suprematism, neoplasticism. With the departure from the transmission of reality, reliefs and spatial structures have replaced traditional types of art – paintings and sculptures.

The convergence of scientific, technical and artistic creativity was most clearly reflected in such a direction of art as an art object. The history of the emergence of art objects is associated with the names of K. Malevich (architectons), V. Tatlin (counter-reliefs), A. Rodchenko (mobiles), M. Duchamp (ready-made), L. Lisitsky (prouns) and many other avant-garde artists. These artists are characterized by the creation of a new language of art, a fundamentally new kind of artistic thinking. Initially, these artists stood on a common position – they proceeded from a new vision of the world, turning to the formal language of art.

In the early 60s of the twentieth century, with the emergence of the post-industrial era, the creative experiments of the avant-garde of the 1920s received their further development. Such trends in art as minimalism, geometric abstraction, concrete art, installation, performance, art object have become relevant.

In the 90s, perestroika opened the way to a new worldview, to new trends in art in the post-Soviet space, in particular in Belarus. A constructive direction has emerged in Vitebsk, which is closely connected with the names of such artists as A. Maley, V. Vasiliev, A. Slepov, G. Faley, G. Vasilyeva. The Vitebsk School of Contemporary Art is a special direction in the national art of Belarus, which is characterized by both continuity of the formative traditions of the avant-garde, and an individual path of development within the framework of modern trends in art. Numerous projects by A. Maley, V. Vasiliev, G. Vasilyeva, A. Slepov demonstrate the uniqueness of the development of art in Vitebsk, which reflected the personal commitment of artists to the search for new forms in the art of the twentieth century. In their work, the artists turned to art objects, in the creation of which objects and materials of industrial production were widely used.

Art objects transformed the exhibition projects of contemporary art, capturing not only the exhibition space of museums and contemporary art centers, but also becoming part of the urban environment and rural landscapes.

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УДК 811.24.32

INFLUENCE OF SOCIETY ON THE FORMATION OF CULTURAL IDENTITY

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Abstract. The article considers the humanistic values of the traditions of the Siberian Cossacks. The main purpose of the publication is to describe the traditions of the Cossacks on the basis of the examined documents and the data of the empirical studies.

Keywords: education, traditions, social norms of the Siberian Cossacks' life activities.

ВЛИЯНИЕ СОЦИУМА НА ФОРМИРОВАНИЕ КУЛЬТУРНОЙ ИДЕНТИЧНОСТИ

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Аннотация. В статье рассматриваются гуманистические ценности традиций сибирского казачества. Основной целью публикации является описать традиции казачества на основе изученных документов и данных эмпирических исследований.

Ключевые слова: воспитание, традиции, общественные нормы жизнедеятельности сибирского казачества.

Cossacks are a military estate in the pre-revolutionary Russia of the XVIII early XX centuries. In the XIV-XVII centuries they were independent people, free of taxes, who worked for hire, mostly in various fisheries, as well as persons who bore a military service on the outskirts of the country, and the so-called free Cossacks. The service Cossacks were divided into police (regimental) Cossacks and stanitsa (sentry) Cossacks and were used to protect towns and sentry posts respectively, for what they received the land on terms of local ownership and salaries from the government. As a social group the Cossacks were close to the Streltsy, gunners, etc. In the XVIII-XIX centuries, the most part of them was transferred in the poll-tax paying estate and entered the smallholders' group. The other part joined the composition of the Cossack armies (Siberia, Orenburg, etc.).

In the time of the Altai province’s formation on June 17, 1917, it consisted of Barnaul, Biysk, Zmeiinogorsk, Kamensk and Slavgorod districts (uyezdy). Biysk line was within the Biysk and Zmeiinogorsky districts.

In the composition of the Biysk district (uyezd) the following stanitsas (villages): Tcharyshskaya, Antonievskaya, Moralievskaya, Nickolayevskaya, Sliudenskaya, Terskaya; the settlements-Smolensky, Sosnovsky, Tigiretsky, Tulatinsky, Yarovskoy were included. The Zmeiinogorsky district (uyezd) included the following stanitsa (village): Verkh-Aleiskaya; the settlements-Andreievsky, Beloretsky, Bobrovsky, Verkh-Ubinsky, Kliuchevsky, Platovsky, Sekisovsky.

On August 4, 1920 the Siberian revolutionary committee issued the decree of adding a number of volosts of the Zmeinogorsky district of the Altai province to the Semipalatinsk province, with the result that the stanitsas Platovskaya, Verkh-Ubinskaya, Sekisovskaya and Bobrovskaya turned out to be outside the limits of the Altai province.

Chronological frameworks of the research paper cover the period of 1917-1920. That was the time during which there was a process of liquidation of the Cossacks as a privileged military estate and a special group of the Russian population. This process was initiated with the October revolution and the decree from November, 10th, 1917 “About the abolition of estates and civil ranks”. The Cossack estate had been finally eliminated after termination of the Civil war with the decree from March, 25th, 1920 “About the construction of the Soviet power in the Cossack areas”. Without denying the statements of some modern historians that the Civil war proceeded up to 1921-1922, we consider that, in fact, the Civil war for the Cossacks of the Biysk line came to an end late 1919 early 1920. By that time the Cossack villages had been occupied by the partisans all over, they had been also deprived of territorial and administrative independence and had been included in the composition of country volosts.

In the opinion of V.V. Isaiev, the revolution and the Civil war’s events had a devastating effect on the Cossacks of the Biysk line [1, p. 179]. Under the influence of internal and external circumstances the Cossacks were facing a difficult political choice. On the one hand, they could not support the Soviet power, which was affecting their class and property interests unequivocally. On the other hand, they were unable to act against the people, and engage in a civil war.

The first decrees of the Soviet government were aimed at splitting the Cossacks. The Bolsheviks who came to power, were doing their main stake on the so-called labour Cossacks – mostly on the poor Cossacks and the front-line soldiers.

On the Biysk line these social groups could not become a strong pillar for the new government. The poor Cossacks were not numerous here but the front-line soldiers, representing the average and well-to-do layers of the Cossacks, when returned home, distanced themselves from politics, plunging in the family and domestic life.

The active influence on the Biysk line started only in April-May 1918. The Soviet power became firmly and completely strengthened in Biysk by that time. And in Omsk the Soviet Military Cossack Department developed violent activities on advancing the Soviet ideas into the Cossack stanitsas of the Siberian army. The changes occurred made the movement of the labour Cossacks more active.

On the line of Biysk it (movement) was represented by the front-line soldiers, the Cossack youth, the poor and what was mostly interesting some of the “old men”, who were traditionally considered to be the most conservative part of the Cossacks. The labour Cossacks were pursuing a policy of Cossacks’ oppression, trying to deprive the Cossack estate of the privileges which it enjoyed in comparison with the peasant population. The labour Cossacks couldn’t manage to achieve serious successes and to get a numerous army of their supporters. Many Cossacks were frightened by the prospect of egalitarian redistribution of land with the peasants. Cossacks, connected by a military organization, discipline, and many other attributes of the Cossack life, didn’t yield to campaigning. The Civil war became a serious trial for the Cossacks. The political choice was to be done, which was not easy for the main part of the Cossacks. With the termination of the Civil war the Cossacks had the opportunity to return to peaceful life. The settlements and villages (stanitsas) of the Biysk line, divided between districts (uyezdy) and volosts, deprived of their former independence, began to lose gradually its character [2, p. 220].

At the present time the fate of the Cossacks both in Altai and in the whole Russia to a large extent is not determined. In the places of the historical settlement of the Cossacks the various organizations, putting before themselves the purpose – to revive the Cossacks in Russia began to arise. Out of the numerous Cossack communities, including Altai, the Union of Siberian Cossacks under the leadership of ataman S.N.Smoliakov was established in Siberia by 1990. The representative of Altai colonel Belozertsev Yu. A. has become ataman of the Siberian Cossack Troops since 1993. Ostanin A.V. was ataman of the third Military (Altai) Department of the Siberian Cossack Army. In 1993 the Structure of the Altai department was as follows. The management Board of the Altai division – the town of Barnaul; the village (stanitsa) of Novoaltaiskaya; the village (stanitsa) of Tcharyshskaya; the village of Ust’-Kalmanka, Bikatunskaya Cossack line, stanitsa Antonievka, stanitsa Altaiskaya, stanitsa Barnaulskaya, stanitsa Vernaya, the Bolshaya Alma-Ata village (stanitsa) of a separate Siberian sotnia (Cossack squadron). The list of settlements in its overwhelming majority is conditional, since it is predetermined to a large extent by the historical tradition. The role of the Cossacks in a modern life has become to be conceived as a combination of the old traditions, the way of life – including the economic one – with regard to life realities. The Altai Cossacks are seeking to recreate their economic lifestyle on the basis of the traditional community Cossack land use, and they borrow the farming methods of economic management.

The information containing in the examined documents and the data of the empirical studies indicate that the main socially significant signs of the modern Cossacks, should include: the specific character of traditions, self-consciousness, means and ways of life activities, social status and social role, social organization, social culture; social functions. A fundamentally important feature is the degree of preservation of the Cossack traditions.

When a little Cossack reached one year old, he was led to the first communion. The whole process of development of the Cossack was built in a spiral. Each coil in it is a closed cycle, and it took a certain age period. The next round began with the same, but at a new qualitative level. Each level included physical, intellectual and moral (spiritual) development. A little Cossack under 7-8 lived in the woman's half of the kuren (garrison). At this moment the upbringing went out both of the female part of the family and the male's. Generally it was based on a vizualization. And the main thing here was a personal example of the seniors and the immersion of "the kid" in the appropriate environment. There is father's or grandfather's saber on the kuren's wall. The stripes on the trousers are a symbol of the Cossack, the saber is our Cossack weapons and the symbol of the Cossack's will, the horse is a friend and comrade of the Cossack, the crosses and medals on his grandfather's, father's, uncle's, chest are the decorations for the part and exploits in the military companies.

For the night the "kids" were told fairy tales how the Cossacks won the witches and utter monsters, and how they came from one or another situation with honor, they were sung songs about the glory of the Cossacks, past campaigns, battles and heroes. The men watched how a little Cossack was being formed. Games had been established for centuries, and they were certainly aimed at the development of little Cossacks. Practically all of them were under the supervision of the stanitsa (farmstead) old men, who were strictly following the behavior of each Cossack. And in that case, if someone behaved unworthily, the old people enthusiastically taught and corrected the negligent. Physical development was mainly at the age of 8 (in some families from 7 years old) and up to 12 years. Since 8 the Cossack was removed into the male half of the kuren. At that time a ceremony in the hole was held again. Since the same time a little Cossack learned to handle with a whip (a subject that is very symbolic for the Cossacks and very ancient). It is connected with the legend about Yegory the Brave and with some more ancient legends about the dragon fighters. Since the same time a little Cossack was started to be invited for a "conversation". The main point in the upbringing of the Cossacks in that period was the following: to teach him how to cope with his own fear in any of its manifestations. And, observing the reaction of the Cossack, the elder people said: "Don't fear, the Cossack isn't afraid of anything!", "Be patient, Cossack, you'll be ataman!" At the age of 12 the process of physical training was mainly completed. A little Cossack was trained to combat weapons – a saber (dagger).

The beginning of the Cossack child's entering the Spas (the Cossacks' system of survival) began with his being baptized. The tasks of the Spas (The Savior) became more complicated, but the main direction of the education of a-he or a-she-young Cossack was not physical, but spiritual. The young Cossacks got back to physical development only through the concept of spirituality. There are two basic actions in the Spas, uniting into one thing: a very quick thinking for taking the only right decision; a quick action for making the decision that sometimes is not even noticeable for the enemy. When reaching the second and the third levels of the Savior the young Cossack is being taught to develop intuition. A deferential, respectful attitude to the old age was brought up since childhood. The domestic people watched strictly how the children behaved themselves when meeting the adults. The strict educational requirements in relation to the seniors pursued the purpose: to cultivate respect in the Cossack youth to the elder people: to their father and mother since childhood, to be thankful for their efforts and cares about the education of their rising generation. The status of the elderly was maintained even then, when the old people remained all alone without children for various reasons. In the villages (stanitsas) such elder people were supported with the means from the military funds, and people took it as a rule to bring or treat products to a week lonely old man or woman.

The tradition of partnership was one of the main educational ideas throughout the Cossack history. Its practical value has increased at the beginning of the XX century, when the Cossacks entered a series of wars and emigrations. In many respects thanks to their brotherhood and partnership the Cossacks were able to adapt quickly to the conditions of emigration.

Religion is the Cossacks' important factor in the formation of a human spirituality. The Cossacks' world-view was based on the orthodox canons. The first words of the combat motto were "For the faith...". The Cossack gave his whole life to serving the Faith with all his heart and soul. But if in the beginning of his life it was an active energetic form with the weapon in his hands, then later, if he managed to survive to the old age and not to die on the field of battle, he dedicated himself to a truly spiritual service.

We have reflected only a small part of cultural traditions. The Cossack education was carried out on the basis of humanistic principles and methods and was based on the economic structure, household traditions, social norms of life, allowing them to support and safeguard the firmness and vitality of the Cossacks. The Cossacks are the custodian of the highest values both spiritual and moral [3, p. 28].

In the process of studying the origins of the Siberian Cossacks' culture, the Military-Patriotic Centre of the Cossack Cadets for Revival, Preservation and Augmentation of the Cossacks' traditions of the town of Biysk (historical past of the town is connected with the Cossacks) was created on the basis of Regional Budgetary State Educational Institution of Primary Professional Education. The further aims of the Center are the military-patriotic education of youth, increasing the prestige of military service, forming motivation to serving in law enforcement bodies. The activities of the centre of the Cossacks are organized in the form of a traditional Cossack stanitsa management board, a democratic interaction. That is the novelty of the pedagogical approach.

The Center of the Cossack cadets sees its prospects in expanding the boundaries of the project, in the establishment of branches; the recruitment of the town Cossack community by the Cossacks cadets; the establishment of a resource centre on the basis of an experimental platform in a military-patriotic education; the establishment of a town coordinating center (the organization of a military-field training with the participation of the town military units; preparation and participation in all-Russian, regional fairs, festivals; monitoring, generalization and promulgation of the experience; the establishment of relations with the Cossacks and the cadets' organizations of the Russsian Federation.

The Military-Patriotic Center of the Cossack cadets has established extensive social communications for ten years that is the striking evidence of its openness and dynamic progress.

During this period of time the pupils and teachers of the Center of the Cossack cadets have become the organizers and participants of various activities: town, regional, inter-regional festivals, exhibitions, fairs, round tables, conferences.

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УДК 7.07

THE GENIUS OF VICTORIA VINCENT

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Abstract. This article offers a detailed analysis of a wide range of animation techniques used by Victoria Vincent, and demonstrates examples of their use.
Keywords: 2D animation, stylistic devices, visual research.

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Аннотация. В статье предлагается подробный анализ широкого спектра анимационных приемов, используемых Викторией Винсент, и демонстрируются примеры их использования.
Ключевые слова: 2D-анимация, стилистические приемы, визуальное исследование.

Victoria Vincent is an artist and animator based in Los Angeles, California. She began her video-making career as a kid, recording and editing videos for an online video game RuneScape [1]. She graduated from CalArts – the California Institute of the Arts – and now makes short cartoons ranging from under a minute to ten minutes in length, which she uploads to her YouTube channel under the nickname vewn [2]. Despite the fact that her channel only has 15 videos, they have gathered over 51 million views and over 1.1 million subscribers. In the autumn of 2021 Victoria was announced to be working as a writer and an executive producer on a new project at 21st Century Fox called "Dirt Girls" [3].

Victoria has a very distinctive artistic style, which has become her signature in her animations and artwork. Let's explore what makes her art style so unique.

The first thing that immediately grabs the viewer's attention is the use of perspective. Victoria almost always exaggerates the perspective in her works (in both animations and still drawings). It induces a sense of space being warped around the characters and it being unsteady and unreliable (just like her characters). However crooked the perspective might seem, it is still a correct one. If we draw a perspective guideline and warp it just right, we can see that all of the lines lead to certain vanishing points (Fig. 1). Vewn has gone on a long artistic journey [4] and can bend the perspective however she pleases because she understands three-dimensional space really well.

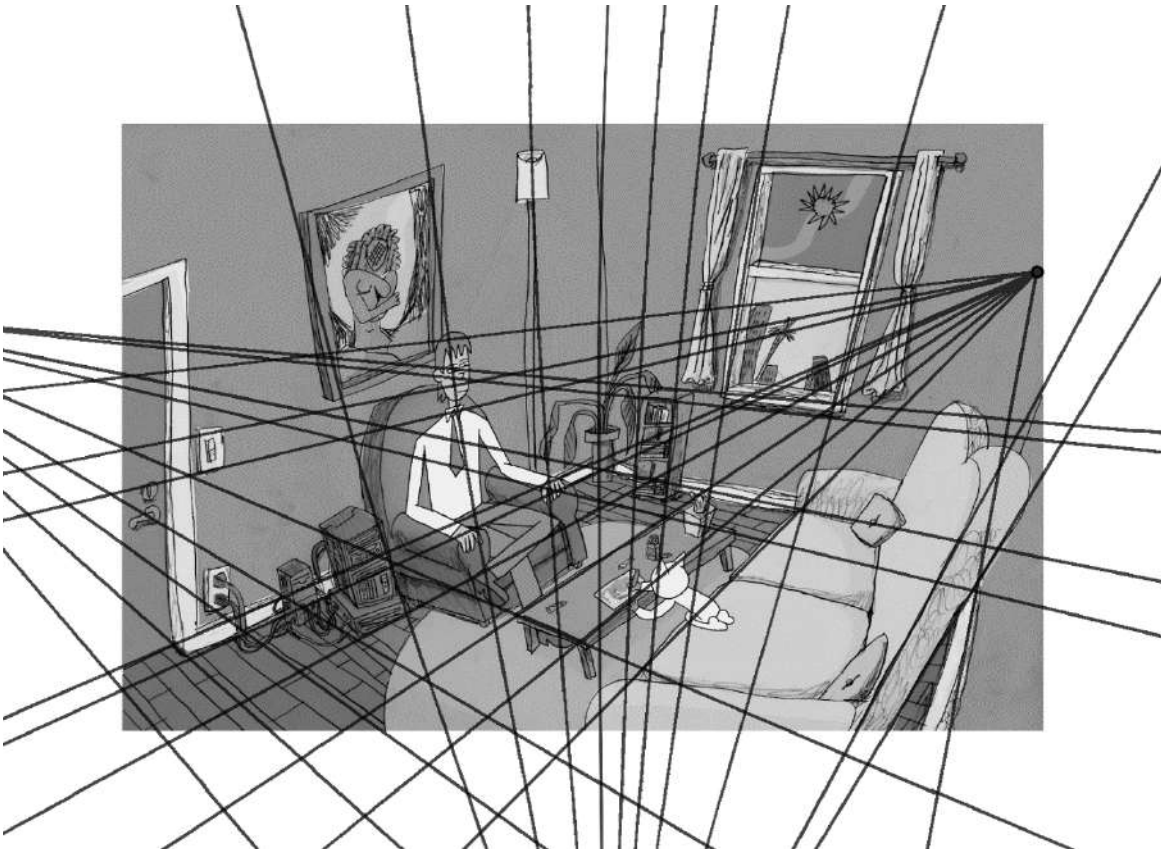

Figure 1. An example of the use of three-point perspective

The other trick she uses to add dimension and depth to her drawings are pure-black shadow accents.

The exaggerated perspective leads to an exaggerated anatomy. As stated earlier, vewn has been drawing for a while now, and her artstyle has developed as well. She *can* draw in the typical conveniently-appealing cookie-cutter CalArts style, but she *chooses* not to [5].

The second thing that we notice about vewn's art is its seeming simplicity. Some people might even call her art "bad". A common notion about art is that higher detail means higher quality, therefore lower detail means lower quality. However, this concept only works for still images [6, pp. 6-7]. If we think about this idea in terms of animation, it works the other way around.

In 2D animation, having an overly detailed character model means exponentially more work. 2D Animation is typically 12 frames per second, so we would have to draw the complicated character 12 times just to have 1 second of screen-time. To save money and time, modern professional studios often either use pre-drawn character models (examples: "Gravity Falls"; "Bojack Horseman"), or only animate a character's mouth, trying to cover it up by imitating camera movements (ex.: "Naruto" or "The Irregular at Magic High School").

A simple style is a *necessity* for independent animators like Victoria, because it allows them to save precious production time elsewhere. In her case, she spends it on better animation, adding detail to the world, and trying out new editing tricks and techniques.

The next notable thing about vewn’s art style is her signature “jittering” effect. As stated earlier, 2D-animation is usually 12 frames per second. Victoria Vincent animates on “ones”, which means that there is a drawing made for each frame, and there is never a static frame. It is usually used for “smooth” animation, but that’s not the case for vewn: on the contrary, she actually uses this technique to make her work “jittery”. Every frame of her animation is animated, but she doesn’t animate every frame. By which we mean she uses the same frame twice and then loops them. It’s kind of cheating, but this trick works very well. It gives the character the feeling of being alive without spending inordinate amounts of time animating.

If the animators do animate every frame, even when the character is still, it creates a much different feeling than when it is just a static frame with a moving mouth. The character begins to feel alive: it creates the difference between a “paused” character and a character that is mostly still. We can feel the stillness, but still know that time is passing.

It is also a good way of making the character pop out from the background. And it is further amplified by the use of raw and gritty pencil textures, which add contrast to the digitally-drawn characters.

Victoria casually uses some of the classical animation principles. The simplest example of “squash and stretch” technique is a tennis ball in vewn's “Twins in Paradise”. Animators make objects and characters longer or flatter to emphasize their speed, momentum, weight, mass and flexibility. The extent to which the object squashes and stretches says something about its mass. The more squash and stretch, the softer the object, the less squash and stretch, the stiffer the object [7].

Another canonic animation principle Victoria uses is anticipation. Anticipation is used when a character prepares for an action to give the audience a clue as to what is going to happen next, as well as to make the action appear more realistic. This can happen in many ways.

From anticipation comes the next animation principle called staging. Out of all animation techniques, vewn is most proficient in this one. Staging in animation is a lot like composition in artwork. Animators use motion to guide the viewer's eye and draw attention to what's important within the scene. It is a very broad principle because it covers many areas of animation. It can apply to acting, timing, camera angle and position, and the setting.

When vewn is animating, she is in full control of where the audience is looking. She's essentially saying “look at this, now look here, and now look at this”. This control is achieved through staging. All the elements of the scene work together to *smoothly* move the viewer's eye around the screen.

Another visual tool of emphasis that Victoria uses is called repeat cut. A repeat cut shows the same action, line, or brief exchange more than once in immediate repetition. It often uses different angles and takes [8]. For example, in the tennis court scene in “Twins in Paradise”, we see the tennis ball fly over the net, and then we see it doing the same thing from another angle — it practically traveled a few moments back in time. This very subtle repeat cut was used there for dramatization of the action.

Another interesting aspect of vewn's animation that we'd like to point out is the way she treats light. Sometimes she adds slight gradients in the shadows to create a "hazy" effect around object's edges to imitate the way we perceive light in the dark. She could have just drawn it using straight lines or shapes, but she chooses to disperse it.

A very interesting artistic decision she makes while editing her videos is emulating camera properties and artifacts.

If you set the aperture of a camera just right when shooting or filming, you get a blurred background. Photographers and filmmakers often restrict the focus to limited areas to draw the viewer's attention there, while the backgrounds can become just a wash of color. Not only does it help staging, but it also adds depth to the image.

Another subtle thing we often see in her animations and illustrations is film grain. It's not really film grain – it's an *emulation* of film grain. Film grain appears in film, because it's a physical medium. It's an artifact which appears because of some physical particles that exist in the liquid solution in which the film gets developed. In result they create a slight grainy effect, which will always be there when you're shooting on a physical medium.

However, film grain does not exist in digital filmmaking. It doesn't exist in 2D animation. There's no physical medium to introduce the artifact. So vewn has introduced this artifact artificially. She has added a layer of film grain on top of most of her backgrounds in "Cat City".

We are subconsciously subjected to recognizing the look of film grain from movies. Instinctively we can recognize that it was "filmed" on a physical medium, and we identify it visually more closely with older movies. We see and we know what it does to light and how it represents it.

Another camera artifact that we get to see in Victoria's works is chromatic aberration. Chromatic aberration occurs most frequently in images shot with a wide-angle lens. It's visible as color fringing around high-contrast edges. Typically, it's a red or cyan outline along a subject's edges [9]. In vewn's "Agoraphobia", we can see bands of blue and red running up along the edges of the dog's linework. Just like film grain, it was added intentionally, to add a sense of reality to the highly stylized animation.

These effects and techniques add so much more to the world and story than complicated models ever would. It allows vewn to do what she wants and how she wants.

Victoria likes to reference classical animation masterpieces as well as classical paintings in her works. In "kittykat96" she references the legendary anime "The End of Evangelion". In "Twins in Paradise", she references Artemisia Gentileschi's "Susanna and the Elders".

By keeping her characters simple, vewn allows herself to focus on the aspect of her animations that matters the most: the story and the meaning behind it.

Animation is incredibly powerful and has a variety of different applications. The most popular ones on YouTube are those of memes of comedy. But it's refreshing to see someone like vewn create animations that are *films*.

A lot of films often make the mistake of giving the audience the moral. And it always feels flat. Best films make you figure it out for yourself. Best examples of that in animation are the works of Satoshi Kon – “Perfect Blue” and “Paranoia Agent”. One way to make the audience think is by using abstract metaphors like the weird surreal dream sequences Victoria uses in “Twins in Paradise”. Or by creating two opposite characters and then showing their similarities. It’s one of the biggest advantages of animation over real-life action movies.

Films have always struggled to incorporate technology and the Internet. But there’s something so vividly real about vewn’s abstract animations about our modern experiences with technology. It’s hard to describe it, but you know it when you see it. This smooth incorporation of our modern experiences allows vewn’s work to be consistently refreshing, sometimes heartbreaking and always downright incredible.

People, who at first consider vewn’s art style bad, fail to realize that what’s great about animation are the stories and the artistic techniques behind it. Not the quality of specific models and the amount of drawn details.

Simple art is good for animation because it saves a ton of time. The saved time can then be spent on higher quality animation. High quality animation means the artist can tell the stories they want to in the way they want to. And when artists can tell the stories that they want to, we get *vewn*.

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УДК 37.091.3

HOW TO LINK STUDYING PHYSICS WITH LEARNING ENGLISH?

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Abstract. English plays a significant role in modern science. It turned out that for Russian-speaking students, many designations in physics assume new meanings through the prism of the English language. In this article, we propose an approach to integrating English into the physics course by considering physical formulae based on English vocabulary.

Keywords: physics, English, teaching a physics course, integration of disciplines.

КАК СВЯЗАТЬ ИЗУЧЕНИЕ ФИЗИКИ И АНГЛИЙСКОГО ЯЗЫКА?

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Аннотация. Роль английского языка в науке сложно переоценить. Оказывается, многие обозначения в физике обретают новый смысл через призму английского языка. В данной статье рассматривается способ внедрения английского языка в процесс изучения физики путем рассмотрения физических формул с помощью научной английской лексики.

Ключевые слова: физика, английский язык, преподавание курса физики, интеграция дисциплин.

After the Second World War, the scientific world began to be conquered by Soviet scientists and engineers, thanks to whom, in the 50s and 60s, about a quarter of the world's scientific papers were published in Russian. However, during the Cold War, publications in Russian began to be perceived as political statements, and by the 70s, the spread of Russian-language scientific works had decreased. By the beginning of the 80s, English began to occupy more than 80 % of the world's publications in the field of natural sciences. The final victory was won by English after the wide spread of the Internet. The advantages of studying physics using English are obvious. First of all, it will allow students to read the majority of new and modern scientific articles, such as articles on low-temperature plasma physics [1-3], as statistically more than 90 % of articles are printed primarily in English. Leading scientists' speeches are mostly in English. The number of books and Internet sources on physics topics is significantly larger than in any other language. However, in the Russian education system, physics and English only intersect on a timetable. Applying a new language will let students delve more deeply into the subject and simultaneously raise the level of foreign language proficiency.

Literally every student, especially of a technical university, knows dozens of physical formulae by heart. For each formula, there is also considered to be a definition. For instance, Newton's second law of motion $\vec{a} = \frac{\vec{F}}{m}$ says that the acceleration of an object is directly proportional to the resultant of all forces acting on the object, and inversely proportional to its mass [4, p. 803, 5, p. 444]. The formula is clear. Each designation is intuitively understandable, as the first letter of a definition matches its designation. However, in foreign languages, it is not that clear. In Russian, the designations are the same, due to its internationality. However its definitions in Russian sound different. For example, force in Russian is “сила”, so its designation doesn't match the definition. Logically, in Russian, force should be $\vec{С}$. But it is not. This is why English may help when studying physics, as learning from its original is easier.

In order to check the relevance of the issue, we conducted a social survey among first-year students of KNRTU-KAI studying a course of general physics [6, p. 1014, 7, pp. 177-178]. Moreover, we compared the answers of students with different levels of English. We asked the participants to explain why it is “I”, which stands for electric current. In Russian, “I” is called “the force of the current”. We also gave a hint that the question is more about English than physics. 18 students took part in a survey. Only one person answered correctly. According to this, we consider the topic of our work relevant. It is also to be mentioned that the person with the right answer attends English classes for students, who have a level of English above average.

Formulae are an integral part of physics, which is why the integration of English into the process of studying physics is easiest to originate through formulae. As mentioned above, most designations in physics are associated with the names of the corresponding terms. Of course, there are exceptions. These will also be considered. Our goal is to show the relevant way of integrating English into the process of studying physics. In order to lay the foundation for this difficult matter, it is enough just to study the basic formulae and designations. As a result of our research work, we created Table 1 and Table 2, in which we drew analogies between physical symbols and their explanations in English. After studying tables, formulae in physics will take on new colours for Russian students, and it will be much easier to learn the explanations of formulae, as everything will be clear by letters. This is to lay a good foundation in the scientific vocabulary, thanks to which students will be able to get acquainted with the works of abroad colleagues and look at the familiar subjects from new perspective.

In Table 1 and Table 2 it is clear, that the definitions in Russian are different, so there is no clear connection between a designation and its meaning. However, in English, there is.

Table 1 – Mechanics

Symbol	Meaning	In Russian	Usage example
A	**A**mplitude	Амплитуда	$lnD = \frac{A(t)}{A(t+T)}$ "The logarithmic decay decrement is the ratio of two consecutive amplitudes separated by a period T."
D	**D**ecrement	Декремент	
t	**T**ime	Время	
a	**A**cceleration	Ускорение	$\vec{a} = \frac{\vec{F}}{m}$ "The acceleration of an object depends on acting forces and its mass."
F	**F**orce	Сила	
m	**M**ass	Масса	
c	**C**apacity	Емкость	$C \sim \frac{S}{d}$ "The electrical capacity depends on the surface area of plates and the distance between the plates."
d	**D**istance	Расстояние	
E	Young's modulus (the modulus of **e**lasticity)	Модуль Юнга	$E = \frac{F/S}{\Delta l/l_0}$ "The modulus of normal elasticity depends on the normal component of the force, the surface area on which the force acts, the length of the deformable rod and the modulus of change in the length of the rod as a result of elastic deformation."
l	**L**ength	Длина	
S	**S**urface area	Площадь	
E	**E**nergy	Энергия	$E_k = \frac{1}{2}mv^2$ "The kinetic energy depends on the mass of the body as well as its speed."
v	**V**elocity	Скорость	
I	The moment of **i**nertia	Момент инерции	$I = I_c + md^2$ "The moment of inertia of a body relative to an arbitrary axis is equal to the sum of the moment of inertia of this body relative to the axis passing through the center of mass of the body parallel to the axis under consideration, and the product of the mass of the body by the square of the distance between the axes."
M	**M**omentum of force	Момент силы	$P = \vec{M}\vec{\omega}$ "If the force performs an action at any angular distance, power develops $dW = \lvert\vec{M}\rvert d\varphi$ Mechanical work is equal to the product of the angle by which the body rotates under the action of the momentum of force, and this momentum."
P	**P**ower	Мощность	
W	**W**ork	Работа	
Q	**Q**uality factor	Добротность колебательно й системы	$Q = \frac{\pi}{lnD}$ "Quality factor is inversely proportional to the logarithmic decay decrement."

Table 2 – Electricity and magnetism

Symbol	Meaning	In Russian	Usage example
C	**C**apacitance	Электрическая емкость	$C \sim \frac{S}{d}$ "The electrical capacity depends on the surface area of plates and the distance between the plates."
d	**D**istance	Расстояние	
D	**D**isplacement field	Вектор электрической индукции	$D = \varepsilon_0 E + P$ "The electric displacement field can be found as the sum of the polarization density and the product of the electric field by ε_0."
E	**E**lectric field	Напряженность электрического поля	
P	**P**olarization density	Вектор поляризации	
ε	**E**lectromotive force	Электродвижущая сила	$\varepsilon = \frac{E}{Q}$ "So the electromotive force is the energy required to move a unit electric charge by an energy source."
Q	**Q**uantity of electricity	Электрический заряд	
R	**R**esistance	Сопротивление	$V = IR$ "The voltage can be found as the product of the current intensity by the resistance"
I	Current **i**ntensity	Сила тока	
V	**V**oltage	Напряжение	
e	Elementary **e**lectric charge	Элементарный электрический заряд	
l	Free path **l**ength	Длина свободного пробега	
M	**M**agnetizatio n	Вектор намагничивания	

In this work, we examined the basic concepts known to students from school. However, it can also be applied to more complex notations. The drawback is that, despite the wide range of applications, the rule of the first letter is not universal. Some designations may be based on other factors. Here are a few examples:

1. The use of Greek letters. For instance, symbols of efficiency, density, or coefficient of friction.
2. Hardly anyone knows why angular momentum got the letter "L". However, there is a good theory. Russian students call this physical quantity "the moment of the pulse". However, in English, it is called angular momentum, which comes from the word "angle". It gives us a very interesting idea that "L" resembles the sign ⊾ used to represent angles. This is a good way to remember this definition.
3. Entropy was defined by Rudolf Clausius in the early 1860's. He was also responsible for choosing the letter "S" to represent entropy in thermodynamic equations. As there is no definite explanation for this choice, the only thing we could think of is that "S" was chosen because it lies between "Q" (quantity of heat) and "T"

(temperature) – the variables which define entropy – and "R" (the ideal gas constant) was already taken. This way, the equation for entropy $dS = \frac{\delta Q}{T}$ and its components would have consecutive letters.

4. As for "R", there is also no explicit explanation. However, there is a theory that it stood for "ratio", since Clapeyron noted that the value of "R" for each gas was obtained by evaluating the constancy of the ratio $\frac{pv}{267+t}$ over a range of pressures and temperatures; a point also emphasised by Clausius using the revised ratio $\frac{pv}{273+t}$.

5. The electric dipole moment is "P". Here we might consider three options. The most interesting one is that "p" is an inverted "d". Secondly, since this concept is a measure of the separation of positive and negative electric charges within a system, the letter "p" corresponds to the word "polarity". It is also important to mention that the word "dipole" consists of two Greek words,"di" and "polos". Therefore, "p" might also be used for "pole".

6. The designations of the vector potential "A", magnetic induction "B", and magnetic field strength "H" remain implicit. Perhaps James Clerk Maxwell originally designated all his physical quantities with the first letters of the alphabet: A, B, C, D, E, F, G, H, I, K, where "A" is the vector potential, "B" is magnetic induction, "D" is displacement, "E" is the electric field, electromotive force, "F" is force, "H" is magnetic field strength. The rest of the designations, where "G" is the velocity of the medium point, "I" is the intensity of magnetization, "K" is the conduction current, and "C" is the current strength, simply did not take root.

7. The symbol "k" for the Boltzmann constant is also not explicit. To draw an analogy, we can remember that "k" is a common letter in the words "kinetic energy" and "kelvins". The constant connects these two words: the average kinetic energy of a gas molecule and the temperature of the gas.

Here are examples of using the given data in practice. In Russian, "I" is "the current's force". The formula has the next form: $I = \frac{dq}{dt}$. It seems that the formula does not really suit the force definition since force is a vector quantity that characterises the impact on the body, while the current strength is a scalar value. The effect here is also not traceable. However, according to the table, originally "I" is the intensity of the current. And the intensity value is clear on a subconscious level – it is the number per time. This is why it has $\frac{dq}{dt}$, as we talk about intensity.

Moreover, implementing English makes it easier to grasp the idea of the divergence operator. "Divergence" is an unknown word to a Russian person. Whereas in English, to diverge means to differ. It is easy to draw an analogy with the popular word "diversity", which is a well-known word, familiar even to schoolchildren. The words have similar structures, and by the meaning of one, you can guess the meaning of the other.

A similar situation is with the rotor. In English, this operator is called "curl". In this case, it is easy to draw an analogy with curly hair. As the rotor operator defines a circulation along a small contour, it is very similar and intuitive, isn't it? However, it is also easy to remember the rotor if one knows the word "rotation", which means movement in a circle around a fixed point. In the case where the rotor is equal to zero, the field is irrotational. In the Russian language, there are no such analogies.

Moreover, this approach can be applied not only to formulas, but also to the names of various elements. So, for example, the name of the transistor tells us little. However, provided you know that a transistor is a mixture of the words “translate” and “resistor”, the logic is immediately traced: the transistor translates the resistance.

In this article, we have considered a method that will allow students to learn physics and English at the same time. This method is well suited for memorising formulae for those who know English well and for memorising scientific vocabulary for those who know physical formulae well. Such linkage helps students to develop in both directions and look at the subjects of study from different perspectives. We drew analogies between physics symbols and English words. We provided a few examples of method usage. We also considered exceptions and drew other analogies for them. Surely, we only investigated the basics. However, our main goal was not to examine all the physics definitions in the world but to show an example of how to link physics and English. The next step is to integrate this approach into the study process. Therefore, the solution to the problem can be developed through further work.

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УДК 316.334.3

SOCIAL POLICY IN RUSSIA AND SWEDEN: SHARING BEST PRACTICES

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Abstract. Social policy plays a primary role in Sweden's economic model. Analyzing the impact of social policy on the standard of living and foreign policy, other countries have the opportunity to learn from Sweden. The article reveals the present-day understanding of Swedish social policy, identifies its various aspects, provides the latest statistics reflecting the standard of living, highlights how social policy is implemented in general and best practices to share.
Keywords: Sweden, social policy, standard of living, social welfare, child benefit, allowances.

СОЦИАЛЬНАЯ ПОЛИТИКА В РОССИИ И ШВЕЦИИ: ДЕЛИМСЯ ЛУЧШИМИ ПРАКТИКАМИ

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Аннотация. Социальная политика играет первостепенную роль в экономической модели Швеции. Анализируя влияние социальной политики на уровень жизни и внешнюю политику, другие страны имеют возможность научиться этому у Швеции. В статье раскрывается современное понимание шведской социальной политики, выявляются ее различные аспекты, приводятся последние статистические данные, отражающие уровень жизни; освещается, как реализуется социальная политика в целом и лучшие практики для обмена.
Ключевые слова: Швеция, социальная политика, уровень жизни, социальное обеспечение, пособие на ребенка, пособия.

The topic raised in the present paper is undoubtedly relevant today. The analysis of the social policy impact on the standard of population living and on foreign policy shows that other countries have the opportunity to learn something from each other. We have chosen Sweden for our consideration since Swedish social policy turning at times into Scandinavian socialism has been standing out in the list of developed European countries for many years. The analysis will require understanding of the concept of Swedish social policy, studying the content of each aspect, statistics, and sharing best practices.

Sweden is a developing country with great potential. Social policy plays a primary role in Swedish economic model. It helps to reduce social tension, neutralize conflicts, and so on. Swedish social policy regulates social justice, smooths economic inequality, and equalizes incomes. The standard of living in Sweden is naturally high.

The purpose of our work will be to analyze how social policy affects the standard of the population living and foreign policy.

To achieve this goal we had to solve the following tasks:

1. To understand what Swedish social policy is and its essence.
2. To study the content of each aspect of Swedish social policy.
3. To study statistics that reflect the standard of living of the population.
4. To conduct a study that will help to understand how social policy is implemented as well as share best practices.

So far, Sweden has always been a neutral country. It has almost never participated in any conflict. Moreover, Sweden is our Scandinavian neighbor. It borders Norway and Finland, which borders us.

Sweden is quite a favorable country to live in, since it is there that social policy flourishes, which is reflected in one of the highest standards of living. Sweden's policy is aimed at achieving maximum social balance

The country belongs to the Scandinavian model of social protection of the population. The concept of social protection in Sweden is understood as the concept of “social welfare” (social welfare), which has a universal and equalizing nature of social benefits and allowances [1, pp. 114-120].

Accordingly, a system of benefits and financial assistance is widespread in Sweden, so all segments of society can count on state assistance (80 % of Swedish families receive state benefits, which is the highest percentage worldwide) Thus, citizens over 65 years of age and the disabled are paid a pension, which is about 60 % of the work experience of 30 years. Almost all medical services for children and youth under 20 are free of charge. Healthcare is financed mainly by taxes paid by citizens (72 % of the financing) and medical insurance (5.1 %) [2]. What is meant by health insurance, which is purchased by almost the entire population of Sweden? The insurance includes free purchase of medicines, compensation for medical expenses and free appointments with doctors in case of chronic diseases.

Also in Sweden, a monthly child benefit (barnbidrag) is paid, which covers part of the child's expenses up to his 16th birthday. Many people spend this allowance on optional preschool education (förskola). Thanks to this, all secondary education in Sweden will be free for the child. For students from the European Union (and Switzerland), studying at Swedish universities is free, while foreign students have the right to receive a loan for education in Sweden. Unfortunately, foreign diplomas of various levels of education are not recognized here, therefore, in order to get a high position, it is necessary to take qualification courses, or to study again, but already at a Swedish university [3, p. 55].

Importantly, there is a law in Sweden according to which children who do not speak Swedish are taught free of charge from kindergarten. In addition, the state invites teachers from abroad so that children can study some subjects in their native language. This program is applicable for migrant children.

Family

The Government pays special attention to pregnant women. There are special free courses to prepare for childbirth, which are attended by the parents months before the birth of the child. At these courses, expectant parents are prepared for the most important day in their lives: they get acquainted with experienced parents, provided courses with psychologists, taught how to breathe properly during childbirth, and so on. There are also special incentives for expectant mothers whose work is quite dangerous. They are allowed to take a leave, which is paid for pregnancy, earlier than the usual category of citizens.

Sweden, against the background of other countries, allocates quite a lot of working days (480 days) of parental leave. Moreover, if there are two parents, then each of them has the right to 240 of these days. However, since 2016, if the child was born this year or later, each of the parents has the right to 90 days, which is intended specifically for a mother and a father (and if a partner refuses a leave, these days cannot be transferred to another partner). If there is only one parent in the family, then he or she can get the rest for all 480 days.

Parents in Sweden have the full right to use paid days of maternity leave until the child reaches the age of eight. It is worth noting that every time the next child is born, vacation days are added and added together, and, in fact, maternity leave can last for many years [4, p. 238].

Migrations

To understand the concept of Swedish integration policy, one should remember how it all started. Since the 1930s, Sweden has been building its relations with migrants as a “home for peoples” (“folkhem”), and thus the country has managed to create one of the most reliable systems of income redistribution and social support for a person. According to the Social Services Act of 1982, Swedish municipalities are responsible for people living within their borders regardless of their nationality.

All people who are on the territory of Sweden and have received the status of an immigrant have special rights. One example is the social program “Millionprogrammet”. This is the so-called social program, according to which the Swedish government wanted to build a million social apartments in one decade. Thanks to this program, every immigrant receives an apartment in which he can live and which is paid for by the state. Also, the “new Swedes” receive the rights to unemployment allowance, child allowance and indexed old-age pensions. However, there are special conditions here, too. For example, to receive unemployment allowances, you need to work for at least six months and pay taxes. Such favorability has attracted quite a big flow of migrants, and now Sweden has turned into a multicultural and multi-confessional state [3, p. 61].

Social equality

The political and economic model in Sweden had a great influence on the formation of the state, and confirmed the importance of innovation policy as a tool in reaching social equilibrium.

The formation of the Swedish social equilibrium system is a priority of innovation policy, which has been carried out for a long time under the influence of many factors: political, historical, etc. For example, high results have been achieved in the following innovative fields as gender discrimination, healthcare, housing [2].

Conclusion

To sum up, we can conclude that Russia could adopt some aspects of Sweden's social policy. In family policy, it is worth paying attention to the number of paid vacation days for women on maternity leave, incentives for pregnant women at dangerous work, etc. Since the salary level, according to statistics, is lower than in Sweden, this would be a good option. Moreover, the number of divorces would reduce. Also, Russia could pay attention to Swedish children's allowances, which are used to pay for additional preschool education, thanks to which the level of education is growing. A system of social inequality is relevant for Russia, too. Today, it is citizens who are fighting for equality more than the state, which creates tension in the country. Relations between Sweden and Russia are vague due to the current political situation. For example, connections may worsen and then it will be difficult to go there for an exchange or as a tourist. However, despite this, Russia and Sweden are connected by a centuries-old history, so the cooperation cannot be completely interrupted.

Relations between countries like relations between people is constant give and take for the benefit of the humanity.

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УДК 620.2:502.7

BRANDS' COMMITMENT TO ENVIRONMENTAL SUSTAINABILITY

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Abstract. The study deals with methods of conducting an eco-friendly business to preserve natural environment. Obtained information is used in the examination of two brands in the respect of environmental friendliness and preservation of nature.

Keywords: ecological problems, nature conservation, resources, industrial technologies, producer, consumer, marketing.

ЭКОЛОГИЧНОСТЬ СОВРЕМЕННЫХ БРЕНДОВ

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Аннотация. В работе рассматриваются методы и способы ведения экологичного бизнеса для сохранения окружающей среды. Изученные сведения применяются в исследовании двух брендов на предмет экологичности и заботы о безопасности природы.

Ключевые слова: экологические проблемы, охрана природы, ресурсы, промышленные технологии, производитель, потребитель, маркетинг.

It is well known that the anthropogenic impact on nature has reached dangerous proportions. Today we are faced with global ecological problems that invade all aspects of life: global warming, depletion of the ozone layer, desertification of vast territories, reduction of forest cover as well as species diversity of flora and fauna, pollution of the air space and the world ocean, with a lot of ensuing consequences. Yet a major part of our society is formed by producers who seek to maximize sales at any cost and buyers who are obsessed with the idea of consuming well-advertised products in unlimited quantities. Some people refer to our time as "the era of hamburgers". The economy of consumption poses a real threat to environmental safety. Whilst few people would agree to willingly change their lifestyle, it is possible to cut down on waste by switching to eco-friendly manufacturing and relying on means of transport with minimal carbon emissions. In the market-oriented economy that sets the main development guidelines, business should be a driving force in the formation of a new world. The article draws attention to the acute problem of environmentally responsible production. It is aimed at identifying ecological trends businesses face and applying these criteria to the assessment of two major companies – “L’etoile” and “Dove”.

Implementation of the company’s eco-friendly policy should not be taken as a financially burdensome obligation – it is profitable to be eco-friendly. First of all, a responsible attitude towards natural resources reduces the amount of manufacturing losses (including water and energy). Secondly, an economical attitude to resources creates the company’s eco-friendly profile: firms that have invested in environmentally friendly technologies earlier than their competitors are becoming market leaders, primarily in the domestic economy. Thirdly, “green” production contributes to employees’ high productivity through a boost to morale. The origins of the aforementioned boost lie in its personnel’s feeling that they are benefiting society. A positive financial side effect of an environmentally friendly business is reduction in bribery aimed at concealing emissions of toxic industrial waste. Rational production contributes to a lower consumption of natural resources with a greater output of marketable products.

We can distinguish two types of businesses focused on eco-friendly production. Firstly, these are companies that chose an eco-friendly path from the start. It is assumed that companies that realized and implemented new possibilities for using the environmental component of the business into their strategies earlier than others can get tangible advantages. The initial creation of a new business in an eco-friendly field may not give quick feedback, but a good eco-startup often receives public support, is widely covered by the media and attracts new participants. Secondly, it is an already established business that switches to the principles of sustainable production. This way is more expensive since it requires changing the existing production processes [1].

Companies concerned with environmental matters choose one of the three possible ways of business modification:

1) production of environmentally friendly products;

2) use of eco-friendly technologies to reduce the harm caused to the environment;

3) implementation of an eco-friendly business model [2].

In addition to eco-friendly orientation in production, considerable attention is paid to “green” marketing. Thanks to it there is an active public education in matters of attention to the issues of sorting, recycling, packaging selection and quantities of consumed goods. Even though some companies use this marketing ploy without direct compliance with the rules, people still gradually shape an understanding of the value of food, technological or any other type of product.

We have applied these criteria to the assessment of two major companies that are popular in Russia – “L’etoile” and “Dove”. “L’etoile” has different specializations which include selling products of over 1000 brands as well as having its own trademark. The reason we have chosen this company for our analysis is that “L’etoile” has 1000 shops all over Russia [3], so it is a major enterprise that is partly responsible for the ecological situation and should follow the rules of running an eco-friendly business. So let us check if that is the case.

Tatiana Volodina, CEO of “L’etoile” claims that it is a responsible eco-friendly business that takes care of the environmental system. In every flagship shop one can find stands where people may submit used batteries and plastic cards, the firm has an e-flow of documentation, etc [4]. However, there are no documents to prove it. That being said, on the web-site we can see the section “Clean beauty” – a column, where eco-made cosmetics are collected. Everything from this part of the e-shop is not tested on animals, does not contain harmful chemical substances and is packed in recycled materials. What is more, “L’etoile” keeps a journal on different topics, with ecology being in high demand. There people can find many pieces of advice on how to save nature by using life hacks in all spheres of their lives [5].

Last but not least, “L’etoile” runs collaboration with “Kenzo” and “WWF Russi” in order to save the Russian seas. The goal of the project called “Save the Russian seas together” is to protect biodiversity of marine and coastal ecosystems by reducing the negative effect of abandoned fishing gear. They are planning to develop measures of collecting, transporting and recycling fishing equipment. A financial resource for this project is selling Kenzo products in “L’etoile” stores [4]. The bottom line is that “L’etoile” tries to increase awareness of environmental problems among people and takes part in ecological projects but its products are not as eco-friendly as they could be.

The next brand that was analyzed is “Dove”. This company poses themselves as an eco-friendly brand. In autumn 2019 the non-commercial organization “Break Free from Plastic” conducted research to find out how much the environment is polluted and made an accent on the quality of packaging. Soon “Dove” decided to reduce the amount of used first-hand plastic material by more than 20 500 tons per year. That winter they produced shampoos and creams in reused plastic containers and planned to do the same with soaps and deodorants [6].

The company installed an unusual vending machine in New-York to celebrate switching to 100 % reused plastic packaging for all their products in North America and Europe. This machine suggests people should change their plastic bottles and get a free bottle of shower gel in a new wrapper. This change reduces CO_2 emissions by 27265 tons per year. It will lead to saving energy for charging 3.4 billion phones a year. These calculations are based on the US Environmental Protection Agency greenhouse gas equivalence calculator. Marketing director, Emi Stepanyan, claims that turning to reused packaging solves problems with the plastic waste that the company has been striving to cope with for a long time [7].

All in all, more companies should come to the realization that running an eco-friendly business is not only useful for the environment but also provides a good opportunity to attract new customers and get financial benefits. Our research has highlighted the fact that in the long run it is more profitable to create a “green” production line at the start rather than reorient a well-established business by implementing one of the three ways of business modification: the manufacturing of environmentally friendly goods, the use of eco-friendly technologies, a switch to an eco-friendly business model.

Having analyzed “L’etoile” and “Dove”, two brands that are committed to becoming environmentally-conscious, we can conclude that an eco-friendly approach to business can manifest itself in different ways, with ecological production, packaging, recycling as examples. The two companies' "green" marketing aims to increase the public awareness of environmental problems. Their success in this field can be demonstrated by the increased demand for ecology-focused information and goods, as was proven by the research.

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УДК 681.3.007.3

COMMERCIALIZATION PROBLEMS OF THE VIDEO GAME INDUSTRY

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Abstract. This research is devoted to microtransactions, financial manipulations built-in video games and their impact on the future of the industry.

Keywords: microtransactions, loot boxes, video games, in-game virtual currency, sources of video game income, trends in the gaming industry, capitalization.

ПРОБЛЕМЫ КОММЕРЦИАЛИЗАЦИИ ВИДЕОИГРОВОЙ ИНДУСТРИИ

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Аннотация. Данное исследование посвящено микротранзакциям, финансовым манипуляциям, совершаемым в видеоиграх, и их влиянию на будущее индустрии.

Ключевые слова: микротранзакции, лутбоксы, видеоигры, внутриигровая виртуальная валюта, источники формирования видеоигровых доходов, тенденции в игровой индустрии, капитализация.

Nowadays almost everyone is used to having comfort life with television, smartphone, personal computer, fridge and dishwasher. These devices simplify life, solve vital problems as well as entertain us. One of the most popular methods of entertainment is video games, which is widely spread among young and middle-age people.

According to DFC Intelligence research, in 2020 3,1 billion people played video games that was corresponding to 40 % of Earth population. Users were divided on several segments: PC users (1.5 billion people), Console users (248 million people), Mobile phone gamers (1.3 billion) [1].

Hard to deny that video games occupy an important share in the economic sphere. Inevitably, methods and instruments which are applied by companies for attraction additional finance become more aggressive.

Among the companies that develop and sell videogames, there exist several big international leaders in terms of capitalization. They determine and form the development direction of the entire industry. These influential corporations are named on the analytical business platform “Statista” which classifies firms by the capitalization indicator for June 2021 [2].

The first place takes Activision Blizzard company with 75,22 billion dollars of capitalization. Despite of negative effect of recent scandals connected with this company it hasn’t lost their.

On the second place is Nintendo company, 74,71 billion dollars [3]. Consumers appreciate it because of high – quality games and wonderful devices. It showed an outstanding growth of 150 % during the pandemic period.

Then comes Roblox corporation with 52,09 [3] billion dollars of capitalization. Roblox corporation firstly appeared in pandemic period and it had taken them just a year to conquere the video game market with only one product. So the company rose to the 3rd place in the rating, overtaking Electronic Arts.

Electronic Arts (EA) stay the fourth with 41,64 [3] billion dollars. This company has an interesting ambiguous history on the video game market. It is definitely known to be an innovator and new trends creator in video gaming industry such as microtransactions and DLS system.

The fifth in rating is Take 2 Interactive company with 21.47 billion dollars that demonstrate stable economic growth and expansion due to successful GTA game series.

The following companies' influence on this economic branch is also evident:

- Ubisoft with7.05 billion dollars, but suffers from negative consumer reaction.
- Square Enix, which is famous for Final Fantasy game series.
- CD Projekt, which have produced Castlevania, Silent Hill.
- Bandai Namco, who has made Dark Souls game series.

Huge revenues presented by companies, identified above, make us think about the sources of their profit. Gaming companies get money from advertising, selling video games and embedded in games microtransactions. For example, Electronic Arts, Activision Blizzard, Riot Games and some others were the first to introduce “Battle Pass” and in-game currency technologies. MiHoYo company gained phenomenal succeed in video game market thanks to the above mentioned technologies. According to interview with co-founder of the company, Cai Haoyu, in 2020 MiHoYo earned about $774 million and had risen to the top in terms of popularity on the Google Play Market and Applestore.

Considering the earnings of the two largest companies Electronic Arts (EA) and Activision Blizzard, we can see that microtransactions constitute the biggest percentage in the total revenue. Activision Blizzard define this type of revenue as “In-Game Net Orders” and it reached 956 million dollars in 2020 [4]. The same source of revenue is called “Live services” in EA corporation. EA earned 2.779 [5] billion dollars from live services in 12 months excluding other mobile game income.

Recently, we have seen an increase in cases when uncompleted games are released to the market, mainly for commercial purposes. What tricks do software developers come to in order to get more profit from their customers and how many people are led to their tricks?

One of the main mechanisms for making profit is the system of “loot boxes”. This is a way to purchase in-game items and currency without much effort on the part of the player. This system has withstood a lot of negative criticism from the audience. For example, in 2020, residents of California appealed to the court against EA Games because of the mechanics of loot boxes in the video games “FIFA” and “Madden” [6]. Researchers believe that loot boxes are similar to gambling and can form an addiction (especially in children) and lead to a strong increase in spending.

At the moment, the Netherlands has banned this system at the legislative level, and China has introduced age restrictions for the number of products that can be purchased in the in-game store per day.

In Singapore, loot boxes are prohibited if they can be converted into real money. In the UK, there is still a long discussion of the problem of loot boxes. Most likely, they will still be equated with gambling in the near future. There are countries like the USA and Poland that actively support game developers. They will most likely disagree with the rest of the European Union in this issue.

Based on the above we can conclude that the video game market is provided by a stable increase in consumers, and it is also growing steadily, improving methods and ways of generating income. But aggressive commercialization negatively affects the image of companies. So in the near future the legislative framework regarding the gaming industry is expected to tighten.

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УДК 336.74

CRYPTOCURRENCY – MONEY OF THE FUTURE

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Abstract. This paper considers the relevance of cryptocurrencies nowadays, the features and mechanism of their work, correlation between sanctions and digital assets.

Keywords: cryptocurrency, bitcoin, blockchain, mining, legal regulation, sanctions.

КРИПТОВАЛЮТА – ДЕНЬГИ БУДУЩЕГО

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Аннотация. В работе рассматривается актуальность криптовалют в настоящее время, особенности и механизм их работы, взаимосвязь санкций и цифровых активов.

Ключевые слова: криптовалюта, биткоин, блокчейн, майнинг, правовое регулирование, санкции.

Cryptocurrencies are growing and developing. The rate of virtual money is growing rapidly. The study of cryptocurrency and its place in our world is a relevant topic, but it is not studied so well because this phenomenon is totally new.

Cryptocurrency is an encrypted digital asset that can be used as a medium of exchange and storage of value. The choice of the topic of cryptocurrencies for the paper is determined by its popularity and newness. Some prominent economists believe that the future belongs to the cryptocurrency. The head of Sberbank of the Russian Federation G. O. Gref at the Eastern Economic Forum said: “The future of the economy is in cryptocurrency; it is the success of development that is laid down in this electronic currency” [1].

Others argue with this point of view. According to D. A. Kolyaskin [2, p. 71], the system is still too new and has some shortcomings. Also, cryptocurrencies harm the environment. This is confirmed by M. G. Huseynov and A. L. Nemchinova in their article. In May 2021, the head of Tesla Elon Musk took care of the impact of cryptocurrency on the environment and suspended the payments for purchases of vehicles in crypto due to unsustainable mining process [3]. A. A. Lapinkas says that fraudulent cryptocurrencies, the so-called scam, have arisen. A difficult problem for investors is also the above-mentioned excessively high volatility of the cryptocurrency market [4].

Crypto's peculiarity is that it is exclusively virtual. Another difference is that this currency is encrypted, meaning it can only be used by the person who has the code to decrypt the currency. This may be some personal information belonging to the owner, such as a fingerprint. This information is stored in a file system, or rather a file network, which is called a blockchain. These blockchains and network make cryptocurrency the most secure currency in the world. Blockchains record and store all transactions performed with cryptocurrencies. For those who are wondering, cryptocurrency can be used in the same way as a classical currency. However, these currencies remain alternative because they are not controlled by banks or governments.

Any block has a unique solution and a heading part. Getting a block means finding a hash solution and signing; for this purpose, computer technology is used, and the process itself is called mining. The miner who finds the solution is rewarded with a certain number of bitcoins written in the code.

The first blockchain-based cryptocurrency was bitcoin, which is still the most popular and expensive. Bitcoin was invented in 2009 by Satoshi Nakamoto. By February 22, 2022, a little more than 90 % of all BTC have been mined. Most of them are in circulation, and some have already been lost forever (according to various estimates — from 10 % to 30 %) [5]. Some of the competing cryptocurrencies spawned by the success of Bitcoin, known as "altcoins", include Litecoin, Peercoin, Namecoin, and Ethereum.

At the current stage of development, the role of cryptocurrencies is difficult to determine. However, in such a short period of time, the "crypto" shows both good and bad sides. Firstly, people hate being unexpectedly banned by traditional banks. It makes crypto accounts seem safer. Secondly, cryptocurrency is decentralized. The government will not be able to do anything to anyone's cryptocurrency and keep an eye on the processes even if they want to. Thirdly, it is transparent and there is no transaction fee. In addition, transactions are secure. Due to the fact that there are so many ways to compromise an individual these days, crypto transactions and miner's identity appear to be more secured compared to regular transactions. However, hackers are not sitting around. As regards negative aspects, crypto is involved in the black market. Bitcoin and other forms of cryptocurrencies are the main payment sources for transactions on so-called "dark web". Tax fraud appears to happen in spite of the fact that users are required to pay their taxes all over the world. By the way, cyber-attacks are also problematic. If the data are hacked and then disappear, funds will vanish too without the possibility of returning.

If there is a clear interest in the blockchain system in Russia, then the attitude towards cryptocurrencies is wary. The government fears virtual currencies to compete with national money.

The use of cryptocurrencies in Russia as a means of payment is not expected. Mining is recognized as an entrepreneurial activity. Mining will be taxed in accordance with the provisions of the Tax Code. Now it is 13 % personal income tax [6]. Equating mining in Russia with entrepreneurial activity can give impetus to its legal development. Perhaps in a few years Russia will become a leader in mining.

In recent days, there are practically no restrictions on the purchase and storage of cryptocurrencies for residents of the Russian Federation. But on the other side, under the current conditions U.S. senators are already discussing measures to limit the use of cryptocurrencies to circumvent Russian sanctions [7]. The European Union is doing the same [8].

There is an opinion that cryptocurrencies can help reduce sanctions pressure. But blockchain-based systems such as cryptocurrencies are unreliable and do not scale well. Cryptocurrencies are also regulated at a technological level, and cryptocurrency exchange platform "Ripple" may join the sanctions, as well as "Binance" and "Coinbase". Also, communities of developers and cryptocurrency participants influence the cryptocurrency. Another important aspect is exchanges. Obviously, no bitcoin itself is needed to circumvent sanctions. Almost all goods in the world are sold for fiat money – dollars and euros. To use crypto assets exchangers are needed. An exchange rate is necessary to make a good exchange. The rate is determined by the exchanges. But fiat exchanges do not exist in a legal vacuum. The fight against money laundering and illegal activities in the field of cryptocurrencies has led to the fact that developed countries control the input and output of currencies through legal exchanges quite well. It is not possible to buy or sell currency on the stock exchange being on the sanctions.

Cryptocurrency is unlikely to help to avoid sanctions at the state level. Furthermore, the issue of legalizing cryptocurrencies has been on the agenda before the crisis. The Bank of Russia proposed to ban mining completely, and the chairman of the Central Bank, Elvira Nabiullina, compared cryptocurrencies with foreign currency mortgages, as its exchange rate is unstable and creates risks for investors [9]. "Crises usually give impetus to technical development", says co-chairman of the Russian Association of Cryptocurrency and Blockchain. Alexander Treshchev, a lawyer, mentions that this difficult situation will provide an opportunity to find new technological opportunities to be invisible and inconspicuous. The government seems to have chosen its course for legalization of cryptocurrency already, even though Nabiullina opposes the case. The current situation will inevitably push it for [10].

Cryptocurrency, in its current form, cannot yet become a replacement for traditional money and is not suitable for the role of the main currency for the national and global economies. Cryptocurrency is used more for earning fiat money than for regular exchange. Due to high risks, crypto is not taken seriously. The rate of cryptocurrencies will inexorably grow, and the government can change the vector of the direction of cryptocurrency development at any time, especially in the current economic situation.

Cryptocurrencies have become a global phenomenon. They remain a bit garish and misunderstood by the public, banks, governments, and many companies, but some people are aware of their importance. Undoubtedly, cryptocurrencies are changing the world step by step and they can become an integral element of economy, maybe it would be impossible to imagine the world without them in future.

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УДК 339.727.22

THE AMOUNT OF FOREIGH INVESTMENT IN RUSSIA AND WHAT IT MEANS TO NATIONAL ECONOMY

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Abstract. The article provides a brief analysis of global trends in foreign investment and confirms the neoclassical gas pedal model based on the data of The World Bank. The aspects of the influence of foreign direct investment (FDI) on the national economy are highlighted. The dynamics, structure, and attractive industries for investment in Russia are considered to provide the further foreign investment forecast.

Keywords: foreign direct investment (FDI), national economy, external capital flows, self-sufficient national strategy, gross domestic product, gas pedal P. Samuelson model.

ИНОСТРАННЫЕ ИНВЕСТИЦИИ В РФ И ИХ ВЛИЯНИЕ НА НАЦИОНАЛЬНУЮ ЭКОНОМИКУ

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Аннотация. В данной статье проведен краткий анализ общемировых тенденций в сфере иностранных инвестиций, на основе данных The World Bank подтверждена неоклассическая модель акселератора. Выделены аспекты влияния прямых иностранных инвестиций на национальную экономику, рассмотрена динамика, структура и отрасли иностранного инвестирования в Россию.

Ключевые слова: прямые иностранные инвестиции (ПИИ), национальная экономика, внешний поток капитала, национальная стратегия самообеспечения, валовый внутренний продукт, модель акселератора П. Самюэльсона.

The integration of the financial markets of national economies is becoming a consistent stage of globalization. Nowadays production is stimulated with the inflow of external capital by non-residents of the country who are able to participate in the economic activity of the national economies. According to the definition of the Bank of Russia, foreign direct investments (FDI) are the tool of non-resident’s participation in the capital, providing them with 10 % and more shares of enterprise with the ability to participate in decision making. Consequently, in addition to integration into the international capital market investments carry the threat of interdependence of the national economy performance on the investors' preferences.

The complexity of FDI analysis lies in the strong correlation with other macroeconomic aggregates, the current political situation, the involvement of international companies in ESG projects, international financial system, and overall investment climate. To estimate the investment climate of the country there is an index of investment attractiveness, which is calculated by the indicators of openness, innovativeness, efficiency, and general performance of national economy [1, p.22]. These indicators reflect the level of institutional development of the national economy. This report confirms the hypothesis that there is an oligopoly of investment-attractive countries, accounting for only 5.4 % of the total amount of counties, while more than 51.3 % of countries have a poor investment climate, which signals a growing gap between developed and developing countries due to external capital flows. Therefore, there is a strong tendency for FDI to have bad side effects: instead of allocating capital from wealthiest to poorest countries and create a better value for their economies all external capital is centered in the most sustainable developing wealth countries: USA, China, France, Germany, UK.

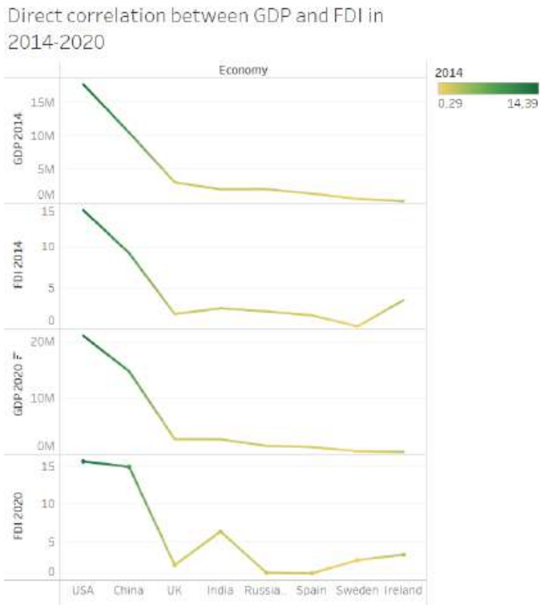

Figure 1. Correlation between GDP and FDI

Having analyzed data of 2014-2020 years from the World Bank Database [2], the fact that there is a set of highly developed countries with the highest levels of foreign capital attraction was confirmed. Nevertheless, the volume of FDI in these countries also has a significant volatility, which amplifies the idea of the flow of foreign capital is being affected by many external factors such as political situation, exchange rates, and the business environment. General trends at the external capital market in 2020 allow us to notice a sharp 13 % decline in investment processes due to a significant decrease in production during the pandemic. While inflows of capital experienced decrease, there were pivotal adjustments in the structure of FDI. For instance, 22 % decline in manufacturing projects created a tendency for the development of new industries in national economies such as logistics what grew for 11 % [3, p. 21]. France, Great Britain, and Germany remain to be leaders of FDI inflow in Europe specializing in manufacturing, headquartering of MNE and business services correspondingly.

As it was mentioned earlier, a high inflow of foreign capital signals a high level of development of economic institutions, so the volume of the flow is supposed to correlate with the Gross Domestic product (GDP) of countries. In 2020, according to World Bank Database, the leaders in terms of GDP were: USA, China, Japan, and Germany, which is almost identical to the hierarchy of FDI leaders. This output has been theoretically approved by macroeconomic gas pedal concept created by P. Samuelson, which states: each increase in national income or demand causes a relative (in percentage terms) increase in induced investment and vice versa [4, p. 290].

How investing in a certain industry can change a country's infrastructure and standards of living. According to statistics, at the end of the 20th century, Botswana was the poorest country in South Africa; its GDP per capita was $70 in 1966 and the roads throughout the country were only 12 kilometers long. In 1966, the International Diamond Mining and Processing Corporation De Beers found a mineral diamond deposit in Botswana and invested in this field development. As a result, after 20 years of mining, Botswana's GDP reached $800 per capita, the road system grew to 7.000 km and De Beers received record sales [5]. Consequently, in most cases foreign capital investment has a number of significant positive effects on the national economy such as free movement of labor and technology which results in reducing costs, arranging long-term partnership that contributes to political stability, better infrastructure funding, and rational resource management meeting the requirements of the green agenda.

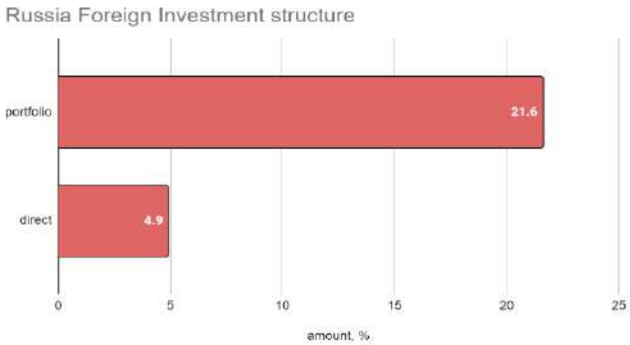

Figure 2. Structure of Russian foreign investment

Let's take a closer look at Russia's foreign investment policy: according to the World Bank Database, portfolio assets prevail over FDI in the structure of foreign investment in Russia. As portfolio investment is a speculative instrument of the financial market, it does not contribute to the long-term development of the national economy. Consequently, foreign investment in Russia is characterized by high volatility and weak positive effects. Among direct investments the most preferable are the manufacturing (14.7 %) and mining industries (16.4 %), which are the most stable in the country due to their resource endowment.

We suppose that for investment to play its positive role on industry improvement, the capital should be redirected to non-governmental industries. The largest inflow of capital to the Russian Federation is attributed to the leaders of FDI inflow: Germany, China, USA, France. At the same time, there was a sharp decline in the flow of FDI to the level of 1998, due to the destabilization of the economy during the coronavirus [6]. This dramatic decline might be reasoned by the excess of capital outflows over inflows which is a result of widely spread offshores transactions. To eliminate potential losses from high capital outflow the government is pursuing a policy of capital amnesty to bring the capital back to the national economy as general performance of economy depends on it.

Summing up the analysis of investment trends in the world and their impact on the national economy, it is worth to mention that the global community as well as the capital market is recovering from the pandemic and is in search of a new ground for long-term sustainable development. However, foreign investment remains significant for national economies regarding infrastructure and technology development opportunities. Still there are several effects which occur in Russian economy due to special characteristics of investment that minimize positive effects for national economy. Concerning the investment policy of countries in crisis, in the Russian Federation there is a tendency to implement financial self-sufficiency strategy to eliminate the external effects on the national economy performance.

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УДК 502.7:330.332

GREEN BOND – A TREND OR A NECESSITY

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Abstract. In the modern world, the word “ecology” has become common. Not just supporters of Green Movements or professional environmental engineers, but general people from absolutelydifferent field of life began thinking about environmental safety. At the same time, such a concept as investing has also quickly come into use and almost every second person already knows what investment means. This report will discuss the combination of two concepts: “ecology” and “bond” and how they have come together to form “green bond”.
Keywords: environment, ecology, bond, companies, emission, project.

«ЗЕЛЕНЫЕ ИНВЕСТИЦИИ» – ТРЕНД ИЛИ НЕОБХОДИМОСТЬ

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Аннотация. В современном мире все чаще стало звучать слово «экология». О безопасности окружающей среды стали задумываться не только сторонники зеленых движений или профессиональные инженеры-экологи, но и другие люди из абсолютно разных отраслей нашей жизни. При этом также быстро в обиход вошло такое понятие, как инвестирование, и уже практически каждый второй человек знает о том, что такое инвестиции. В работе рассказывается о сочетании актуальных понятий «экология» и «инвестиции», и о создании нового понятия – «зеленые инвестиции».
Ключевые слова: окружающая среда, экология, инвестиции, компании, эмиссия, проект.

The modern world is developing very rapidly, with more and more technology appearing every day to make our lives easier. New companies, industrial plants, and energy production facilities are opening.

At the same time, people are becoming increasingly concerned about the environment: acid rain, global warming, and air pollution caused by exhausted gas from cars and factories. All these problems are discussed in various media trying to find a reasonable solution. At the same time a lot of people are trying to become more conscious about resources consuming and garbage disposal. Regional environmental operators and community groups are developing a culture of separate waste collection, turning away from plastic carriers and favoring environmentally friendly modes of transportation. However, all of this can have an impact in relatively small emissions on the environment, but what happens to the more global sources of pollution?

The world of commercial companies and industries has been working for years to reduce environmental damage. Environmental technologies are introduced, a list of the best available technologies for recycling and regeneration of waste products is maintained at the Government level, which continues to improve and expand, and new environmental funds and projects are opened. In addition, on the world stage since 2007, such a direction as “green bond” is developing. Therefore, a question arises: what is “green bond” and what is the role of this financial tool in environmental protection from the point of view of industrial enterprises and individual users.

First and foremost, Green Bonds are the same kind of debt securities with a fixed income. The investor lends his money for a certain period of time to organizations that issue the corresponding bonds. In this case, the finances involved go to the implementation of environmental projects to minimize harm to nature. They are as follows: the development of renewable energy sources, land recultivation, the construction of waste treatment facilities and projects to preserve biodiversity, also the construction of treatment facilities for emissions and discharges. This type of asset belongs to the ESG (Environmental, Social, and Governance) type, where the choice of securities is based on environmental, social and governance factors [1].

In order for bonds issued by a company to receive the “green” status, they must comply with the Green Bond Principles of the International Capital Markets Association or meet the requirements of the Climate Bonds Initiative. In this case, a third-party expert must confirm the company's involvement in this status, and once received; the issuers must keep reports on expenditures and stages of implementation of their projects and publish them regularly.

As indicated earlier, the first environmental bond in the world was issued more than 10 years ago, in 2007. It was designed for projects to develop alternative energy sources and improve energy efficiency. Then in 2008, the International Bank for Reconstruction and Development issued bonds, which were called “Green Bonds”. Since then, other development banks have issued similar bonds until large manufacturing companies entered the market in 2013. Since then, this market has only been growing. Among global regions, Europe leads in issuing Green Bonds with $432.5 billion. The Asia-Pacific region is in third place ($219.3 billion). By 2021, sustainable investing is at its peak and Green - accounted for $482 billion [2].

Globally, financial and manufacturing companies and development banks account for the majority of bond issuance, but since 2020 the public sector has also been actively issuing bonds. Among the largest issuers are companies such as Apple, SNCF, and Berlin Hyp. Adidas issues bonds and uses financing to improve its production chain, from raw materials to transportation. In our country, the trend of responsible investing began to emerge not so long ago, although it is worth noting that the foundation for this activity has already been created. Compared to the global market, the debut bonds in Russia were issued in 2018 by Resource Saving of the Khanty-Mansi Autonomous Region on the Moscow Exchange in the amount of 1.1 billion rubles. The funds were used to create a landfill for the disposal, neutralization and processing of solid municipal waste (MSW) in the Khanty-Mansi Autonomous Region. On the external market, the first company to issue its bonds was Russian Railways, the volume of the bonds was 500 million euro, and the money is to be used to finance loans for the purchase of electric locomotives and passenger trains "Lastochka". Since 2019, there has been a separate "Sustainable Development" sector on the Moscow Exchange, where a full list of "green" bonds can be found. In December 2021, the Kaliningrad region issued securities with a face value of 1,000 rubles each, the proceeds from which (will be used) to clean up water bodies and improve urban infrastructure [3].

In addition to the environmental value of Green Investments, there is another reason why companies are looking to enter this segment of the financial market. There are several types of tax incentives that policy makers can put in place to support green bond issuance. The incentives can be provided either to the investor or to the issuer:

Tax credit bonds: bond investors receive tax credits instead of interest payments, so issuers do not have to pay interest on their green bond issuances

An example of this in the area of clean energy is the U.S. federal government Clean Renewable Energy Bonds (CREBs) and Qualified Energy Conservation Bonds (QECBs) program. The program allows for the issuance of taxable bonds by municipalities for the purposes of clean energy and energy conservation, where 70 % of the coupon from the municipal is provided by a tax credit or subsidy to the bondholder from the federal government.

Direct subsidy bonds: bond issuers receive cash rebates from the government to subsidize their net interest payments. Also this structure is used under the U.S. federal government Clean Renewable Energy Bonds (CREBs) and Qualified Energy Conservation Bonds (QECBs) program.

Tax-exempt bonds: bond investors do not have to pay income tax on interest from the green bonds they hold (so issuer can get lower interest rate).

This type of tax incentive is typically applied to municipal bonds in the US market. In the green bond space specifically, an example to highlight is tax-exempt bond issuance for financing of wind projects in Brazil [4].

However, despite the existing benefits of the trend of "green" bond, it is necessary to recognize the real need and existing opportunities for modernization of companies and enterprises. For example, in order to enter this market, a company must, in addition to creating an environmental project, improve the management and social directions of its activities. At the same time, not all businesses can switch to alternative energy sources. At times, such a move can be a risky move, since it implies dependence on external conditions: territorial remoteness, capacity, costliness. This is why many CHPPs still have, in addition to gas-fired boilers, also coal- or fuel oil-fired backup boilers. It is not always economically profitable for the personnel, for the company as a whole, and for the regional narrowly focused recycling and disposal companies to create regenerating plants on the territory of the enterprise. Undoubtedly, it is necessary to work towards the environmental modernization of industries and companies, but it must be done gradually, taking into account all external and internal factors of enterprises.

ESG direction in financial markets is not a trend, but a long-term global trend that was formed from the UN Sustainable Development Goals. Investors now increasingly pay attention not only to financial and operational indicators, but also to the approach of companies to responsible conduct of their activities. At the same time, the need for this direction in the field of environmental protection cannot be considered unambiguous, because sometimes in pursuit of global trends in the short term, companies risk reducing their production in the future. A balance is needed in which the implementation of environmental projects will be based on the characteristics of enterprises, their financial condition, and territorial location.

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УДК 331:658.1

IMPROVING THE MANAGEMENT MECHANISM OF SOCIAL ADVERTISING FOR THE ECONOMIC DEVELOPMENT OF THE COUNTRY

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Abstract. The article considers some examples of social advertising in Russia for further development of the management mechanism. The impact on people of advertising events is considered. As a result of the analysis, two recommended approaches to improve the mechanism for managing social advertising are given.

Keywords: socio-economic policy, development of territories, region, economy, social advertising, federal program.

СОВЕРШЕНСТВОВАНИЕ МЕХАНИЗМА УПРАВЛЕНИЯ СОЦИАЛЬНОЙ РЕКЛАМОЙ ДЛЯ ЭКОНОМИЧЕСКОГО РАЗВИТИЯ СТРАНЫ

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Аннотация. В статье рассмотрены некоторые примеры социальной рекламы в России для дальнейшей разработки механизма управления ею. Рассмотрено воздействие на людей рекламных мероприятий. В результате анализа приводятся два рекомендуемых подхода совершенствования механизма управления социальной рекламой.

Ключевые слова: социально-экономическая политика, развитие территорий, регион, экономика, социальная реклама, федеральная программа.

Today the world is characterized by rapid changes taking place in all areas – science and technology, business, products, processes, society, culture, economy, etc. This has created many socio-economic problems for all of humanity. These changes had an extremely strong impact on the economies of different countries. The problems that have emerged in this way have both indirect and direct impact on the work of various types of the public. It was for this that social advertising was developed, which is extremely relevant at the present time in Russia as a whole.

The successful use of advertising for commercial products has paved the way for a gradual increase in the use of advertising for non-commercial products, services and ideas, as well as for social causes or what is popularly known as “social advertising”. This is evident from the fact that even an organization like the government has to resort to advertising to advertise social causes such as health, child care, family well-being, literacy, etc.

There are a lot of examples of social advertising in Russia. It can be different, for example, an advertisement on a park bench is very different from a creative advertising campaign on the Internet.

The first clear example of public service advertising is in Siberia, in the summer of 2019, more than 15 000 square miles of Siberia were engulfed in flames – one of the largest wildfires in many years. S7 Airlines, the largest private airline in Russia, has decided to take action:

1. Raise awareness of forest fires in the country;
2. Allow people to contribute to the solution.

The campaign was called "We are Siberia". The purpose of this social campaign, which was launched by S7 Airlines, was to raise awareness about the raging forest fires in Siberia and to involve people in the fight against the threat they pose to the Arctic Circle and the Earth itself. Several media were involved, presented in Figure 1.

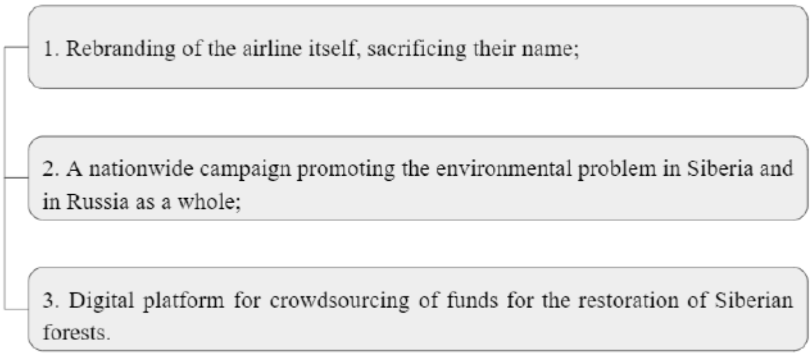

Figure 1. Social advertising tools in Siberia in 2019

Each of these stages included many steps using multiple channels. By announcing its new slogan "We are Siberia", S7 Airlines had to make a bold statement in the media and rally people around a common problem: recognition and assistance to Siberia. This is a great indicator of how a brand can initiate a social movement.

The second social advertising can be cited in Sochi in 2018. After the 2018 FIFA World Cup, 3 million Budweiser-branded plastic cups were left on the field. Instead of just throwing them away, the brand, together with agency BOOTLEG, decided to do something special and used these glasses to build a football field made entirely from recycled materials – the Budweiser Recup Arena.

The red and white cups were melted down into pellets and then stretched into threads to create a 65m x 34m field, while the interpreter's benches and even the drainage system were also made from recycled beer cups. This public service announcement prompted the creation of small interest groups throughout Russia, which began to create communities on social networks calling for more attention to recyclable waste and offering their help in recycling.

The third example of social advertising is the recognizable advertisement "Project 911", which was distributed throughout Russia. The project was launched during the international campaign “16 days of activism against gender-based violence” to combat violence against women and girls. Target audience: young people aged 18 to 35 who have never experienced the problem of domestic violence and are not aware of its real scale.

First, the company posted teasers (50 personalized animated pictures with real faces of employees showing signs of beatings). People left these posts and wrote about their stories or showed indifference to the issue by drawing attention to the project from their networks.

Secondly, the official launch of the “Project 911” interactive multi-platform for women took place in the media. The news about the launch of the project was supported by leading news agencies and specialized media, opinion leaders and celebrities. The results of this social advertising are huge: 100 103 games completed, 830 243 petition signatures, 91 publications in the Russian media, queries on the topic “domestic violence” in search engines increased by 20 %.

As we have already found out, social advertising is primarily focused on human perception. Thus, PSA is mainly aimed at promoting ideas that can play a significant role in the development of proper etiquette, the use of environmentally friendly products, compliance with driving rules, choosing the right social manners, not smoking in public places, and much more.

To propose an improvement in the mechanism for managing social advertising, a matrix of the balance of interests will be described. Social changes are needed from time to time, which is why the goal will be to create social advertising, with the help of which it will be possible to influence people and convince them to work for the good of society. Consumers will be both local residents of the city and visitors. Banners in the city, social networks, mass media, etc. will act as platforms for social advertising.

Given the positive domestic experience in the formation and use of social advertising, some proposals can be put forward to improve its effectiveness. There are two main approaches to social advertising.

The first approach involves bringing together the city government, advertising agencies and the media, which will create joint decisions on what topics and issues should be the focus of social advertising. Public service advertising focused on promoting self-regulation, including the development of social norms, adherence to social rules, and denunciation of behaviors such as excessive drinking. There are already programs in these areas in Russia, but they are delivered to the people in an uncoordinated way.

One of the key ways to make such efforts more professional and sustainable is to engage with corporations to support and promote these campaigns. For example, involve the City Health Department, news agencies, etc.

The second approach requires the active role of the state. By creating an authorized body to consider proposals from ministries and departments, develop topics for action based on their own research and research of ministers that the city could develop and evidence of how best to apply public service announcements to support the state. Such a new specialized agency could also act to coordinate efforts, reduce, duplicate and build an evidence base about which approaches work best. This approach will help to better execute in a context where government support has influence and authority in shaping it to be the largest advertiser, client and facilitator in the social advertising industry.

It should be noted that with this approach to regulation, individual topics for social advertising should not be chosen spontaneously or randomly. The choice of priorities should be part of the regional social policy, established at the legislative level and coordinated. The development of social advertising is impossible without well-coordinated and active cooperation between the state and society through such an authorized body, which should include representatives of state and regional authorities, society, the advertising industry, business and non-profit organizations. It is possible to assume and suggest a number of functions that such an established regional agency in Russia can perform. The list of proposed functions was placed in Figure 2.

Figure 2. Functions of the proposed regional agency to stimulate social advertising

The best option for this approach would be the development of a separate federal targeted program dedicated to social advertising, indicating the goals and deadlines, the implementation procedure, performers and funding issues.

It is also necessary to develop mechanisms for feedback and public control over the costs allocated for social advertising. An approach, that would combine effective domestic experience of self-regulation and public control, would be more effective than the existing unilateral control by the state.

One of the issues requiring special attention will be the evaluation of effectiveness and spending on social advertising. It is necessary to develop a set of standard methods and introduce the practice of monitoring the effectiveness of social advertising campaigns, which is currently absent in almost all regions of Russia. To prove the importance of this issue, Figure 3 was drawn up, which shows what can be achieved in this way.

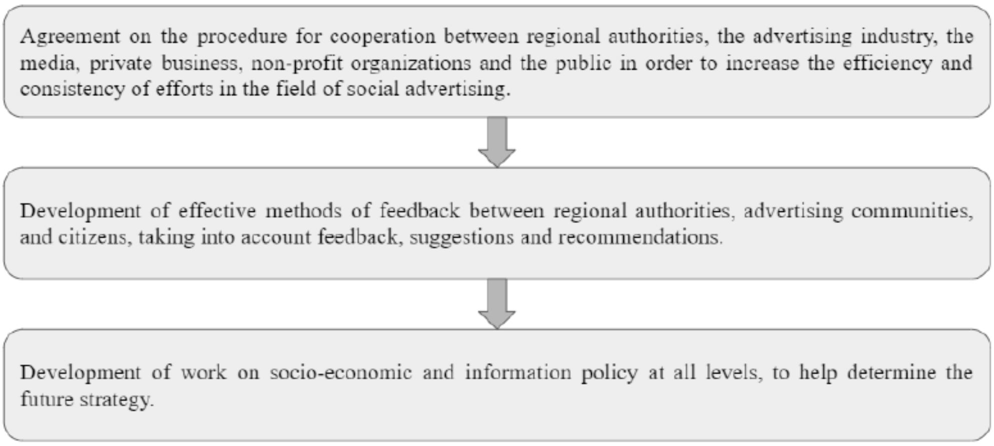

Figure 3. Purposes of assessing the effectiveness and costs of social advertising

The number of charitable and non-profit organizations involved in the implementation of socially significant projects and social advertising is growing every year. That is why it is necessary to support their activities and stimulate. It is also desirable to involve independent experts and agencies preparing ratings for TV channels, radio stations, press and outdoor advertising. It is also desirable to evaluate the number and subject of social advertising in order to achieve the maximum effect from social advertising, it would also be necessary to use all available means of disseminating information, including social networks, mobile communications, forums and blogs (to attract bloggers). In the same way, the festival movement could be an effective means of training and improving the skills of advertising industry professionals.

The production of social advertising throughout Russia is still far from perfect, and there are many problems in various areas of this activity. Funding for social projects is ineffective, as there is no significant tax or financial support for non-profit organizations and businesses in the field of social advertising. Conflict of commercial interests, media and business hinder the development of effective and efficient social advertising. Another serious problem is the low level of professional experience of social advertising creators, which can lead to poor quality advertising products and distribution approaches.

Often “shocking” social advertisement designed specifically for public spending or PR, rather than a serious attempt to influence people's beliefs and behavior. As a rule, there is no specific vision of the end result, which will lead to improved social well-being.

Most social advertising also has key disadvantages due to poor research and lack of social advertising expertise: advertising often does not have a defined or segmented target audience, the advertising message contains redundant information that is difficult to read and understand.

At the same time, Russian business has already realized the importance and profitability of social responsibility and the desire to participate in social activities. In turn, non-profit organizations have the necessary knowledge and experience in solving social problems, and the state is able to combine the efforts and capabilities of all parties.

From the considered examples of social advertising in Russia, a small conclusion can be drawn - creative advertising of a product, problems or issues that are significant in society can be of great importance, especially when it comes to inspiring the audience in a certain way. A good advertising campaign benefits both the consumer and the advertiser.

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УДК 339.543

PROSPECTS FOR THE APPLICATION OF FOREIGN EXPERIENCE OF CUSTOMS CONTROL AFTER THE RELEASE OF GOODS IN THE RUSSIAN FEDERATION

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Abstract. The article analyzes the prospects for the introduction in Russia of foreign experience in conducting customs control after the release of goods in the form of a customs audit.

Keywords: economics, foreign experience, participants in foreign economic activity, customs control after the release of goods, customs audit.

ПЕРСПЕКТИВЫ ПРИМЕНЕНИЯ ЗАРУБЕЖНОГО ОПЫТА ТАМОЖЕННОГО КОНТРОЛЯ ПОСЛЕ ВЫПУСКА ТОВАРОВ В РОССИЙСКОЙ ФЕДЕРАЦИИ

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Аннотация. В статье проведен анализ перспективы внедрения в России зарубежного опыта проведения таможенного контроля после выпуска товаров в форме таможенного аудита.

Ключевые слова: экономика, зарубежный опыт, участники внешнеэкономической деятельности, таможенный контроль после выпуска товаров, таможенный аудит.

To improve the efficiency of customs authorities, the Strategy for the Development of the Customs Service of the Russian Federation until 2030 (Strategy), one of the priority tasks was the improvement of customs control after the release of goods. The main aspects reflected in the Strategy, which relate to the customs control after the release of goods, are in Fig 1.

digitalization and automation of the customs control after the release of goods using artificial intelligence methods and processing of large volumes of data

↓

expansion of the list of operations performed during the HTP TC

↓

increasing the level of automation of risk identification

↓

formation of new approaches to the selection of objects of the HTP TC using the traceability system, taking into account the introduction of new technologies

Figure. 1. Directions for the development of the HTP TC in Russia until 2030

This decision contributes to the elimination of “bottlenecks” in the control of goods at the border, reducing the burden on customs officials and collecting the proper amount of customs payments.

Confirmation of the need for these actions can be seen by analyzing the statistics of the results of control and verification activities carried out within the framework of of customs control after the release of goods carried out in the period 2018-2021. In this time period, the amount of identified economic damage caused by participants in foreign economic activity and sellers of goods on the domestic market increased from 17.3 to 18.9 billion rubles. The number of initiated criminal cases and cases of administrative offenses (hereinafter – CAO) also significantly decreased (from 5737 to 4599 – cases of CAO, from 287 to 185 – criminal cases) [1].

One of the methods for conducting the customs control after the release of goods is a customs audit. Its implementation in the Russian Federation is due to the application of international standards of the World Customs Organization [6]. The goal is to popularize the use by participants in foreign economic activity of voluntary systems for assessing compliance with customs legislation and voluntary recognition of errors.

In general, the phased introduction of customs audit in Russia can be presented in Fig. 2., compiled on the basis of the Action Plan until 2024 for the implementation of the Strategy.

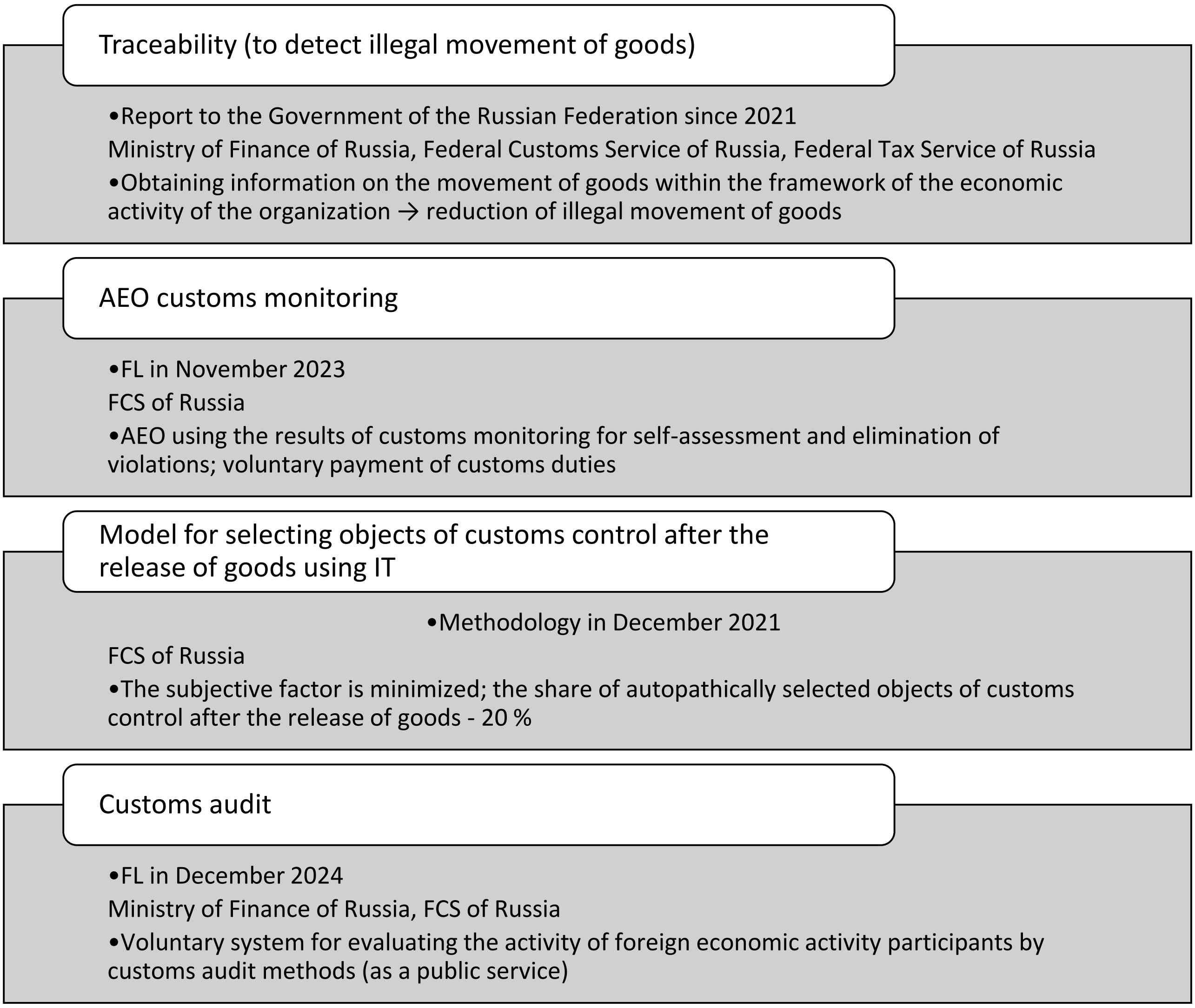

Figure 2. Stages of implementation of the Development Strategy of the Customs Service of the Russian Federation until 2030

It can be seen from the above figure that, as goals in the implementation of the control function of the customs authorities, the Development Strategy provides for the creation and implementation of a customs control tool in the form of customs monitoring. Customs monitoring is the conduct by the customs authority on a periodic basis of analysis of the data and information provided during customs declaration, the performance of other customs operations, incl. using remote access to systems for accounting for goods in information resources by evaluating the results of foreign trade activities based on established indicators [4].

At present, the technology for monitoring and analyzing identified significant deviations in the activities of economic entities has been partially implemented in relation to foreign economic activity participants classified as a low risk of violation of customs legislation. The technology is regulated by the orders of the Federal Customs

Service of Russia of November 27, 2019 No. 281-r and No. 176-r of June 21, 2016. Based on the results of customs monitoring, taking into account foreign experience, the CO information system should form an assessment of the activities of economic entities, including the indicators presented in Fig. 3.

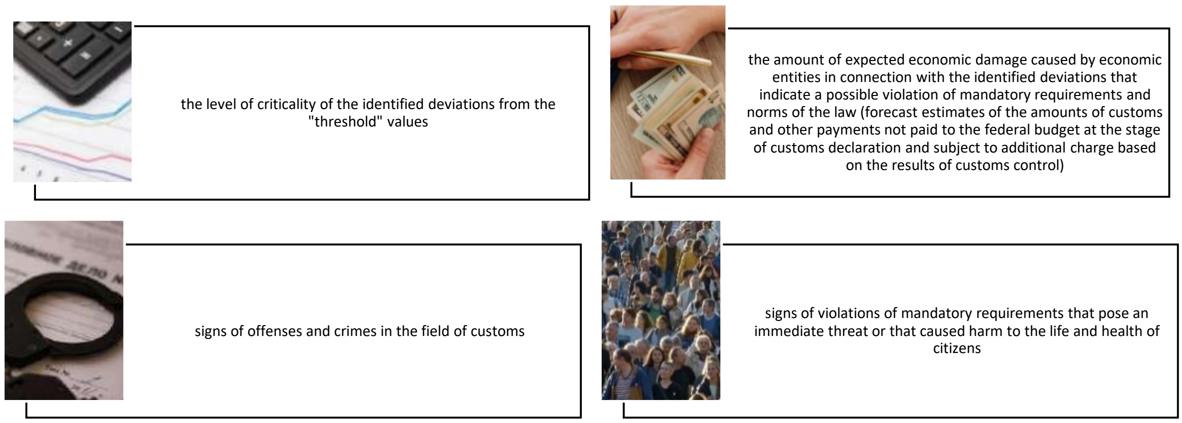

Figure 3. Indicators for assessing the activities of economic entities

In identifying and preventing such offenses that have a negative impact on the economic security of the country, a large role is assigned to the customs authorities, which in the course of their activities perform various functions, including, according to Art. 351 of the Customs Code of the EAEU, collect customs payments, prevent crimes and administrative offenses, etc. [2].

The implementation of these functions is possible at various stages of customs control: both before and after the release of goods. And in the latter case, they are achieved through the implementation of customs control in our country after the release of goods. In world practice, there is a similar system called “customs audit”. The customs control after the release of goods and customs audit processes are not completely identical. At the same time, in the Russian Federation, at the state level, the need to transform the customs control after the release of goods system has been declared, including through the “formation of the institution of customs audit” [3]. Given the above, the study of accumulated foreign experience on this issue is of undoubted scientific interest. The purpose of this article is a discrete analysis of the features of the implementation of customs audit in foreign countries and the identification of its distinctive features in order to assess the possibilities of its use in the implementation of new approaches to the customs control after the release of goods in the Russian Federation.

In addition to the prospects for introducing customs monitoring, it is necessary to talk about the prospects for introducing customs audit into Russian practice, which should help to adapt the system of accounting and reporting of a foreign economic activity participant to the requirements of customs legislation [5]. Customs audit consists in checking various aspects of foreign economic activity in a person through the risk profile created in relation to him. The peculiarity of this risk profile is its multifactorial character. In particular, it accumulates the information presented in Figure 4.

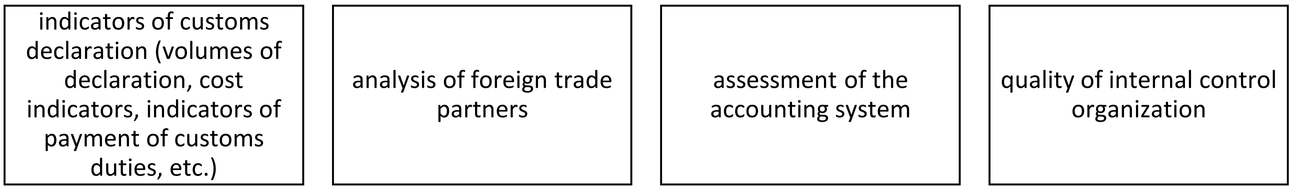

Figure 4. Information contained in the risk profile created in relation to the trader

Most developed countries have already accumulated extensive experience in auditing. For example, a customs audit conducted by the Customs Audit Unit of the UAE Customs Administration allows importers and/or exporters in Dubai to have experts review for them certain critical elements of the summary that were not identified at the time of entry of goods. When a business establishment in the UAE is identified as a high-risk business by Dubai Customs, the public authority requests the results of the inventory within the audit period. Based on the information provided by the business, Dubai Customs compares the organization's inventory with the import and export declarations processed by the organization according to the customs code. If there are a number of discrepancies (by value, weight or quantity), the public authority requests an explanation of these discrepancies. In order for businesses to quickly clear all customs formalities, Dubai Customs does not actually check each shipment prior to release. For this reason, a customs audit is used to confirm the accuracy of information, especially information in declarations submitted to the customs authorities. The UAE Customs Audit Program was launched with the aim of eliminating errors in the future and maximizing compliance of registered persons with customs legislation [7].

Summarizing the above, the following can be noted. The foreign experience of the customs control after the release of goods previously raised questions about the possibility of its application in the Russian Federation, but the Strategy legally fixed the foundations of customs audit in Russia, which indicates the formation of a customs audit institution in our country in the near future. One of the expected results of the introduction of customs audit and customs monitoring is planned to reduce the burden on customs, saving their resources while maintaining high rates of compliance with the law on the part of foreign economic activity participants.

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УДК 339.543

BANK GUARANTEE AS A WAY TO ENSURE THE FULFILLMENT OF THE OBLIGATION TO PAY CUSTOMS DUTIES

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Abstract. The article analyzes the practice of using a bank guarantee in Russia as one of the ways to ensure the payment of customs duties.

Keywords: economics, foreign experience, participants in foreign economic activity, customs payments, customs value, bank guarantee.

БАНКОВСКАЯ ГАРАНТИЯ КАК СПОСОБ ОБЕСПЕЧЕНИЯ ИСПОЛНЕНИЯ ОБЯЗАННОСТИ ПО УПЛАТЕ ТАМОЖЕННЫХ ПЛАТЕЖЕЙ

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Аннотация. В статье проведен анализ практики применения банковской гарантии в России как одного из способов обеспечения уплаты таможенных платежей.

Ключевые слова: экономика, зарубежный опыт, участники внешнеэкономической деятельности, таможенные платежи, таможенная стоимость, банковская гарантия.

The customs policy of the Russian Federation is focused on assisting conscientious participants in foreign economic activity (FEA). Thus, fulfilling its main function (fiscal), the Federal Customs Service of Russia is actively developing in the field of customs administration. The legislation of the EAEU and national legislation are focused on the regulation of customs payments, as well as on the establishment of the procedure for their application. The list of customs payments applied on the territory of the EAEU is established by Article 46 of the Customs Code of the EAEU (Fig. 1) [1].

Figure 1. List of customs payments applied on the territory of the EAEU

According to the development strategy of the customs service, it is necessary to improve the technologies used for customs declaration and payment of customs duties.

The legislator established that payment security can be used as a guarantee of the payer's solvency. It should be noted that ensuring the payment of customs duties is regulated by both the EAEU legislation and national legislation.

The customs authorities transfer significant sums of money to the state budget by ensuring the payment of customs duties. In addition, these figures are growing every year. On fig. 2 you can see how the amounts to secure the payment of customs payments have changed for the period 2017-2020.

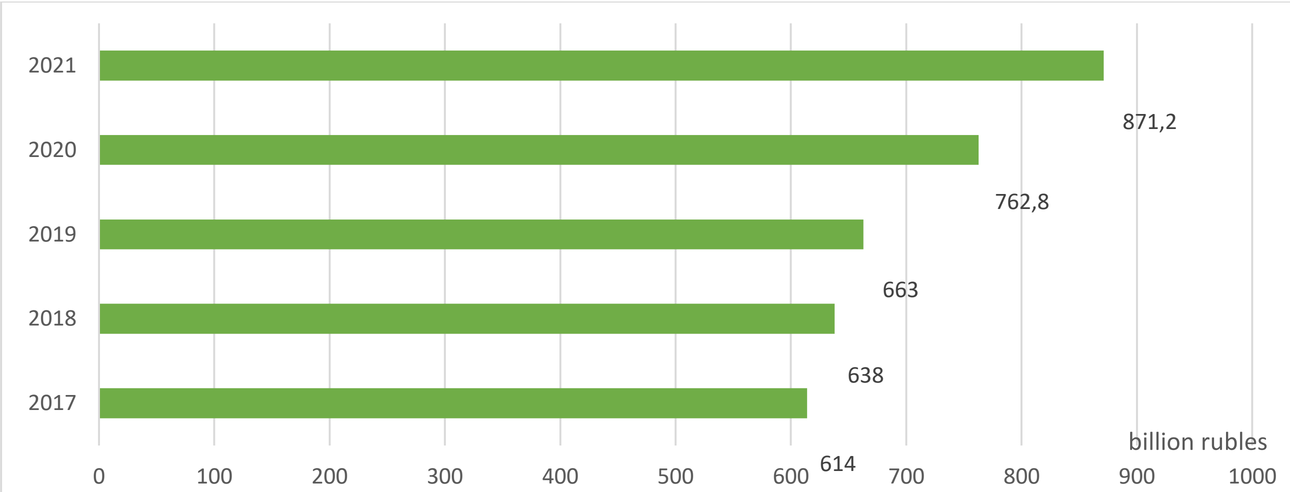

Figure 2. Total amounts of security for the payment of customs duties and taxes

During the period under review, you can see how the regular growth of indicators took place. Thus, in 2021, the highest value was noted (871.2 billion rubles). This indicator exceeds the previous one by 14 %.

On fig. 3 shows the cases in which security of payment can be applied [1].

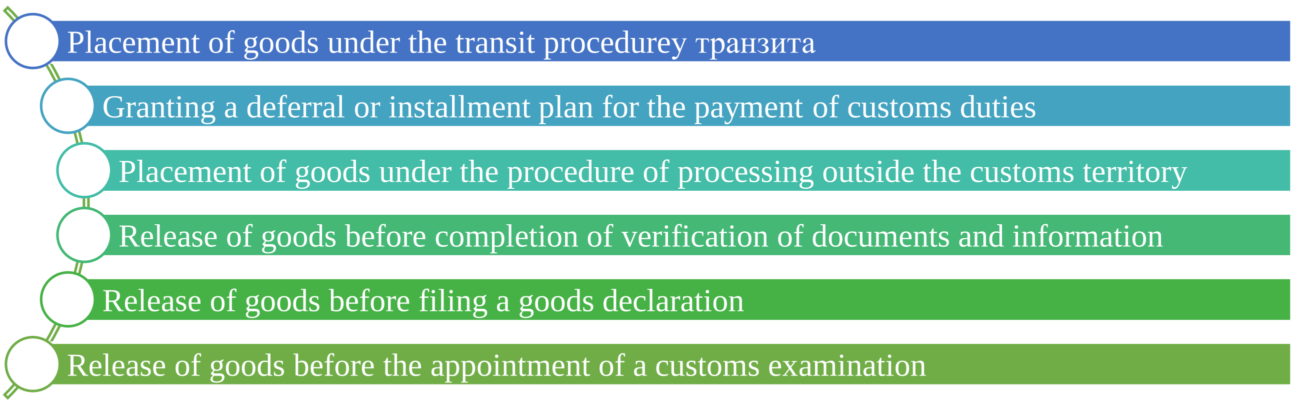

Figure 3. Cases of application of security for the payment of customs duties

According to Federal Law No. 289-FL of August 3, 2018, there are cases of mandatory provision of security for payment to the customs authorities when placed under the customs procedures shown in Fig. 4.

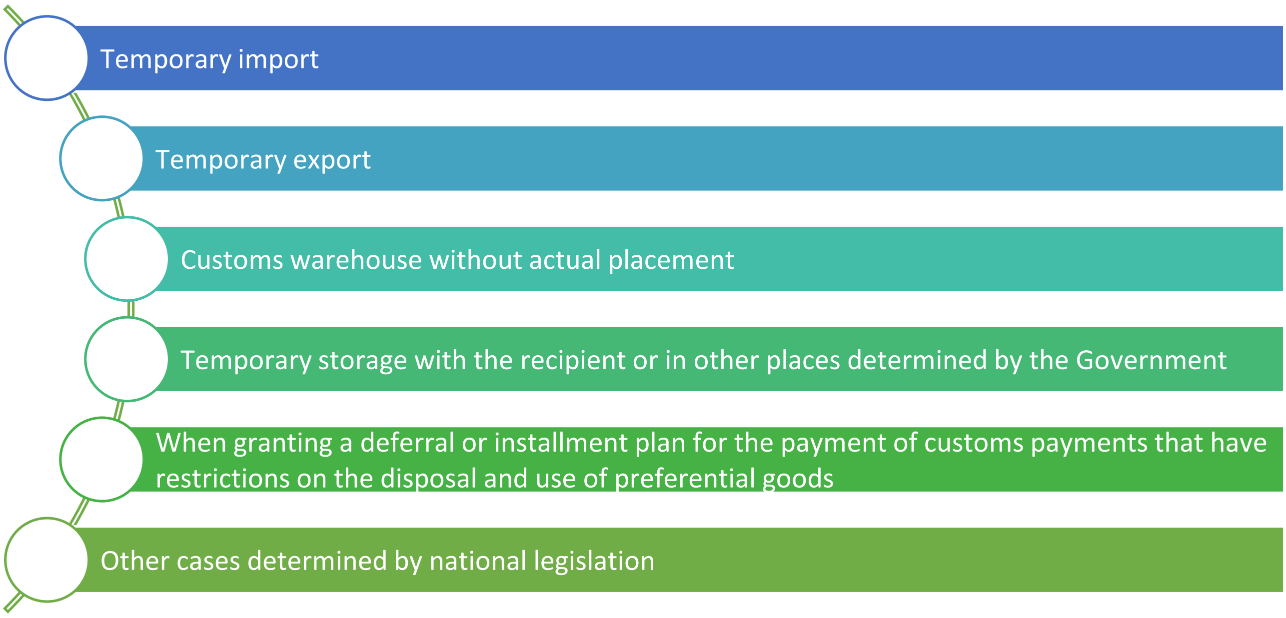

Figure 4. Cases of mandatory provision of security for the payment of customs payments

There are several ways to ensure the obligation to pay customs duties. As a rule, the most common are bank guarantees and sureties, as they have inherent advantages in application and features in the legal structure (Figure 5). There are also two main types of security for the payment of customs duties:

1. General security.
2. Ensuring customs payments under one customs document.

Figure 5. Ways to ensure the payment of customs duties

The appearance of a bank guarantee occurred in 1995, and was reinforced by Part 2 of Art. 141 of Law No. 311-FZ. Payment of customs duties is made before the release of goods in accordance with Law No. 289-FZ dated 08/03/2018 and the Customs Code of the EAEU.

Considering the concept of a bank guarantee, let's pay attention to the fact that this is a certain obligation of a specific person (bank) to pay a sum of money to the customs authorities, provided that entities that have a bank guarantee cannot do this.

An important aspect is that the Federal Customs Service of Russia strictly monitors the nuances associated with a bank guarantee and maintains a register of banks. Issuance of bank guarantees without being included in the register may be carried out by the Eurasian Development Bank. Vnesheconombank and other banks that can act as guarantors for the customs authorities, and which are included in the register, are also responsible for issuing this document.

On fig. 6. information is provided that is subject to mandatory indication in a bank guarantee. It should be noted that it can be provided in two forms: on paper, in electronic form.

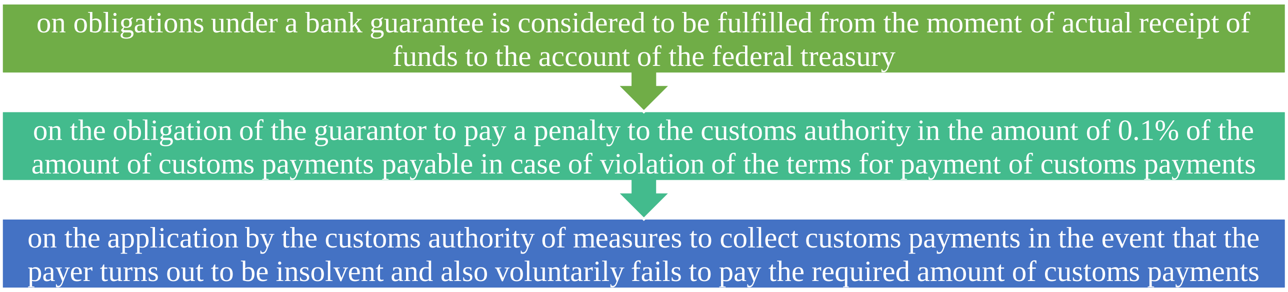

Figure 6. Information specified in the bank guarantee

A bank guarantee, although it is in second place in popularity, is still quite popular among securing the payment of customs duties. On fig. 7 shows the indicators of all types of payment security for the period 2017-2021 [3].

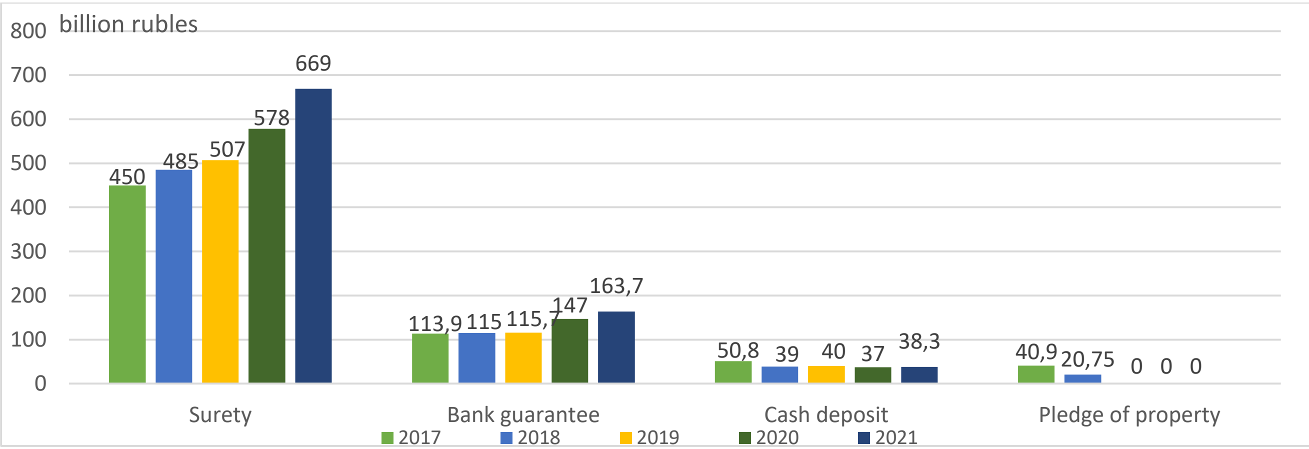

Figure 7. The number of security amounts for the payment of customs duties in the context of security methods for 2017-2021

If we talk about a bank guarantee, then the indicators are regularly growing. And in 2021, the largest cash inflow from bank guarantees was recorded in the amount of 163.7 billion rubles.

For a more detailed study of the bank guarantee, consider the ratio of the number and amounts of bank guarantees for 2017-2021 (Fig. 8) [3].

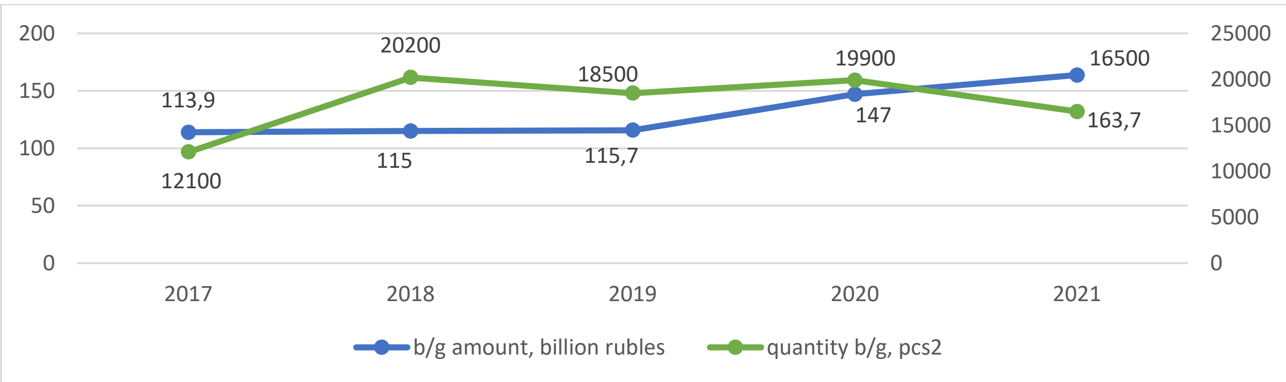

Figure 8. The ratio of the amount and number of accepted bank guarantees for the period 2017-2021

If we talk about the entire period, then in general, there is an increase in the number and amounts of bank guarantees. Note that there is no direct correlation, since in 2018, with a significant increase in the number of bank guarantees (by 8.1 thousand), the amount increased by only 1.1 billion rubles. And in 2019, the number of guarantees began to decline, while the amount of bank guarantees increased. And in 2020, both indicators increased, but the quantitative component – by 1,400 units, and the amount – by 31.3 billion rubles.

It should be noted that the technology of electronic bank guarantee, as a type of security for the payment of customs duties, has become quite widespread. This technology involves the submission of a document in electronic form using the Internet.

In 2017, the sphere of electronic bank guarantees began its activity. Thanks to the creation of an electronic bank guarantee technology, interaction between foreign economic activity participants and customs authorities is carried out without paper.

Federal Law No. 463-FZ describes the main features of the operation of such technology and aspects of its implementation [4]. On fig. 9. a comparative analysis of the number of bank guarantees and electronic bank guarantees for the period 2017-2020 is presented [3].

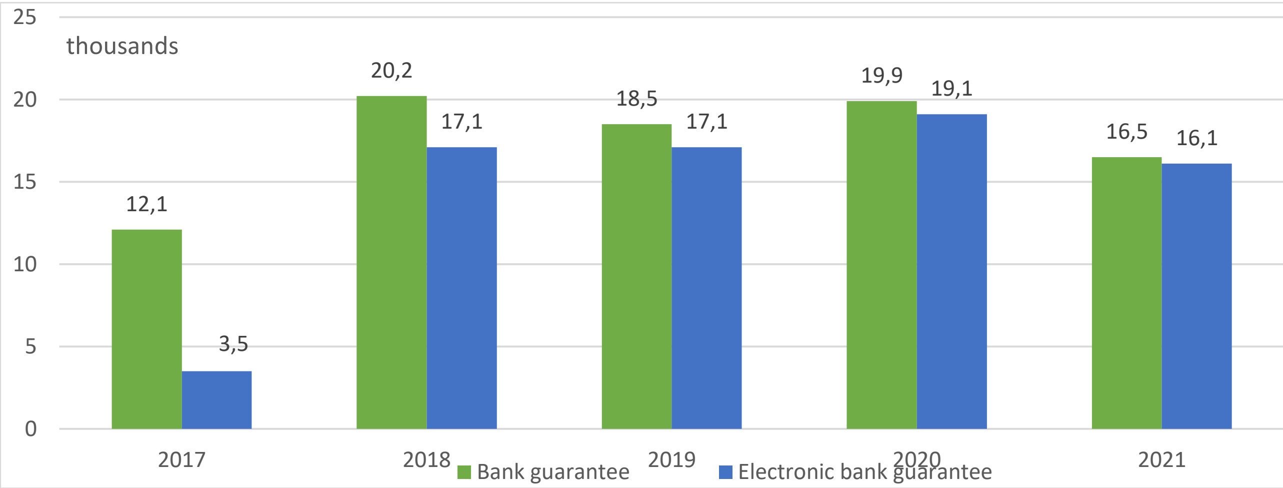

Figure 9. Number of bank guarantees and electronic bank guarantees for the period 2017-2021

For the period under review, we note that in 2021, the customs authorities accepted a total of 16.5 thousand bank guarantees, of which 16.1 thousand are the electronic form of this document.

The legislation of the EAEU and national legislation are focused on the regulation of customs payments, as well as on the establishment of the procedure for their application. In addition to customs payments, customs authorities collect other customs revenues.

The institution of ensuring the payment of customs duties plays a significant role in the fulfillment of obligations. Compliance with customs legislation is ensured through the fulfillment of such obligations. The customs authorities transfer significant sums of money to the state budget by ensuring the payment of customs duties. In addition, these figures are growing every year.

There are several methods of ensuring the obligation to pay customs duties, as a rule, the most common are a bank guarantee and surety, as they have inherent advantages in application and features in the legal structure. The legislator established that payment security can be used as a guarantee of the payer's solvency.

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УДК 330.1.000.34

PROBLEMS OF THE DEVELOPMENT OF THE SYSTEM OF FREE LEGAL AID TO INDIVIDUALS AND LEGAL ENTITIES IN RUSSIA UNDER MODERN ECONOMIC CONDITIONS

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Abstract. This article examines the opportunities for individuals and small and medium-sized businesses to use free legal advice, as well as the problems of the Russian legal sector and related circumstances that arise in the economic sphere.
Keywords: business, jurisprudence, legal entities, individuals, economics, legal assistance.

ПРОБЛЕМЫ РАЗВИТИЯ СИСТЕМЫ БЕСПЛАТНОЙ ЮРИДИЧЕСКОЙ ПОМОЩИ ФИЗИЧЕСКИМ И ЮРИДИЧЕСКИМ ЛИЦАМ В РОССИИ В СОВРЕМЕННЫХ ЭКОНОМИЧЕСКИХ УСЛОВИЯХ

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Аннотация. В данной статье рассматриваются возможности для частных лиц и лиц малого и среднего бизнеса по использованию бесплатных юридических консультаций, а также проблемы российского юридического сектора и взаимосвязанные с этим обстоятельства, возникающие в сфере экономики.
Ключевые слова: бизнес, юриспруденция, юридические лица, физические лица, экономика, юридическая помощь.

Every citizen of the Russian Federation is endowed with rights. According to Article 48 of the Constitution of the Russian Federation, every citizen is guaranteed the right to receive qualified assistance, which will be provided free of charge. At the moment, the issue of legal education is acute in Russia. A significant part of citizens, as well as entrepreneurs and heads of economic entities, due to a vague idea of the content of Russian legislation, quite often feel the need to receive prompt legal assistance. Obtaining high-quality legal assistance is most often associated with a fairly high cost, which, of course, becomes a stumbling block.

According to Rosstat, the poverty level in Russia is about 25 %, that is, it can be assumed that 1⁄4 of the population of our state will not be able to afford paid legal services. Improving the system of free legal aid is a hot topic. The importance and relevance of this institution cannot be denied, since every year the number of citizens who have received assistance is increasing, and the number of specialists who have the right to provide free legal assistance is still small.

In the development of the institution of free legal aid, the Federal Law of May 31, 2002 No. 63-FZ "On Advocacy and the Bar in the Russian Federation" mattered [1]. It was he who regulated the procedure for providing legal assistance. But this rule only applied to the legal community.

An important stage in the formation of the system of free legal aid in Russia was the Federal Law of November 21, 2011 No. No. o324 "On Free Legal Aid in the Russian Federation" [2]. This law defines specific persons who are entitled to free legal assistance, and also establishes the circle of entities authorized to provide free legal assistance.

I would like to dwell in more detail on state legal bureaus, legal clinics, the activities of which are the most common. These entities provide free legal services without reference to any area, on a variety of issues, but within the framework of the Federal Law. The question arises, what problems do such organizations face?

In accordance with the legislation of the subjects on free legal aid, the main participants in the free legal aid system are lawyers. Also, in some regions, the state legal bureau acts as a participant in the state legal aid system. But it is also common for law firms and attorneys to be part of the system together. State legal bureaus are a relatively young institution compared to the bar. For the first time in Russia, state legal bureaus appeared in 2005 in connection with the Government Decree of August 22, 2005 No. No. 534 "On conducting an experiment to create a state system for providing free legal assistance to low-income citizens" (lost force) [4]. In accordance with this resolution, state legal bureaus were established in several constituent entities of the Russian Federation, and their number increased later. Only with the adoption of Federal Law No. 324-FZ of November 21, 2011 "On free legal assistance in the Russian Federation" did state legal bureaus begin to provide free assistance, but already in the prescribed manner [2].

As a result of the analysis of the existing practice of providing free legal assistance by the subjects of the system, conducted by the authors of this article, shortcomings were identified. One of the most important is the inefficiency in the development of budgetary funds. The reason for the emergence of such a problem is the situation when a lawyer cannot provide assistance to privileged categories of citizens in connection with an exhaustive list of issues that are provided for in Article 21 of Federal Law No. 324 [2]. The same situation applies to the business sector, where the legislator and administrative entities, in principle, avoid the concept of preferential treatment for legal services. So, for entrepreneurs, only a free initial consultation becomes available, which, in essence, is only a preliminary preparation for a meeting with a specialist. Thus, the issues on which people needed help go beyond the scope of the law in the case of individuals and are completely ignored for individual entrepreneurs and legal entities. Based on the foregoing, it can be said that the application of the Federal Law has shown that one of the shortcomings is a narrow list of cases where free legal assistance can be used.

We consider it necessary to pay attention to a rather narrow list of subjects (individuals) who are entitled to free legal assistance. For example, one of the categories of citizens eligible for assistance includes poor citizens. This category of persons includes “citizens whose average per capita income of families is below the subsistence minimum”. But at the same time, citizens whose income is not much higher than the subsistence level also live in our country. This group of people is also in need of legal assistance, but does not belong to the poor and, as a result, they are left without free legal assistance.

I would like to consider the activities of legal clinics. Basically, legal clinics are created on the basis of higher educational institutions. Legal assistance is provided directly by students under the guidance of the teaching staff. In our opinion, this form of free legal assistance is very effective for all parties to the process. Since students who have already received some kind of theoretical base can apply their knowledge in practice. Moreover, students, due to more effective orientation in the digital space, are able to find new and effective solutions to emerging problems. According to the monitoring conducted by the Federal State Statistics Service, the activities of legal clinics give a positive result to citizens who have applied for legal assistance [4].

Legal clinics have become quite widespread in cooperation with the business environment, where working with entrepreneurs and business entities not only improves the qualifications of students, but also provides an opportunity for internships and even getting a real job.

And it would seem that such activities should not have problems, but nevertheless they also exist. In accordance with Federal Law No. 324, participants in a legal clinic can conduct consultations, assist in the preparation of complaints, petitions and other documents, but cannot directly represent the interests of a citizen in court [5]. Thus, a citizen who has applied for help receives it, but not to the extent that he would like, since all the same, for the court session, he either needs to independently carry out lengthy preparation work, or look for a representative. Most likely, the legislator does not provide students with such a right due to their inexperience, their lack of stress resistance. It is difficult to answer the question of how expedient this is, but, definitely, this position is justified.

In our opinion, the solution to this problem can be the interaction of the legal office and the legal clinic. Thanks to this, qualified assistance will be provided to citizens in full, and students will be able to interact with practicing lawyers, which is quite a valuable experience. Moreover, it will serve as a good practical base for students, in case of their further development in the legal field.

Summing up all of the above, it should be noted that the problems of developing the system of free legal aid are largely related to the imperfection of the legislation. It is necessary to expand the list of persons entitled to free assistance so that more citizens who need it can receive it. We also believe that in order to develop the institution of free legal aid, it is necessary to make several changes. For example, more active interaction of students of higher educational institutions with practicing lawyers, as well as the introduction of modern information technologies. In our opinion, these innovations will improve the efficiency of the free legal aid system. An increase in the availability of this category of services will favorably affect both the economic and political spheres, since in many respects, business problems are associated with insufficient knowledge of entrepreneurs in jurisprudence, and the inability to attract expensive specialists is based on a crisis situation, as well as a weak level of competition for small businesses, which does not allow it to fully reveal its potential, as well as attract a sufficient amount of benefits to pay services. A free consultation is generally seen as a tool for improving the business space of the Russian Federation.

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УДК 339.138:004.77

EFFICIENCY EVALUATION OF USING INTERNET MARKETING TOOLS

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Abstract. The article analyses the main tools of Internet marketing. The research revealed the need to evaluate the effectiveness of the company's marketing activities on the Internet, and also proposed universal metrics for analysing the effectiveness of advertising campaigns on various promotion channels.

Keywords: efficiency evaluation, marketing, internet marketing tools, indicators.

ИНСТРУМЕНТЫ ИНТЕРНЕТ-МАРКЕТИНГА КАК ОСНОВА ЭФФЕКТИВНОГО УПРАВЛЕНИЯ КОМПАНИЕЙ

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Аннотация. В статье проанализированы основные инструменты интернет-маркетинга. В процессе исследования выявлена необходимость проведения оценки эффективности маркетинговой деятельности компании в Интернете, а также предложены универсальные метрики для проведения анализа эффективности рекламных кампаний через различные каналы продвижения.

Ключевые слова: маркетинг, оценка эффективности, инструменты интернет-маркетинга, показатели.

In today's world, Internet marketing is one of the main tools for effective management of the company. Since the Internet is not only a platform for communication, but also an effective channel for implementing business ideas, finding customers, as well as promoting goods and services. In the context of increased competition, manufacturers are forced to introduce new marketing tools that will allow not only to sell products, but also to track the life cycle of the product, identify its target audience, and assess the return on funds. In the broad sense, Internet marketing is a set of measures and techniques aimed at attracting the attention of the audience to goods and services and obtaining the maximum effect for their promotion via the Internet [1, p. 62].

The main tools of Internet marketing include:

– Search Engine Promotion (SEO Optimization).
– Social Media Promotion (SMM).
– E-mail marketing.
– Contextual advertising.
– Banner advertising.
– Traffic arbitration.

One of the most important tasks in organizing Internet marketing is to analyze the effectiveness of the promotion strategy, the degree of rationality of using the advertising budget, as well as to identify influential advertising media that had the greatest impact on consumer decision-making. Often, incompetent marketers neglect to conduct a detailed study of the results of an advertising campaign, which can lead to the choice of an incorrect marketing strategy, and subsequently to cash losses due to the outflow of potential customers [2]. A comprehensive analysis of the results of web analytics allows you to solve the following problems:

– Identify highly effective promotion tools and channels.
– Identify strengths and weaknesses for further strategic planning.
– Implement adjustments to strategic planning based on the data received.
– Optimization of expenditure items of the enterprise budget.
– Forecasting the performance of marketing activities.

To obtain reliable results on the effectiveness of the company's marketing activities on the Internet, various indicators must be used during calculations.

The baseline metrics for the efficacy analysis are indications and coverage. It is worth noting that they have a bright distinctive feature: it is customary to calculate the coverage by the number of unique users: if the user views ads from one IP address, a specific device and browser three times, + 1 will be displayed in the coverage statistics. While the shows are non-unique – when viewing ads three times by one user, + 3 will be displayed in the statistics [3].

The following is the Conversion Rate. The conversion rate represents the ratio of the number of orders to attendance, expressed in percentage and analyzed over time. The separated evaluation of such criteria will not give positive results, since the Customer Retention Rate will not be taken into account. This indicator allows you to track the level of consumer loyalty to the company and product, the frequency of purchase of goods and services [4, p. 9].

To determine the degree of effectiveness of the advertising campaign, there are many indicators – Table 1 discusses the current and basic metrics that each Internet marketer should use. Calculation of indicators should be carried out separately for each advertising channel:

Table 1 – Internet Marketing Performance Indicators

Marketing Indicators	Formula
CPC – cost-per-click	$CPC = \frac{\text{Total Amount Spend}}{\text{Total Measured Clicks}}$
CPA – cost-per-action	$CPA = \frac{\text{Total Amount Spent}}{\text{Total Attributed Conversions}}$
CPO – cost-per-order	$CPO = \frac{\text{Advertising Expenses}}{\text{The number of orders}}$
CPV – cost-per-view	$CPV = \frac{\text{Total Amount Spent}}{\text{Total Measured Views}}$
CPL – cost-per-lead	$CPL = \frac{\text{Total Amount Spent}}{\text{Total Attributed Leads}}$
CTR – click-through rate	$CTR = \frac{\text{Total Measured Clicks}}{\text{Total Measured Impressions}} \times 100\%$
ROAS – Return On Ad Spend	$ROAS = \frac{\text{Amount Gained From Ads}}{\text{Amount Spent On Ads}} \times 100\%$
Churn Rate	$CR = \frac{\text{Total No. of Customers Lost During Period}}{\text{Total No. of Customers of Company at Beginning of Period}} \times 100\ \%$

The table describes the basic macro indicators for assessing the effectiveness of Internet marketing, which must be monitored by industry, with different time intervals. It is worth noting that the entrepreneur is not particularly interested in the number of subscribers or the price per click, therefore, one should consider such an indicator as KPI (Key Performance Indicators) – key performance indicators, the set of which is individual for each enterprise [5]. The main metrics that include the KPI indicator are indicated in Table 2.

Table 2 – basic KPI metrics

Indicators	Formula
CARC – Customer Acquisition and Retention Cost	$\frac{\text{Total Amount Spent}}{\text{The number of paying customers}}$
Margin-Adjusted Revenue	Average profit per client per month
Time to payback CARC	$\frac{\text{CARC}}{\text{Margin} - \text{Adjusted Revenue}}$
LTV – LifeTime Value – the profit received from one client for all time	Average profit per sale × Average number of sales per month× Average time of cooperation with the client (in months).
ROMI – Return Of Marketing Investment	$\frac{\text{LTV}}{\text{CARC}} \times 100\%$

The choice of KPIs directly depends on the strategic goals of the company, as well as on the peculiarities of the management situations that have arisen. KPIs are totals that reflect the actual results of the firm's business. Thanks to this assessment system, it is possible to track both the performance of individual employees and all departments as a whole [6].

All the analyzed indicators allow us to assess the effectiveness of Internet marketing in general and in the long term and develop an effective strategy for managing the company.

Thus, the analysis of the effectiveness of Internet marketing is a complex structure consisting of a large number of metrics, each of which contains important data for assessing the effectiveness of the company's marketing in Internet resources. A comprehensive approach to assessing the effectiveness of Internet marketing tools will favorably affect the results of the company's commercial activities and will simplify the process of developing a company management strategy, since based on the data obtained, it will be easier for senior management to identify specific goals and deadlines for their achievement.

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УДК 334.746.34

ECONOMIC CRIMES AND ANTI-CORRUPTION IN THE SPHERE OF SMALL AND MEDIUM-SIZED BUSINESSES

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Abstract. The presented paper analyzes economic crimes, as well as their counteraction to corruption in the sphere of small and medium-sized businesses. Statistical data from official sources are provided. The main documents regulating economic crimes are considered. Research methods: analytical method, review method.

Keywords: small and medium-sized businesses, economic crimes, corruption, the state.

ЭКОНОМИЧЕСКИЕ ПРЕСТУПЛЕНИЯ И ПРОТИВОДЕЙСТВИЕ КОРРУПЦИИ В СФЕРЕ МАЛОГО И СРЕДНЕГО БИЗНЕСА

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Аннотация. В представленной работе проведен анализ экономических преступлений, а также их противодействие коррупции в сфере малого и среднего бизнеса. Приведены статистические данные из официальных источников. Рассмотрены основные документы, регулирующие экономические преступления. Методы исследования: аналитический метод, обзорный метод.

Ключевые слова: малый и средний бизнес, экономические преступления, коррупция, государство.

Corruption today is a complex socio-political phenomenon that has a centuries-old history and continues to progress at present in all countries of the world.

In recent years, the number of corrupt economic crimes has increased significantly, which is one of the most acute problems facing the state. This negative phenomenon constitutes a real threat to the development of a democratic state, undermines the foundations of the Constitutional system and the authority of state power, restricts the constitutional rights and freedoms of citizens, violates the principles of the rule of law, as well as moral social values, discredits the state both domestically and internationally.

Chapter 22 of the Criminal Code of the Russian Federation "Crimes in the sphere of economic activity" includes 4 types of economic crime, namely [1]:

1. Crimes against property (theft, fraud, embezzlement, embezzlement).

2. In the sphere of economic activity (illegal entrepreneurship, manufacture and sale of counterfeit money and securities, legalization of proceeds from crime).

3. Against the interests of service in commercial and other organizations (commercial bribery, smuggling).

4. Economic crimes against state power (bribery, mediation in the receipt and transfer of bribes).

According to the statistics of the Ministry of Internal Affairs, the most significant share of business-related crimes (41 %) in 2021 fell on crimes "in the sphere of economic activity". The absolute majority of violations in this category were the manufacture, storage or sale of counterfeit money and securities, but a number of cases of money laundering, illegal entrepreneurship, illegal actions in bankruptcy were also recorded.

A third (33 %) of economic crimes were committed against property – theft, fraud, embezzlement or embezzlement. And almost every fifth violation (17.5 %) was directed against the state authorities and the interests of the civil service. These include, in particular, giving and receiving bribes, as well as mediation in this case. About 6 % were tax crimes.

The total number of detected economic violations was the highest since 2013 and reached 117,1 thousand. This is 11.6 % more than in 2020 [2].

The Russian government actively intervenes in business matters through various administrative procedures, such as the prohibition and suspension of the organization's activities, administrative penalties, approval and fixation processes [3].

Activities in shadow markets inevitably lead to corruption. If the law is systematically violated, then bribery and bribery are inevitable. Experts believe that aspiring entrepreneurs have no more than 10 % chance of "swimming out". About two-thirds of sales go through the hidden market.

The involvement of small businesses in corruption relations is a widespread case in Russia, it was noted in the "Support of Russia" as a result of the study "Small business and corruption: prospects for overcoming". The prospects seem very vague. The study involved entrepreneurs from 16 regions of Russia, from all federal districts, engaged in retail trade (35 %), electronic trading platforms (27 %), manufacturing (15 %), transport (6 %) and construction (4 %). Although a third of entrepreneurs, contrary to stereotypes, conduct business without resorting to informal "connections" of officials, who not only succumbed most in various ways by unscrupulous civil servants, but often themselves became the initiators of such a method of solving business problems. 67 % of entrepreneurs who participated in the study confirmed that last year they managed to solve emerging problems using illegal methods of influencing officials, offering bribes or all kinds of solutions to problems. 49 % of entrepreneurs believe that corruption lies on both sides – both officials and business. And 4 % believe that a business that wins in public procurement is a fact of corrupt activity.

Entrepreneurs quite often initiate situations with bribery, allowing employees to informally solve certain issues of personal business, experts say: for example, to gain an advantage in access to scarce resources and get away from punishment for misconduct. Although the government's corrupt pressure on companies is still in the spotlight. About 40 % of entrepreneurs have repeatedly offered bribes to officials without any hints or threats from them. However, the reverse situation, when an official puts an entrepreneur in such a position that he is forced to resort to informal methods, is much more common.

The INDEM Foundation's research has shown that the consequences of corruption for small businesses are particularly diverse: administrative barriers to market entry, artificial complexity of business, additional time and financial costs, reduced profitability of business, withdrawal of financial reserves for business [4]. All this can lead to various negative consequences, including a significant reduction in the number of potential customers who want to do business.

Entrepreneurs have already become accustomed to the established model of relations with inspectors and distributors and take the need to pay for granted. Corruption takes various forms: bribery of managers, free provision of services, improper hiring of recommended persons, distribution of business shares between specific officials to individuals. More than 40 % of respondents rated their knowledge in the field of legislation at a low level, while about the same number of businessmen in the state have an employee who understands it well. Entrepreneurs do not receive timely notification of legal innovations and are already getting acquainted with new rules and requirements during their inspections.

In my opinion, to reduce the level of corruption it is enough to simplify the legislative system, reduce the mandatory requirements for doing business and minimize direct contacts between government representatives and entrepreneurs.

But to overcome the idea of the economic benefits of the corrupt method of doing business, it is not enough to make changes at the legislative level, it is necessary to achieve a change in public views on corruption as a way to solve many issues.

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УДК 681.3:331

DIGITAL TRANSFORMATION OF BUSINESS PROCESSES

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Abstract. The concept of digital business transformation is considered, the structural elements of digital transformation are given, the expected advantages are determined. The process of evolution of digital business transformation and the formation of digital platforms is studied.
Keywords: national economy, transformation, business, advantages, digital economy.

ЦИФРОВАЯ ТРАНСФОРМАЦИЯ БИЗНЕС-ПРОЦЕССОВ

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Аннотация. В статье рассматривается понятие цифровой трансформации бизнеса, приводятся структурные элементы цифровой трансформации, определены ожидаемые преимущества. Изучен процесс эволюции цифровой трансформации бизнеса и становления цифровых платформ.
Ключевые слова: национальная экономика, трансформация, бизнес, преимущества, цифровая экономика.

Trends in the development of the world economy and priorities for the development of the national economy are associated with changes in information and digital technologies, with the realization of human potential, with the expansion of the use of artificial intelligence.

The most important characteristics of the previous stages of economic development were access to natural resources and capital. Today, most of the economic benefits are created through intellectual products using information technology.

The current stage, which ensures the competitiveness of the country, focuses on the results of human creative activity, which form the basis of the latest factors of production and are the main priority of innovative development. Among the main indicators of innovative development, information technology development indicators deserve special attention.

Today is marked by the digital transformation of all spheres of public life, and this process is taking place as a result of the introduction of advanced technologies. The digital economy has qualitatively changed the boundaries of the communication space, expanded access to information, statistics, and technological developments.

The term "digital economy" was first used relatively recently, in 1995, by the famous American scientist from the Massachusetts Institute of Technology N. Negroponte in connection with the intensive development of information and communication technologies (ICT), the beginning of the second generation informatization process. In fact, all spheres of human life have changed to one degree or another due to the discovery and development of ICT, but the changes in recent years allow many to argue that a new stage of informatization is beginning, the name of which is "digital economy" [1, p. 432].

Digital transformation affects all spheres of human activity, a number of breakthrough technologies and their integration are key:

– Internet of things and artificial intelligence – the foundation for a new generation of digital resources, robotics;

– drones and 3D printers – devices that contribute to the transfer of computer capabilities to the material world;

– augmented and virtual reality – technologies that unite the physical and digital worlds;

– blockchain is a completely new approach to the basic operations of keeping records of commercial transactions.

In the context of digital transformation, there is a lot of talk about the so-called breakthrough technologies, considering them almost a magical means of business transformation. In reality, everything is not so simple.

To begin with, it is worth understanding what technologies are used as part of digital transformation. There are many of them, but artificial intelligence, big data, microservices, cloud systems, digital twins and DevOps are at the peak of popularity now. These technologies are called breakthrough technologies for a reason: they are changing the world just as steam engines and electricity did in their time.

Big data. It is a series of approaches for storing and processing huge arrays of structured and unstructured data. The European Union's Horizon 2020 program defines Big Data as "fuel for the new digital economy". Big data processing technologies are relevant for all business areas.

Microservices. A special approach to application architecture: the functionality is divided into small services that exist independently of each other. Each service is responsible for a specific business task and is managed by a single development team. This approach provides ease of making changes, scaling systems, ease of replacing outdated applications – in a word, it creates all the conditions for the development of the IT landscape.

Artificial intelligence (AI) technologies and machine learning techniques are now developing rapidly. Computer programs and services are already able to recommend products according to personal preferences, issue loans, conduct interviews, diagnose health conditions, and perform many other human functions. AI is penetrating all areas of the economy and, according to experts, by 2030 this will increase the volume of the global market for goods and services by more than $15 trillion.

Cloud technologies provide a lot of advantages over hosting applications locally. Cost-effectiveness, availability of information at any time and from anywhere in the world, flexibility and ease of scaling, device independence, fault tolerance and security – these and other advantages have already been appreciated by many entrepreneurs: today business is confidently moving to the cloud infrastructure.

Digital twins. These are virtual copies of any objects, processes and phenomena. Their most valuable property is the ability to predict the future state of the original, based on current data and using the capabilities of artificial intelligence. Digital twins are used, for example, in industry: they are used to model production processes and various objects.

DevOps. This is not so much a separate technology, but a philosophy and methodology designed to eliminate contradictions between development and support teams. It uses a set of practices that ultimately ensure the rapid delivery of a quality digital product to the consumer.

The main goal of digital transformation is to bring all business activities in line with the rapidly changing requirements of the modern world. In simple words, digital transformation helps a business to correctly accept even the most radical external changes and remain competitive in the new environment.

Any innovation must first of all meet the goals and objectives of the company. Regardless of the type of activity, any enterprise has a main goal – a regular increase in profits. There are at least two tasks that need to be solved to achieve it:

– optimization of work processes in order to get the maximum possible return while reducing labor costs;
– ensuring the loyalty of the team to the introduction of new strategic initiatives.

To increase the involvement of employees, inform them in an accessible language about the benefits that they will receive from working under the new rules, develop comprehensive, understandable instructions, and monitor the quality of their implementation [2, p. 1345].

Digital business transformation solves both of these problems and provides:

– increasing the productivity of each individual employee;
– reduction of time for data processing;
– optimization of loading of employees and managers. With the effective implementation of digital products, it becomes possible to allocate sufficient time for the development of the company;
– increasing the speed of reporting and decision making. For example, the introduction of end-to-end analytics allows a marketer to receive understandable, capacious real-time reports and quickly adjust advertising campaigns;
– improving the quality of customer service. For example, when a client re-applies to a company, he will be pleased if he does not have to re-explain who he is, what he bought earlier, what bonuses he received on his account, and so on. Thus, the digital transformation of business processes leads to an increase in customer loyalty;
– increasing employee satisfaction. This medal has two sides. On the one hand, the use of new technologies eliminates the routine, optimizes labor costs. On the other

hand, people often resist the introduction of digital products because multi-step technical instructions seem completely incomprehensible to them. This problem is successfully and quickly solved by well-organized training and competent motivation.

With the beginning of the digital transformation of the company, new positions and professional responsibilities may appear in it, especially those related to the IT field. For example, Chief Digital Transformation Officer / CDTO, Chief Digital Officer / CDO, Chief Information Officer / CIO, Chief Technical Officer / CTO, data scientist (Data Scientist / DS).

Examples of digital business transformation can be the development of:

– integrated Internet marketing and business promotion strategies;
– new sites using modern technologies;
– effective mobile applications for various platforms;
– CRM systems for managing content or customer interactions [3, p. 20].

There are several strategic directions to help realize the digital transformation of business processes. These include:

– digitalization of business processes (digitalization of business) – the transition of companies' activities to electronic platforms. With the help of business digitalization, it is possible to significantly reduce the number of steps required to complete a specific task by replacing the activities of the company's personnel with the work of software solutions;
– data management (Big Data, Data Analytics, Data Science) – work with large volumes of information using neural networks, machine learning and other artificial intelligence technologies. With the help of data management, it is possible to draw up models of customer behavior, predict demand and form preferences – this allows you to adapt products and services to the needs of specific consumers;
– customer-centric – when developing their products, companies build a business model, focusing on the client and his needs. At the same time, the client-centric model also takes into account the value of each client for the company;
– digital partnership – the creation by the company together with partners of a common digital infrastructure (a set of technologies and computing, telecommunication and network capacities) to solve the tasks;
– introduction of innovations – constant study and testing of new lines of business, products and solutions. This strategy involves the active use of modern digital channels and systems;
– value management – with the help of this strategy, measures are taken to adapt and personalize products, taking into account changing user requirements for them. At the same time, the value of the product for customers is the convenience of its use, the possibility of obtaining the necessary services, the continuous improvement of the product and the work of the company on the service.

It is also worth mentioning the benefits of digital transformation, these include:

Decisions based on reliable information. Most organizations today have access to vast amounts of data. They can be turned into valuable business development ideas and used to make smarter and faster decisions.

The approach to business process management based solely on the analysis of actual data is called Data Driven (“data driven”). It allows you to most adequately respond to the rapidly changing needs of potential customers, personalize the offer and develop the service in the right direction.

The Data Driven approach gives an understanding of what products and services will be in demand, even before the consumer trend manifests itself. The use of digital technologies to find innovative ways to bring products to market is a key condition for businesses to thrive today.

Productivity increase. Digital technologies allow employees to perform key tasks more efficiently. With their help, key departments of the company, such as HR and finance, can automate their most important tasks. For example, payroll or customer data processing.

Digital collaboration and networking greatly facilitate the interaction of various departments and groups within the organization. In addition, digital transformation allows you to work remotely, as well as opens up access to cloud services and turnkey services (SAAS).

Consumer involvement. Developing good customer relationships is the foundation of any thriving business. And digital tools make this task much easier.

Digital transformation can help improve a brand's image by working more actively with customers at its various stages – from the prompt handling of complaints to the launch of seasonal sales and promotions. And this, in turn, will lead to higher business results.

Ensuring information security. This important task requires a whole range of measures. For example, strict control over the process of providing access to data, compliance with the requirements for their safety, as well as ensuring protection against hacker attacks. It is hardly feasible if the company does not have its own IT department.

The obvious way out in such cases is to turn to third-party cybersecurity specialists. It is preferable to make a choice in favor of those professionals who are familiar with the specifics of the enterprise. They understand business objectives and can achieve their goals most effectively.

Strengthening partnerships. Most companies are interdependent. To attract consumers to their products, they interact with a variety of partners – suppliers, contractors and specialized consultants. Of course, you can also communicate with them on the basis of physical workflow, but this is tedious and inefficient.

Digital technologies make it possible to change and simplify this process, making it more transparent, more accurate and faster. Optimizing the internal interaction of partners saves their time and resources, which leads to the strengthening of mutually beneficial relationships.

Development of services on demand. Hybrid IT services that provide enhanced networking opportunities and improve the quality of service are in demand by businesses today more than ever. This concerns not only the usability of applications for employees and customers. The work of "on demand" services is unthinkable without a well-functioning mechanism for interaction with IT tools and IT personnel.

Today, it is critical for businesses to embrace digital technologies and experiment with social media, big data analytics, and cloud computing. Focusing on digital transformation will give enterprises new directions for development, allow them to outperform competitors and prepare them for changes in the near future [4].

Thus, we can conclude that digital transformation is changing the structure of the economy, making changes in market models, and transforming people's lives. However, we should not forget that the digital economy cannot exist without a person. The digital economy is based on new technologies, intellectual property objects created by human labor and talent. The creativity of people is the driving force behind innovation. Possible threats associated with digitalization processes will constantly increase and humanity will have to look for ways to eliminate them.

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УДК 339.727.22

DEVELOPMENT OF THE INVESTMENT PROCESS KARMASKALINSKY MUNICIPAL DISTRICT OF THE REPUBLIC OF BASHKORTOSTAN

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Abstract. Creating a favorable investment climate is a long and consistent work of all levels of government. In the article, the author examines projects that are both at the stage of implementation and those that have just passed the preparatory stages, highlighting the most promising of them; the author also highlights the main tasks and measures of investment policy of the Karmaskalinsky Municipal District of the Republic of Bashkortostan.

Keywords: investment process, implementation stage, project, capital investments, investment policy.

РАЗВИТИЕ ИНВЕСТИЦИОННОГО ПРОЦЕССА МУНИЦИПАЛЬНОГО РАЙОНА КАРМАСКАЛИНСКИЙ РАЙОН РЕСПУБЛИКИ БАШКОРТОСТАН

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Аннотация. Создание благоприятного инвестиционного климата – это длительная и последовательная работа всех уровней власти. В статье рассматриваются проекты, находящиеся как на стадии реализации, так и те, которые только прошли подготовительные этапы; освещаются наиболее перспективные из них; также выделяются основные задачи и мероприятия инвестиционной политики муниципального района Кармаскалинский район Республики Башкортостан.

Ключевые слова: инвестиционный процесс, стадия реализации, проект, капитальные вложения, инвестиционная политика.

The main priority of the development of the municipal district (hereinafter MR) Karmaskalinsky district of the Republic of Bashkortostan today is to create favorable conditions for attracting investment and developing the investment process.

Currently, 37 projects are under implementation with a planned capital investment of 1.13 billion rubles. The largest of them include:

1. Construction of the grain elevator LLC “Harvest” (the cost of the project is 205 million rubles, it is planned to create 10 jobs).

2. Construction of a plant for the production of dry mixes of Knauf gypsum Dzerzhinsk LLC (the cost of the project is 4000 million rubles, it is planned to create 130 jobs).

3. Construction of a baby food factory of IP Amineva O. Yu. (the project cost is 50 million rubles, it is planned to create 30 jobs).

4. Construction of a dairy farm of E.R. Kurmaeva's farm (the project cost is 296 million rubles, it is planned to create 15 jobs).

5. Construction of the greenhouse complex of IP Gaisina L.R. (the project cost is 50 million rubles, it is planned to create 50 jobs).

6. Construction of production buildings of a breeding reproducer for breeding young cattle of the Holstein breed on the basis of a dairy complex for 1040 cows of the dairy herd of LLC PH “Artemida” (the cost of the project is 215 million rubles, it is planned to create 10 jobs).

7. The creation of the production base “Kirovets-Ufa” LLC PTC “Kirovets-Ufa” (the cost of the project is 220 million rubles, it is planned to create 70 jobs) [1, p. 330].

Having passed the preparatory stages, a number of projects related to the development of roadside service are under implementation. So, for example, the issue of registration of a land plot for the construction of a roadside cafe by IP Reshetnikova N.V. is being resolved (the project cost is 16 million rubles).

A promising project for the district and for the republic in particular is the construction of a drywall plant near the village. Pribelsky and the construction of a gypsum quarry near the village. Antonovka Karmaskalinsky district RB LLC “Saint-Gobain Construction Products Rus”. The cost of the project is 4900 million rubles, it is planned to create 168 jobs [2].

In 2021, 33 meetings were held in the Karmaskalinsky district in the format of an entrepreneurial hour, during which 37 investment projects were considered (the total cost of 894 million rubles, the creation of 251 new jobs is planned). As practice shows, of the issues under consideration, 57 % of entrepreneurs are concerned about land issues, 20.9 % need financial support. For example, the implementation of 25 projects has not started at present due to the lack of land plots.

The formation of a favorable investment climate is one of the priority areas of activity of local self-government bodies of the MR Karmaskalinsky district of the Republic of Belarus.

Among the main objectives of the investment policy of MR Karmaskalinsky district of the Republic of Belarus are the following:

- creating a favorable administrative environment for investors, ensuring maximum information openness for potential investors;
- strengthening the investment attractiveness of the district;
- increase of investment activity of economic entities;
- development of infrastructure that contributes to the implementation of investment projects;
- involvement of natural resource potential in the investment process [3];
- development of human resources to ensure investment processes.

Agriculture, tourism, manufacturing, transport, social and engineering infrastructure are certainly priority areas of investment in MR Karmaskalinsky district of the Republic of Belarus.

The main activities carried out by MR Karmaskalinsky district of the Republic of Belarus include the following:

- informing investors about existing support measures and facilitating access to support measures at all levels;
- creation of investment platforms;
- regular monitoring of investment activity in the district;
- increasing the competitiveness of the production sector based on the modernization of production;
- improving the quality and competitiveness of products;
- preservation of existing and creation of new jobs;
- implementation of investment projects for the extraction of minerals;
- organization of production for the production of high-quality building materials;
- modernization and updating of the material and technical base of industrial enterprises of the district;
- improving the efficiency of existing industrial production;
-development of new industrial productions in the district;
- creation of favorable conditions for doing business in industry;
- creation of infrastructure for the development of ethnic, gastronomic, business, educational, recreational and wellness, rural (agrotourism), sports tourism;
- development of tourist products and their promotion in the external environment;
- formation of competencies in the field of developing tourism destinations, staff training;
- formation of “brands” of tourist products of the district;
- cooperation, dispatching of the regional tourist flow;
- preservation of tourist and recreational resources of the district;
- implementation of public and municipal-private partnership projects [4, p. 18].

Creating a favorable investment climate is a long and consistent work of all levels of government. Systematic, mutually beneficial and open cooperation between business and government, focused on results, is the key to a comfortable entrepreneurial atmosphere.

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УДК 685.34.012

FEATURES OF ENTERPRENEURSHIP IN SPHERE OF FASHION DEVELOPMENT PRINCIPLES OF MODERN BRANDS

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Abstract. This article highlights the main features of the modern market of fashion products that an entrepreneur who wants to build a business in the fashion industry has to deal with. In modern conditions, it has become more difficult to meet the demand of consumers for fashionable products due to socio-economic factors. The most important of them are shown in the article.
Keywords: fashion, fashion-industry, entrepreneurship, brands, media, sustainability, cancel culture.

ОСОБЕННОСТИ ПРЕДПРИНИМАТЕЛЬСТВА В СФЕРЕ МОДЫ ПРИНЦИПЫ РАЗРАБОТКИ СОВРЕМЕННЫХ БРЕНДОВ

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Аннотация. В данной статье освещаются основные черты современного рынка модной продукции, с которыми приходится иметь дело предпринимателю, желающему построить бизнес в фешен-индустрии. В современных условиях удовлетворять спрос потребителей на модную продукцию стало сложнее из-за социально-экономических факторов. В статье рассмотрены наиболее важные из них.
Ключевые слова: мода, фешен-индустрия, предпринимательство, бренды, средства массовой информации, экологичность, культура отмены.

Fashion has always caused a lot of controversy and left few people indifferent. On the one hand, fashion is a kind of art, on the other – a field for the realization of economic potential [1, p. 177].

Creating and running a business in the fashion industry is not easy at all. At all times, the success of an entrepreneur in the field of fashion has largely depended on the following factors:

1. Brand concept, distinctive style features;
2. Leadership qualities;
3. Entrepreneurial skills, knowledge in the field of management, marketing, finance, and other aspects accompanying commercial activities;

4. The ability to interact. Doing business requires constant communication with suppliers, employees, customers, etc.

Interaction with consumers is of key importance, because they indirectly determine the position of the brand in the market.

Over the past few decades, the demands of consumers of fashion products, as well as market conditions, have changed significantly, which makes it more difficult for manufacturers to meet demand. The most important of these conditions are listed below.

First of all, the problem of the ethics should be taken into account. Due to the growing popularity of the trend of ethical production, entrepreneurs are striving to make it so. Among modern consumers, products with the “vegan” sign are welcome, i.e. in the manufacturing process of which animal materials are not used. Such products can be found in the assortment of these brands: Arny praht, Faun, Eco Fashion, Thanks4life, The Skin, TOMS, Modress, Flossyshoes, Native Shoes, etc. [2].

Recently, the demand for eco-friendly products has grown significantly. In response to the desire of customers to switch to conscious consumption, manufacturers use environmentally friendly materials or are engaged in recycling. For example, the Japanese brand Readymade works with recycled materials. So, the first collection of the creator of Readymade, Yuta Hosokawa, was created from the bags of US Army soldiers, later he also used the form of postmen [3].

In the past, many clothing manufacturers, in an effort to reduce costs, placed production in countries where, firstly, labor is the cheapest, and secondly, child labor is exploited. Currently, this phenomenon is still taking place, and brands that use child labor include companies such as Gap, Victoria's Secret, Nike, Zara, Polo Ralph Lauren, The North Face, Adidas, Tommy Hilfiger, Boohoo, H&M, Puma, Uniqlo and others [4].

Gradually, the international community is becoming more aware of the negative aspects of the fashion industry and is beginning to be more conscious about the choice of enterprises that it is ready to support by purchasing their products or investing in production. Accordingly, many companies are beginning to improve the production process, transferring them to sustainable development. [5]

Sustainable development is a hypothetical development of society, in which the conditions of human life improve, and the impact on the environment remains within the economic capacity of the biosphere, so that the natural basis for the functioning of mankind is not destroyed. [6]

The concept of sustainable development implies a trinity of economic, environmental and social components. Companies operating in the sector and seeking to move into the category of “sustainable” are changing their strategy in all three directions. Of particular note is the importance of social transformation, as the fashion industry is now literally suffering from numerous image or reputation scandals, human rights violations, the prevalence of sweatshops and even modern forms of slavery. [5]

Globalization, the corona crisis and the desire to expand the sales market force entrepreneurs to start trading on the Internet. This implies the need for careful work with the media and the creation of high-quality content. In this case, the Internet acts as a platform for advertising, sales, as well as a means of communication with employees and customers. In addition, a well-designed website or social network account can become a brand's business card.

Working with the media can both make a brand (designer) famous and respected, and leave no chance of success. Now entrepreneurs and content makers are faced with the task of not only creating content, but also taking into account the interests of various social groups or minorities. If it is not fulfilled, the brand has the risk of encountering a cancel culture. The cancel culture is a way to hold accountable for legal, social, ethical violations of a person or group through refusal of support and/or public condemnation, mainly on social networks [7]. If a designer/brand encounters this phenomenon, it will lead to a significant reduction in income. In this case, the demand for products will decrease and potential partners and investors will refuse to cooperate.

The aphorism “The new is the well-forgotten old” is now more relevant than ever. More and more consumers prefer vintage and second-hand items to things from new collections. This is primarily due to the fashion for environmental friendliness and a change of views on fashion, because it became clear that all the new items at the moment are improved versions of things invented earlier. People whose interests include fashion are now even creating not their own brands, but second-hand shops or vintage stores. Thus, brand creators and designers also have to compete with them, and not only with each other.

Based on the conditions mentioned above, the following principles of creating a competitive brand can be distinguished:

1. Careful work on image and reputation;
2. Ethical production;
3. Competent communication with consumers and partners;
4. Supporting environmental initiatives;
5. Working with the media. Advertising campaigns with celebrities and opinion leaders.
6. Dividing the assortment into two categories: trends and classics to attract more customers.

Summarizing the above, it should be concluded that in the modern world it has become much more difficult to create a brand due to increased competition and consumer demands. New realities require a comprehensive development from an entrepreneur in the field of fashion, as well as flexibility in interacting with market participants, choosing development strategies.

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УДК 615.15:331

TRENDS OF DIGITAL TECHNOLOGIES IN PHARMACEUTICAL MARKETING

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Abstract. The research focuses on the promotion of pharmaceuticals and dietary supplements using digital technologies, such as Internet advertising, native advertising, targeted advertising and the creation of a positive information field, taking into consideration the legal requirements for their advertising. A questionnaire survey was conducted on the perception of different types of advertising by pharmaceutical consumers. The influence of the COVID-19 pandemic on pharmaceutical marketing trends has been studied.

Keywords: Russian pharmaceutical market, pharmaceutical marketing, drug promotion, Internet, social networks.

ТЕНДЕНЦИИ РАЗВИТИЯ ЦИФРОВЫХ ТЕХНОЛОГИЙ В ФАРМАЦЕВТИЧЕСКОМ МАРКЕТИНГЕ

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Аннотация. В работе рассматриваются особенности продвижения лекарственных препаратов и биологически активных добавок с применением цифровых технологий, таких как реклама в Интернете, нативная реклама, таргетированная реклама и создание позитивного инфополя, с учетом законодательных требований к их рекламе. Был проведен опрос о восприятии различных видов рекламы потребителями фармацевтической продукции. Изучено влияние пандемии COVID-19 на тенденции развития фармацевтического маркетинга.

Ключевые слова: российский фармацевтический рынок, фармацевтический маркетинг, продвижение лекарственных препаратов, Интернет, социальные сети.

The pharmaceutical market has been one of the fastest growing and most profitable over the past few years. According to a 2021 report by marketing agency DSM Group, the market was worth RUB 2295 billion (this amount did not include

COVID-19 vaccines), of which the commercial segment accounted for RUB 1166 billion, the public sector for RUB 840 billion and the parapharmaceutical sector for RUB 289 billion. The commercial sector accounted for RUB 840 billion and the parapharmaceutical sector for RUB 289 billion. Compared to 2020 figures, the public sector saw the biggest increase – by more than 30 %. This is due to the coronavirus pandemic – the emergence of new drugs and vaccines and the allocation of public funding for their procurement. In the commercial and parapharmaceutical sectors, growth is less impressive at 3.4 % and 4 % respectively, but these segments grew well in volume terms at 7.7 % and 5.6 %.

The pandemic had a decisive impact on the adoption of a law allowing online sales of medicines, so far only over-the-counter (OTC), and dietary supplements. Players such as Ozon, Wildberries, Yandex, Russian Post, Sbermarket, X5 Retail Group and others have entered the retail sales of medicines and dietary supplements, and this has partly curbed price growth in the commercial segment as competition for consumers has increased. The pharmacy eCom volume in 2021 was approximately RUB 126.4 bn (combined OTC drugs and parapharmaceuticals), representing 8.7 % of the pharmacy market capacity. While the sales trend in the market as a whole is about 3.5 %, the turnover that came from "online" increased by 36 % compared to 2020. In the coming years, the share of the eCom segment will increase.

Medicines are not ordinary commodities, as the purchase decision is significantly influenced by the physician, they affect human health and are socially important commodities. The pharmaceutical market is therefore subject to strict regulation. First of all, this is the registration of all marketed medicinal products. Secondly, many medicines are subject to price regulation. And thirdly, advertising of medicines and dietary supplements is regulated, which imposes certain restrictions on the promotion of medicines. In addition, advertising of pharmaceuticals is not always aimed at the end consumer, as the decision to buy is made by the physician.

In Russia, regulation of the promotion of medicines is regulated by Federal Law № 38 from 13.03.2006 (ed. from 02.07.2021) "On Advertising" (hereinafter – the Law on Advertising) [2] and Federal Law № 61 from 12.04.2010 "On Circulation of Medicines" (hereinafter – the Law on Circulation of Medicines) [3].

A common limitation for prescription and over-the-counter medicines is the prohibition of advertising to minors and the use of images of medical and pharmaceutical professionals. Prescription medicines may only be advertised in venues that are industry events or print publications for members of the medical community; the media may not do so.

Advertisements aimed at direct consumers should not contain examples of specific cases of cure of diseases or improvement of a specific person's health condition as a result of the use of the advertised product and there should be no mention of gratitude by individuals in connection with the use of the product.

To date, legal regulation has not affected review sites, various online forums (both medical and patient forums), reviews on various marketplaces and online pharmacy sites, although they have long been familiar to consumers. Because of the pandemic and the introduction of online commerce, the manufacturer-distributor-pharmacy-purchaser chain has shrunk to manufacturer-purchaser. Many companies have added “Buy” buttons on their official websites that lead to an online pharmacy, meaning that the decision to buy is actually made while the customer is on the company website or a review site. Therefore, there is an increasing urgency and need to introduce digital marketing into the day-to-day operations of pharmaceutical companies.

Digital marketing includes the following elements:

1. Search advertising and contextual advertising, including personalised advertising based on target audience research. According to surveys, the majority of respondents say they do not pay attention to contextual advertising [4, p. 94, 6]. However, the goal of contextual advertising is not only to instantly increase sales or website traffic, but also to create sustained brand recognition and remarketing, that is, to encourage repeat purchases.

2. Site content. The official pages of companies need constant optimization, which can be divided into internal and external optimization. The first includes the creation of a convenient site structure, adapted to different platforms, working with texts (they should be easy to read, written without spelling and punctuation errors, contain relevant information), adding keywords and phrases (including for the creation of a semantic core), elimination of dead links, accelerating site loading, logical navigation and a nice look. External optimization is aimed at increasing the number of links leading to the site from other resources – from search engines, social networks, forums, etc.

3. E-mail distribution. Used mainly for work with medical representatives and for interaction with physicians. Surveys have shown that physicians support the shift from face-to-face meetings to communication via e-mail newsletters and various kinds of webinars. [5] The newsletter should be unobtrusive, informative and not overloaded with text and advertisements in order to keep it from ending up in the spam folder.

4. Maintaining social media accounts. Social media is becoming an integral part of a person's life, spending several hours a day on it. SMM-marketing allows you to increase brand awareness, attract visitors to your website and improve interaction with your target audience. A distinctive feature compared to classic advertising (television, banners, radio, etc.) is the ability to portray the target audience and measure multiple metrics (metrics – reach, engagement, reposts, number of visitors and views, follow-ups, etc.), which make it easy to assess the effectiveness of this type of promotion. According to the survey, over 50 % of respondents would like to receive additional information about the properties of drugs and dietary supplements, about the rules of use, presented in accessible language [4, p. 95]. Of the many social networks, Instagram, Facebook, Youtube and Yandex-Dzen were found to be the most appropriate for pharmaceutical companies and their advertising requirements.

5. Tracking online feedback (reviews on pharmacy websites, review sites, marketplaces) and customer feedback. Most users use online reviews before making a purchase, with customers appreciating the customer-centricity of companies.

This year has seen big changes in the digital marketing of pharmaceutical companies. Firstly, there have been changes in the format of work by many foreign companies on the Russian market. The major players have announced the suspension of marketing activities, cessation of clinical trials and investments in Russia. Reckitt

Benckiser Group Plc, GlaxoSmithKline, Gilead, Sanofi, Eli Lilly, Bayer and Abbott suspended advertising activities in March-April 2022.

Secondly, the changes affected the social media segment, which is a significant part of digital marketing. Facebook and Instagram, both part of Meta, are blocked in Russia, while Yandex-Dzen has disabled its recommendation feed and is now not suitable for promotion and advertising. In addition, Dzen has been sold to the Vkontakte network, and it is still completely unclear how the platform will be separated from Yandex, what it will look like and what features will be made available to commercial users. The presence of the Youtube platform in Russia also remains in question.

Thus, the following conclusions can be drawn:

1. The further introduction of online commerce will increasingly orient promotion and advertising towards digital marketing.
2. In retail, competition for customers is increasing thanks to the emergence of marketplaces. At the same time, marketplace platforms can shorten the supply chain between the manufacturer and the consumer, as well as enable communication with them through a feedback system.
3. Domestic pharmaceutical companies have a huge competitive advantage in advertising due to the discontinuation of marketing activities by many foreign companies.
4. The vector of social media use is shifting towards Vkontakte and Telegram due to the inability to use platforms such as Instagram, Facebook and Yandex-Dzen.

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УДК 330.532

RUSSIAN IMPORT SUBSTITUTION AS A NEW REALITY

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Abstract. This paper discusses the possibilities, methods and examples of import substitution in the Russian Federation due to rapidly changing geo-economic trends in the world.
Keywords: import substitution, substitution, economy, import, export, trade.

РОССИЙСКОЕ ИМПОРТОЗАМЕЩЕНИЕ В НОВЫХ РЕАЛИЯХ

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Аннотация. В статье рассматриваются возможности, методы и примеры импортозамещения в Российской Федерации ввиду быстроизменяющихся геоэкономических тенденций в мире.
Ключевые слова: импортозамещение, замещение, экономика, импорт, экспорт, торговля.

First of all, it should be mentioned that according to the information provided by Sovcombank, import substitution is a strategy of conducting the economy and industrial policy of the state, which consists in replacing imported goods in demand on the domestic market with goods of its own, domestic production. Import substitution is a kind of tool to increase the economic security of the state by stimulating key domestic enterprises, which directly leads to the economic independence of the country from the supply of imported goods [1].

Speaking about Russian Federation, the issue of replacing imported goods with goods of domestic manufacturers was raised back in the 90s of the twentieth century, when the situation of dependence of the Russian financial sector on any kind of economic and other changes on the world stage worsened [2].

The development of import substitution ideas in the economy of the Russian Federation in the 21st century is due to the introduction of sanctions against the state and Russian retaliatory measures. At the present stage of import substitution development, significant successes can be observed in the defense industry, the greatest difficulties from the imposition of sanctions are in the oil and gas sector, software development. Currently, the Government of the Russian Federation has prepared 1,665 import substitution projects in 18 industries that will allow the state to gain independence from imports [2].

Considering the main possibilities of Russian import substitution in modern realities, it is necessary to refer to the analysis conducted by the Ministry of Industry and Trade in June 2014. According to the analysis, from the point of import substitution, the most promising are machine tool construction (the share of imports in consumption, according to various estimates, is more than 90 %), heavy engineering (60-80 %), light industry (70-90 %), electronic industry (80-90 %), pharmaceutical, medical industry (70-80 %), and also mechanical engineering for the food industry (60-80 %). Russian experts come to the conclusion that in the long term, reducing import dependence is possible through innovation and stimulating investment in technical industries and the creation of new industries in the regions. According to the Ministry of Industry and Trade, if a well-thought-out policy of import substitution is implemented by 2020, it is possible to count on a decrease in import dependence in various industries from the level of 70-90 % to the level of 50-60 %, and in a number of industries it is possible to reach lower indicators [2].

Thus, in order to assess the possibilities of Russian import substitution, it is advisable to refer to statistical data. As for investments in technical industries, it is worth saying that according to 2019 data, the volume of investments in professional, scientific and technical activities throughout the country amounts to 667776.6 million rubles.

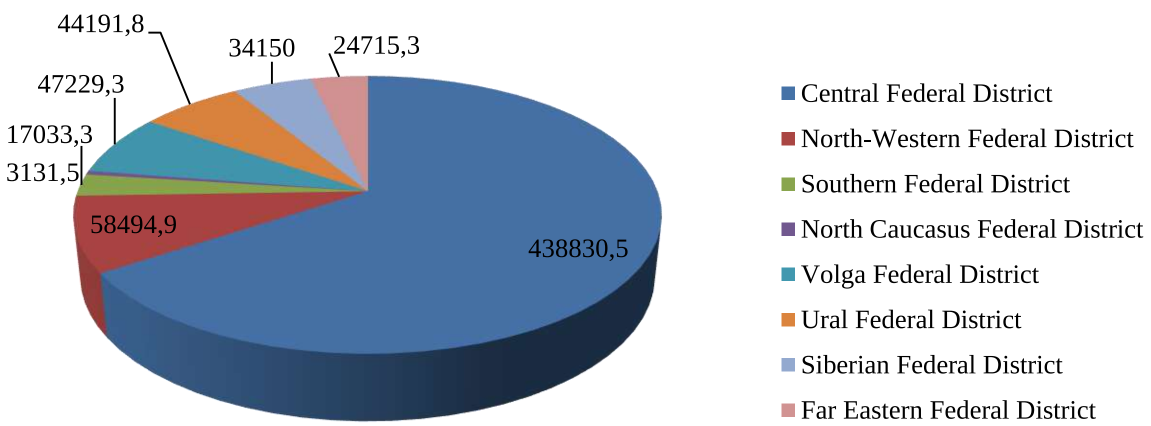

Figure 1. Volume of investments in professional, scientific and technical activities in districts of Russia

The largest volume of investments in federal districts is 438,830.5 million rubles (Central Federal District). Speaking about the innovative development of the country, the volume of innovative goods, works, services is 486381.9 million rubles in 2019 (5.3 % of the total volume of goods shipped, works performed, services). There is a general trend of decline in this indicator. For example, according to data for 2015, the volume of innovative goods, works, services was 3843428.7 (8.4 % of the total volume of goods shipped, works performed, services), by 2017 the percentage of innovative goods, works, services decreased to 7.2, by 2018 to 6.5 (Fig. 2).

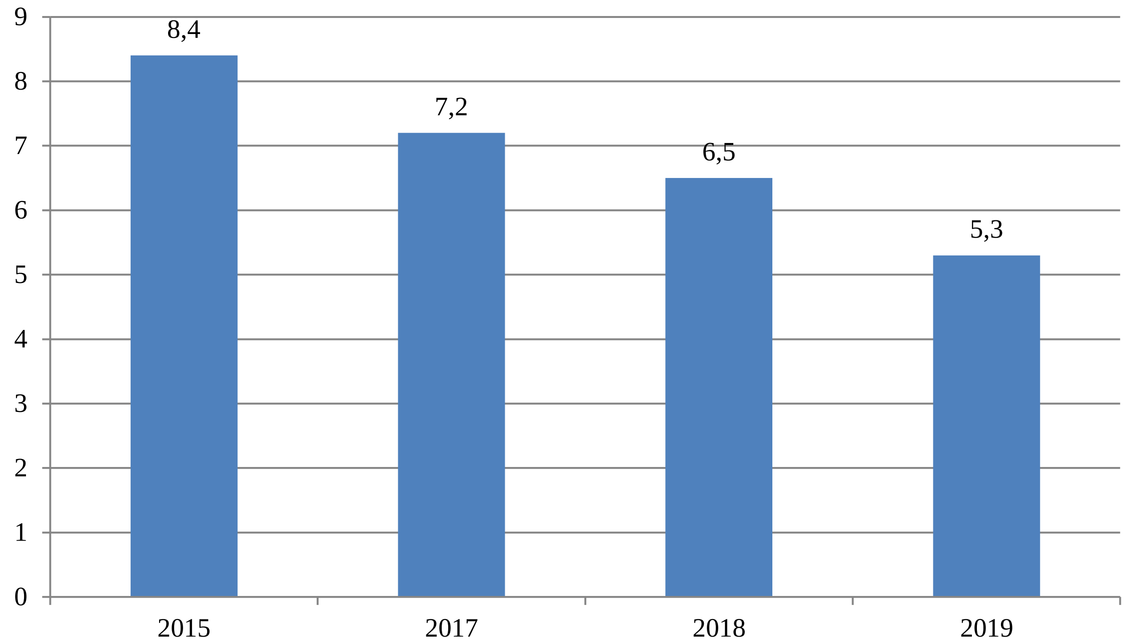

Figure 2. the percentage of innovative goods, works, services of the total volume of goods shipped, works performed, services

The costs of innovative activities of organizations in 2019 amounted to 1954133.3 million rubles, which is 2.1 % of the total volume of goods shipped, works performed, services. Among the subjects of the Russian Federation, there is no indicator of the total volume of goods shipped, works performed, services above 6.9 % (Tula region), which indicates that most Russian organizations are still not deeply interested and involved in the innovative development of the regions of the Russian Federation [3].

To sum everything up, at the present stage of economic development, Russia has weak opportunities to reduce import dependence, since there is a decline in most of the indicators discussed above, as well as low indicators of innovative development as a percentage of the total volume of goods and services.

In Russia, as measures to support import substitution, various benefits, subsidies, and low interest rates on loans can most often be noticed.

If we consider specific examples of such benefits, which were described above, then the decree of the Government of the Russian Federation in 2017 established, for example, the priority of domestic services, products and works to products of foreign origin in the implementation of tenders. In other words, the winner who offers a foreign product that competes with domestic producers will be forced to reduce the price of his offer by 15 %, and for some types of products – by 30 %.

Speaking of subsidies, it is impossible not to mention their allocation, in particular, for the production of pilot projects in the machine and electronic industries. This undoubtedly entails entering the market of competitive high-tech products.

The government has approved a program until 2025, which is aimed at developing the export potential of the domestic industry, it affects a certain number of industries. The objectives of the program are improvement of currency and export control, VAT refund, customs regulation, and administration, as well as acceleration of administrative trade procedures.

In recent years, several directives have been issued aimed at transferring state-owned companies to Russian software until 2024 [1].

Undoubtedly, Russia is concerned about the production of domestic goods, so we can notice that in recent decades many domestic companies have entered the competitive market. The noted trends are demonstrated by the examples given below.

If we talk about import substitution in the IT sphere, it should be noted that according to the Tadviser rating of 2021, the largest supplier of IT products and services was the company “Diasoft. That is, by 2020, the company's profit from the supply and introduction of progressive products from the list of domestic software amounted to about 6.8 billion rubles. In the TAdviser rating, developers such as “Ascon”, “Budget and Financial Technologies” (BFT), “Electronic Office Systems” (EOS) and “Sigma” also entered the top five.

Turning to the household sphere of life, it is necessary to consider the dairy market, where, according to S. S. Sobyanin, the mayor of Moscow, more than 90 % of producers in the city are already domestic. “Lianozovsky Dairy Plant” is one of the successful precedents of import substitution, where only domestic raw materials are used. For example, due to the opening of a new workshop, where whey obtained during the production of dairy products is processed into dry, of the 7.5 million euros that were invested in the creation of the workshop, a third went to the purchase of equipment of domestic production. Also, the plant has recently opened a new packaging line, where entrepreneurs have invested 21 million euros in the production of containers for bottling milk.

“Gazprom” approached the need for import substitution responsibly: it imposed a ban on the purchase of foreign equipment to all its divisions. In addition, the company has created a register of imported equipment used so that any engineering company wishing to develop a new market knows what the request is for. “Gazprom” is ready to test the test samples live and, in case of a successful result, immediately purchase them [4].

Import substitution is one of the acute phenomena of modern Russia, as it covers one of the main sectors of the economy, therefore, government measures are currently being taken to increase the efficiency of import substitution, because this directly affects business within the country in the long term, economic growth, and support for regional development. You can clearly see how worthy competitors to foreign manufacturers appear on the market. This will certainly have an impact on the promotion of the Russian Federation in the future as an exporter of goods and services to the foreign market.

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УДК 374.7

POPULARIZATION OF THE RUSSIAN LANGUAGE IN BRICS COUNTRIES AS AN INSTRUMENT OF "SOFT POWER"

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Abstract. This paper analyses the instruments of the Russian language's popularization in BRICS countries within the concept of "soft power". The study gives examples of implemented measures to spread the cultural influence promoting the Russian language, uncovers obstacles of language`s promotion. As a result of the study, there are put forward measures to improve popularization of the Russian language in BRICS countries according to their digitalization level.
Keywords: "soft power", Russian language, BRICS, cultural influence, cross-cultural communication.

ПОПУЛЯРИЗАЦИЯ РУССКОГО ЯЗЫКА В СТРАНАХ БРИКС КАК ИНСТРУМЕНТ «МЯГКОЙ СИЛЫ»

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Аннотация. В работе рассматриваются инструменты популяризации русского языка в странах БРИКС в рамках концепции «мягкой силы». В статье приводятся примеры существующих мер по распространению российского культурного влияния, выявляются препятствия продвижению русского языка. Результатом исследования является комплекс предложенных мер по популяризации русского языка в странах БРИКС, основываясь на их уровне цифровизации.
Ключевые слова: «мягкая сила», русский язык, БРИКС, культурное влияние, межкультурная коммуникация.

In modern international relations' development, a special role belongs to non-violent influential methods towards partners and opponents. According to Anatoly V. Torkunov, RAS member and MGIMO rector, "...rivalry moves to a "cultural-civilization space", in which the leadership is determined by the ability to spread cultural influence." [1, p. 86]. It is directly related to the term of "soft power", which was described by J. S. Nye only in 2000-s. This term creates a basis for the special concept of political and social influence.

A strategy of “soft power” implies a state's ability to achieve its goals with its influence towards other states, showing the attractiveness of its culture and values, creating a positive image. The primary task of this strategy is to allow another party of international relations to choose its attitude towards the country voluntarily. This mechanism is utterly different from propaganda, which is less subtle, uses manipulative technologies and imposes its interests [2, p. 215].

The current political situation makes Russia seek new friendly relations with Asian, African and Latin American states. Developing countries are willingly maintaining contacts, striving to modernize their economies and to integrate into the global relation system. Nothing can shape a positive country's image in the public mind, which is necessary for efficient cooperation better than the attractiveness of its cultural inheritance [3, p. 7].

A special target company of the Russian Federation Ministry of Education involves the allocation of 7.4 billion rubles for popularization of the Russian language and culture, for creating worldwide educational resources as part of the unified digital space development [4]. The concept of governmental support and popularization of the Russian language in foreign countries shows a list of its socio-cultural roles and value for modern cross-cultural communication.

Strategies and large-scale projects dedicated to the Russian language popularization are developed mostly for CIS (the Commonwealth of Independent States) countries. It can be explained by their historical and cultural similarities with Russia as they are former Soviet Republics. However, it is vital to develop other directions of Russian cultural influence to create a complex reputation of our country. This raises the relevance of studying Russian potential to spread the popularity of the Russian language and culture in Asia, Africa and Latin America.

The *aim* of this study is to evaluate Russian abilities to promote its language and culture in BRICS partner countries – China, India, South Africa and Brazil.

To reach the objective several mutually connected *tasks* were enumerated:

1) To define the main mechanisms of “soft power” in Russian cultural policy.
2) To do research on current measures for promotion of the Russian language in BRICS countries.
3) To define the main difficulties of the Russian language's popularization in China, India, Brazil and South Africa and to suggest possible measures.

Works by M. M. Lebedeva, A. M. Torkunov dedicated to the influential tools of “soft power” were taken as the *methodological basis* of the study.

The concept of “soft power” is quite new for Russia, which explains its undeveloped instruments. Moreover, the fact that Russia is not at the top of the international “soft power” rating might be connected with this strategy's proximity to the terms “national branding”, “national image”, which are odd to Russian mentality.

However, the rich Russian cultural potential and the Russian language can become a prioritized instrument for creating a country's positive image abroad. The Russian language is a significant element of cross-cultural communication. It is one of the official languages of such international organizations as the United Nations, the

Shanghai Cooperation Organization, and the Eurasian Economic Union. The Russian language is also the second most popular language of the Internet. It is used for almost 8 % of websites [5]. This ensures fertile ground for making the Russian language an effective “soft power” instrument.

The main institution of Russian “soft power”'s realization is the Ministry of Foreign Affairs. Organizations like Rossotrudnichestvo, the Fund “Russian world”, and the journal “Russian Age” are the most involved in the Russian language`s promotion. The strategy of National Security emphasizes the importance of “soft power” measures' realization [6]. It recognizes that in the latest years the application of the Russian language and the work of Russian media are becoming limited by some foreign governments.

Regular BRICS summits highlight the necessity of cooperation based on trust, solidarity and mutual understanding. Cultural exchange contributes to effective international communication undoubtedly. Nowadays, there exist tools that provide popularization of the Russian language and culture in BRICS countries.

For example, in China the Russian language proficiency competitions are regularly organized as well as special conferences in the field of the Russian language and literature on the bases of Russian studies institutes. The Russian Language Center is a foremost element of the dissemination of Russian culture in China. The Chinese media “Xinhua”, “People's Daily”, International Chinese radio, the website of the Press Office of the State Council of China all run special columns and programs in Russian. The journal “China” is published monthly in Russian and China Central Television contains some Russian programs. Yet, the target audience of these projects is Russian citizens living in China.

In India, the Russian Science and Cultural Center is in charge of promoting the Russian language. Different festivals of the Russian language, literature and culture are conducted in the Indian states. The Russian President Vladimir Putin and the Indian Prime Minister Narendra Modi have agreed on the realization of a mutual Program of cultural exchanges between Ministries of Culture of the two countries in 2021-2024. This program allows strengthening the cooperation in cultural sphere. The document says: “It is decided to continue a mutually beneficial practice of hosting festivals of culture and cinema on a mutual basis” [7]. The main task for RSCC is also to support Russian citizens abroad. The major problem of studying Russian as a foreign language in India is the lack of educational-methodical manuals.

In Brazil, there are developed diverse programmes to promote the Russian language in the form of language courses, cultural festivals and online projects. For instance, the website of the project “Modern Russian” is constantly evolving. A special Russian channel TV BRICS broadcasts a program “How to say that in Russian?” There is also produced a radio program “Exciting Russian”.

In South Africa, programs on the spread of the Russian language are not being implemented as widely as in other BRICS countries. Rossotrudnichestvo assists professional development projects in the sphere of teaching Russian as a foreign language, for example a supplementary educational center “Alpha dialog”. Russia promotes its high education programs in South Africa but, as we can judge according to the website of the Russian Embassy in South Africa, measures for popularization of the Russian language are not frequent enough and are not enlightened in the media adequately.

Having analyzed the measures being implemented to promote the Russian language in BRICS countries and the main objectives of "soft power" strategy, we can formulate the major problems of promoting the Russian language in China, India, Brazil and South Africa.

First of all, using only a few of possible tools of spreading the cultural influence encompasses a strong obstacle. Also, the attention towards cooperation with BRICS countries is uneven. There can be noticed a gap between promoting the Russian language in China and in South Africa. This unequaled division should be bridged. Moreover, most of the projects are focused on supporting the Russian diaspora abroad, but there should be built a system of "soft power" measures especially in the languages native to the population of the BRICS countries.

To use effectively various tools of mass communication in order to promote the Russian language, it is important to take into account the level of digitalization while choosing instruments which are appropriate for a particular target audience.

China occupied 28th place in the world digitalization rating, the highest among Russian BRICS partners. That is why it is relevant to use more online projects, podcasts and electronic mass media. India is on 48th place in the rating, so the accent should be put on offline events, demonstration of Russian literature and cinema, TV- and radio programs [8]. However, the prioritized instruments should not exclude other methods, such as language courses, educational exchanges and online language learning resources.

It is highly significant to increase the presence of the Russian language's "soft power" in countries with lower digitalization level, paying attention to mass media work. In Brazil and South Africa there could be developed TV- and radio programs in Russian, language courses for youth, cultural festivals and educational exchanges.

In conclusion, it should be noticed that to form a positive image of Russia among BRICS countries, we should engage various tools of "soft power". Particular attention should be paid to developing instruments for learning Russian as a foreign language in these countries. This passes the Concept of governmental support and promotion of the Russian language abroad and will represent a positive image of Russian culture in the world.

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УДК 351.85

POST-PANDEMIC DEVELOPMENT OF CULTURAL INSTITUTIONS

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Abstract. This paper discusses the consequences of the pandemic for the cultural sphere, its numerical and percentage indicators for the economy, the difficulties faced by institutions as well as potential ways to improve the situation.

Keywords: culture, cultural institutions, creative industries, economic activity, pandemic.

ЭКОНОМИЧЕСКОЕ ПОЛОЖЕНИЕ УЧРЕЖДЕНИЙ КУЛЬТУРЫ В ПОСТПАНДЕМИЧЕСКОМ МИРЕ

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Аннотация. В работе рассматриваются последствия пандемии в сфере культуры, ее числовые и процентные показатели в экономике, трудности, с которыми столкнулись учреждения; а также возможные пути восстановления экономики.

Ключевые слова: культура, учреждения культуры, культурно-развлекательная индустрия, экономическая деятельность, пандемия.

Cultural institutions and creative industries form a major part of a nation's economy. This is achieved by creating a plethora of new jobs, bringing forth additional investments and revitalizing urban development. However, the sphere of culture was heavily affected by the coronavirus pandemic and widespread lockdowns introduced by governments. According to UNESCO, by mid-May 2020, 86 % of cultural heritage sites and 90 % of museums in the world had been closed down [1]. The paper is aimed at highlighting the effect of the pandemic on cultural institutions and creative industries, analyzing the numerical and percentage indicators of the cultural sphere for the economy and issuing recommendations to overcome the crisis.

Under the conditions of quarantine, the authorities canceled or indefinitely postponed most public events in order to curb the spread of infection. One of the major reasons for serious financial losses in the cultural sphere and creative industries was a high degree of fragmentation and a large percentage of small and medium-sized businesses, self-employed people and freelancers. To assess the economic consequences of COVID-19 for the cultural sphere, we have examined the dynamics of budget financing, considered the spending of municipalities on the recreational sector and studied the number of employees of cultural organizations including part-time employment.

The analysis of the reports on the spending of budgets issued by the constituent entities of Russia, specifically expenditures on the cultural sphere, has shown large differences between regions. In 14 subjects of the Russian Federation the expenditures on cultural events and institutions plummeted in the first quarter of the year 2020 compared to the same period of 2019. Twenty-one subjects received subsidies for budgetary institutions and other non-profit enterprises in the sphere of culture. At the same time, as of 2021, budget expenditures on culture were cut back in a third of Russian regions (in twenty-eight). The maximum reduction in expenses was observed in the Sakhalin region and amounted to 16.8 % compared to 2019. The second place was taken by the Nenets Autonomous District and the city of Moscow (11.9 %) [2].

According to decree No. 434 of the Government of the Russian Federation, dated 03.04.2020, the sectors of the Russian economy that were most burdened by the spread of COVID-19 include organizations and individual entrepreneurs in the field of culture: enterprises in the field of art and entertainment; the film industry; museums; products of folk decorative and applied arts; exhibitions; zoos. We believe that club-type institutions and libraries should complement the list. It can be supported by the following data. In the first quarter of the year 2020, compared to the same period of the previous year, the number of employees who stayed inactive because of the employer and due to reasons beyond their mutual control, in museums increased by 93 times (I quarter of 2019 – 29 people; I quarter of 2020 – 2713 people); in club-type institutions – by 37 times (I quarter 2019 – 15 people; I quarter 2020 – 563 people); in libraries and archives – 10 times (I quarter 2019 – 41 people; I quarter 2020 – 396 people) [2].

While organizations and institutions tried to cope with the difficulties caused by quarantine with minimal losses, digital platforms gained momentum during the pandemic – the percentage of employees who intend to continue using online portals and resources, even after the removal of strict restrictive measures and regardless of the format of the work of cultural institutions, has increased. On the territory of the Russian Federation there is a sharp increase in the segment of online cinemas. According to NAFI, about 40% of citizens began to spend more time watching movies, TV series and entertainment programs. For the first time applying for online cinemas has become a leader in the entertainment section of the App Store. Kinopoisk entered the top ten most popular and downloaded applications in Russia (ahead of 150 other rating applications), Premier got into the top twenty (bypassing 250 positions), Okko rose from 124th to 31st place [1]. Olga Lyubimova, the Russian Minister of Culture, instructed all cultural institutions to develop online programs. Olga Lyubimova gave the corresponding instruction during a working meeting of the department [3]. Federal museums, theaters and concert halls had to offer viewers interactive events available on the appropriate Internet sites. This shift was designed to keep institutions in touch with customers, preserve employment and retain business.

According to Olga Yarilova, Deputy Minister of Culture, the portal “Culture.RF” sets weekly attendance records. It has exceeded 380 thousand visits, which is the largest figure in its entire history [4]. The Deputy Minister also highlighted the effect of recent state projects. On the Day of the theater, about 40 broadcasts of productions of different genres were held, which collected more than 2 million views on social networks. "Night of Museums" was broadcast on the portal "Culture.About", two million people also attended this event on the social networks VKontakte and Odnoklassniki. "Biblionoch" was dedicated to the 75th anniversary of the Victory and scored a little over 3.2 mln views on the very first day of the broadcast [4].

Another way to save jobs for the employees under the conditions of quarantine was a switch to various types of part-time employment. The first quarter of the year 2020 saw a spike in employees shifting to various forms of part-time employment by a total of 19.2 % in contrast to the same quarter of 2019. At the same time, the amount of employees who were offered part-time work on the proposal of the employer went up 28.6 %. In Russia, 15.7 % of the overall number of people engaged in the field of culture have switched to part-time work [2].

Since we still live under moderate COVID restrictions, some of the difficulties of the period of complete self-isolation are still relevant. Many managers note technical problems with remote access, such as: incomplete equipment (including computers, webcams, etc.); poor quality of Internet connection; inexperience in using the necessary programs by a number of employees. Employees also faced psychological difficulties, such as fear of online performances, gradual loss of interest on the part of children and adolescents, increased pressure due to competition for consumers' attention and time. In particular, people holding senior positions in libraries expressed concern about people's unwillingness to read e-books, and theater managers talked about the loss of professional actors due to online rehearsals.

Our recommendations to cultural institutions involve further development of a more in-depth and diverse set of digital services. The numerous ways of interacting with the audience on social networks and on the websites of cultural and art institutions are presented in Figure 1.

A webinar, also known as an online seminar, refers to a web conference or presentation held online with the possibility of feedback in real time. An online master class is an original teaching method and a specific lesson on improving practical skills conducted by a specialist in a certain field of creative activity via the Internet. Challenge is a genre of Internet videos in which a blogger performs a task on a video camera and places it on the network, and then offers to repeat this task to his subscribers or an unlimited circle of users. A virtual exhibition is a public demonstration on the Internet using web technologies of specially selected and systematized virtual images. Internet flash mobs are made for casual viewers and are aimed at evoking the feelings of surprise, interest, delight and a desire to join, thereby giving them the opportunity to express themselves and feel involved in the common action. Podcasts are audio broadcasts on one or more issues. Most podcasts are available for free; you can listen to them on your computer or smartphone. Sometimes podcasts are mistakenly equated with radio broadcasts. Unlike radio, which works online, podcasts are always recorded. The author can announce the release time of a new episode. The user decides at what point and how to listen to the release. Online quizzes on websites and social media pages are offered in the form of tests, where the user selects the correct answer from a suggested list.

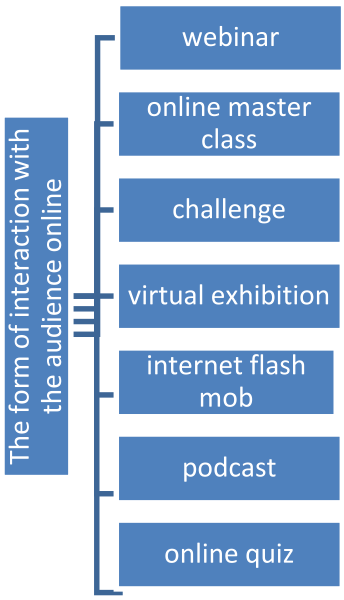

Figure 1. Online ways of interacting with audience

Given the complexity of the current economic situation, various supporting measures taken by the Russian government include providing assistance for state cultural institutions to maintain the salary level of their employees. It can be achieved through offering anti-crisis microloans at a low interest rate, as well as other measures. The regional authorities need to lower the tax rate and reduce rent. Unfortunately, many municipalities of the Russian Federation are already experiencing budget difficulties, so there may be delays in allocating funds to support the cultural sphere.

To sum up, cancelation and postponement of most public events caused severe economic difficulties in the cultural and entertainment sphere. Russia is one of the countries where theatres, museums and art in general are financially supported by the government. Institutions had to shift to a digital format, and their employees switched to part-time work. According to governmental sources, online platforms are a great success as thousands of users watch performances and concerts from home. For most people this method is preferable to physically attending the same events even after the removal of restrictions. Hence the recommendations put forward in the article include further development of online services and events such as webinars, online master classes, internet flash mobs, podcasts, etc.

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УДК 316.66

THE ROLE OF INFORMATION AND COMMUNICATION IN SOCIAL COMMUNICATION AND DETERMINING THE QUALITY OF HUMAN EXISTENCE

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Abstract. This paper examines the role of communication in various fields of activity, the role of business communication, types of business relations.
Keywords: society, communication, information, business, interaction.

РОЛЬ ИНФОРМАЦИИ И КОММУНИКАЦИИ В СОЦИАЛЬНОМ ОБЩЕНИИ И ОПРЕДЕЛЕНИЕ КАЧЕСТВА ЧЕЛОВЕЧЕСКОГО БЫТИЯ

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Аннотация. В данной работе рассматривается роль коммуникации в различных сферах деятельности, а также роль делового общения и типы деловых отношений.
Ключевые слова: общество, коммуникация, информация, деловое взаимодействие.

The word “information” eventually developed two meanings: the first – from lat. informo, which means “to give the appearance, form”, and the second – from lat. information – “explanation, awareness” [1, p. 114].

Here is another modern definition. Information is a message transmitted in one way or another (oral, written, visual, etc.). This concept expresses its dynamic nature.

“Communication is a factor and condition for the existence of any human communities, from small social groups to nations and states” [1, p. 114].

An information resource is various information, systematized in its own way and presented in the form of library, archival funds for general multiple use. A characteristic feature of information resources is their tendency to rapid dissemination and addition. Today, information is perceived as a resource; this has served to create such a concept as a free flow of information and a new international information and communication order [1, p. 114].

Scientists believe that information should contain the following main parameters: richness, reliability, compliance with the need (relevance), reliability, presentation method (textual, graphic, numerical, audio, multimedia), language, completeness, timeliness, source, recording method (media types).

To understand what information is and why it plays such an important role in the modern era, it is necessary to clearly distinguish between message, letter, interpretation or perception and communication. A message is something tangible that we can clearly convey both orally and in writing; interpretation is a thought, that is, acquired knowledge; communication is only an operation of transmission, translation. But in modern society, it is this operation of translation that is the defining, dominant link in the triad message – communication – interpretation.

Communication as a subject of research

In European culture, the concept of communication (from Latin: communicatio – message, transmission; from Latin: communicare – to make common, to talk, to connect, to report). But later this definition acquired meaning – railways, ways.

Communication has its own functions:

1. Contact; involves establishing a favorable psychological climate and maintaining the relationship until the end of the conversation;
2. Social; involves maintaining a certain level of verbal communication;
3. Informational; it involves the direct exchange of information;
4. Imperative; implies the motivation for the action of the subject of communication;
5. Coordination; involves the cooperation of objects of communication, the coordination of joint actions;
6. Cognitive; implies an adequate perception of the meaning of the message;
7. Emotive;

Nowadays it is impossible to do without communication with other people. Such interaction has embraced all spheres of society, it has become an integral part of our life. Also, they cannot be dispensed with in the field of business relations. A good specialist should be able to establish contacts, build business relationships and establish communications with both work colleagues and management and business partners. Therefore, communications are various mechanisms and techniques for transmitting information. Establishing interpersonal contacts is the most important function of communications.

Scientists note that the goals of communication are:

- Building relationships between superiors and subordinates.
- Intellectual as well as emotional exchange of information.
- Building relationships between colleagues.

Types of interpersonal relationships:

- Informal.
- Formal.

The main difference is that informal relationships involve interaction in an informal setting (for example, with friends, at home), while formal relationships involve relationships within an organization according to the rules that operate in it. Moreover, formal communication is divided into:

1. Horizontal.
2. Vertical.

They differ in that the former are established between the same official position, and the vertical ones are between management and subordinates. In turn, the vertical ones are divided into:

- Ascending.

- Descending.

Ascending means the transfer of information from the subordinate to the management, and descending from the management to the subordinates. These can be instructions, orders, etc.

Sociological approach

Within the framework of the sociological layout, communication is considered in terms of social interaction. The main idea of this approach is that the minimum unit is the action. An action directed at another being causes a response. Action and response together imply interaction. In the system of human society, interaction is a simple unit of social life or communication.

The media is a consequence of the growth rate and increase in the volume of transmitted information, while technical solutions for the accumulation, transmission and broadcasting of information have long ensured the mass transmission of any amount of information. Moreover, the process of increasing the technological level of mass communication began a long time ago. The first stage was various printed media, then newspapers and magazines appeared. The second stage is the advent of radio. The third stage is television. The fourth stage is computerization and the Internet.

In our time, communication plays a huge role, with the help of it, people are able to exchange information and transmit it, store it both in electronic form and in writing. With the help of the Internet, anyone can send any image, typing or voice message to their interlocutor on the other side of the planet.

The role of communication is currently determined by two things: the ability of society to communicate and the scale of the communication space.

With the help of communication, the functioning of all spheres of society, its social infrastructure takes place, in turn, this ensures and guarantees the work of all public institutions and authorities. For any modern society, the role of communication is determined by the structure of the society itself and the following aspects:

- Significant role of diplomatic conflict resolution through communication.
- The mechanism of interactions for creating positive attitudes in modern society.
- Direct implementation of interaction or communication in politics, in government, etc.
- The level of culture in society.
- The evolution of the speech form of behavior, the creation of new forms of interaction between subjects.
- The role of communication in business relations.

In the twenty-first century, all disagreements must be viewed in a positive light, since any inter-group conflict is due to the complex structure of our society. Any conflict must be resolved in a constructive way, which means that it can be reached only under the conditions of the appropriate use of communications between groups of people. Therefore, the appropriate use of communications in society involves a direct discussion of the problem, without deviating from it, taking into account the reasonable points of view of others, as well as observing the norms of behavior that are accepted by this society.

Communication space is an environment in which interaction (communication) takes place between people and groups of people.

Background of Mass Communications

In the Middle Ages in Europe and in other regions of the world, organizational-mass communication is predominantly carried out in a religious form, the center of which is the church with its complex structure, covering the whole society. In cities where crafts, trade, military affairs and arts permitted by the authorities developed, there were large squares that became a place of direct mass communication, but under the control of secular and, most importantly, spiritual authorities [2, p. 688].

For example, in Europe, communication is directly linked to his inalienable right to civil liberties. The communicative processes of Western civilization are based on the Protestant thesis that any adult individual is able to independently establish relationships with God and independently distinguish good from evil. Therefore, no one can take a privileged position in the search for truth. The condition for the effectiveness of communication is "if you are read, watched, listened to, quoted, then you are successful." That is, the more developed communication skills you have, the more likely it is to achieve success in almost any area of life.

Thus, we can conclude that communication is a means of transmitting information. And also communication is a regulator of human behavior, it helps to direct the energy of a person, the spiritual being of a person is concentrated in communication, which reflects his consciousness. The role of information in the formation of a person in the age of technology plays a major, leading role, the control of a person's consciousness occurs through the information that he receives.

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УДК 800

THE ROLE OF ENGLISH LANGUAGE IN THE VISUALIZATION OF BUSINESS PROCESSES

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Abstract. The development of processes of globalization increases the number of companies entering international markets. English is wildly spread nowadays. Data bulk leads to necessity for analyzing of statistic and numerical information. It explains the importance of the right choice of lexical and grammatical means for description of visual representation.

Keywords: international cooperation, business process, visual representation, role of English.

РОЛЬ АНГЛИЙСКОГО ЯЗЫКА В ВИЗУАЛИЗАЦИИ БИЗНЕС-ПРОЦЕССОВ

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Аннотация. Развитие процессов глобализации увеличивает количество компаний, выходящих на международный уровень. Использование английского языка и необходимость анализа большого количества статистической и числовой информации актуализируют важность правильного подбора лексико-грамматических единиц для описания визуальных способов предоставления данных.

Ключевые слова: международное сотрудничество, бизнес-процесс, визуальные способы предоставления информации, роль английского языка.

Nowadays different cultures are getting closer and closer to each other. The main spheres of their interaction are economy and business; both of them are connected with a huge amount of statistic and numerical information. Usage of a universal language is essential for successful communication and cooperation between representatives of different cultures. English plays a basic role in intercultural communication. In describing business processes attention should be paid to grammatical and lexical means of the language. It is well known that data bulk is better perceived in visual form. However, there are three main ways of perception of information: visual, auditory, kinesthetic [1, p. 113]. Having studied the works of some researchers on teaching English, it is necessary to pay attention to the dominant way of perception.

So, a speaker should use different presentation skills, including declamatory skills, gestures, wide active vocabulary and etc, to attract attention of his or her audience and provide not only a more complete understanding, but also a full-fledged dialogue of cultures.

Graphs, tables, schemes and diagrams, being the most universal visualization methods, require certain vocabulary for their presentation.

There are a lot of specialized terms determined for visual means descriptions.

The basic terms for a graph are “a line” and “a curve” (Figure 1). When describing the names of the x and y axes, the British and Americans use letters from the English alphabet, respectively, “ex” (x-axis) and “wye” (y-axis). The adjectives “vertical” and “horizontal” can also be used to denote the axes of the coordinate plane.

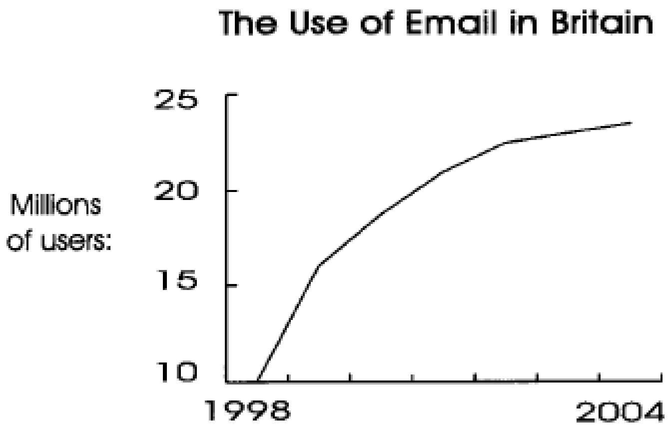

Figure 1. The example of an increasing graph describing the growth of the use of email in Britain

Sometimes it is easier and more readable to present data in the form of a table (Figure 2). It usually consists of elements as “a cell”, “a row” and “a column”. Just like in Russian, each column can have its own title – “a column name”.

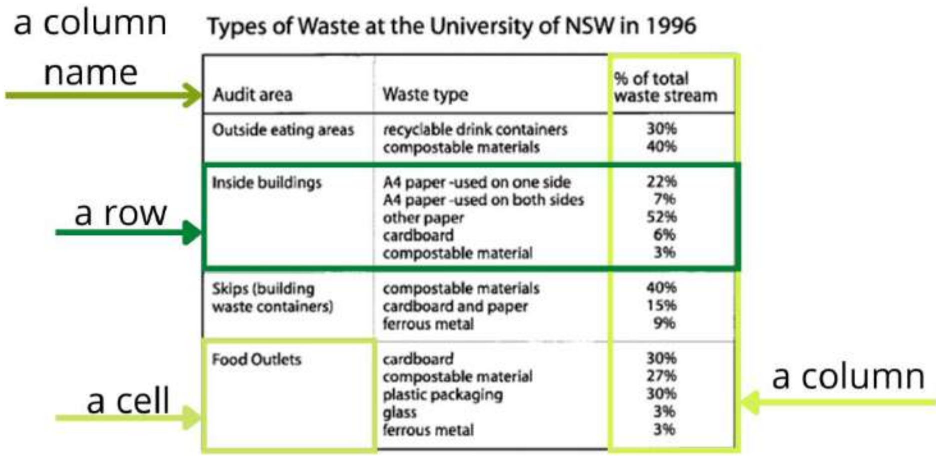

Figure 2. The example of a table with its elements

It is interesting to mention that any graph is a diagram, but not every diagram is a graph. There are many different types of graphs. Among them are: *a pie chart, a line graph, a bar graph, combined graph, a wedge-shaped graph* (Figure 3).

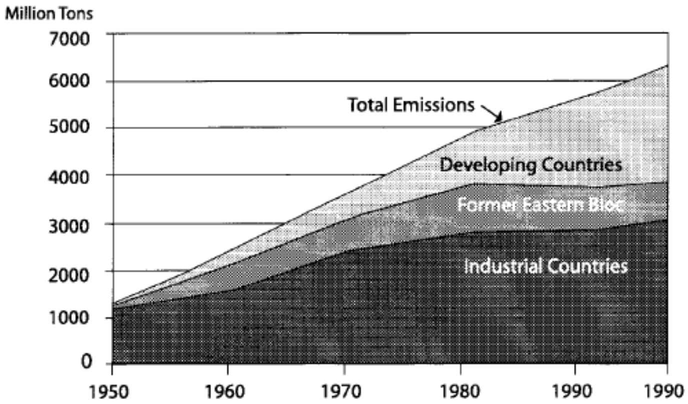

Figure 3. The example of wedge-shaped graph

Another visualization method is a scheme. Types of schemes are closely connected with their purposes: *a mind map, a hierarchy, pictograms, an infographic and etc.*

Figure 4. The example of a hierarchy scheme

Lexical means of English language can be divided it into blocks, depending on the purpose: vocabulary for the designation of time frames, for the designation of various measurement indicators, for comparison and for describing trends.

The first block contains “initial expressions”. They can help to start a speech, for example: *in, for, before, since, during, (in) the period from…to, in the first / last three months of year, over a six year period, from that time on, in the 1970s and etc.* This means will allow diversifying the presentation, paying the audience's attention to some data received in the certain period of time.

The second block is based on various mathematical terms that are necessary for handling of any numerical data. These include: *a quarter, a half, a triple, a double, a fraction, to halve, to divide, partial (adj.), average (adj.), equal (adj.), total (adj.) and* *etc*. However, not everything is so simple. There are a number of words that require more detailed consideration: *a rate, a level, a percent, a percentage*.

– In graphs description the word "a rate" in the meaning of the level of something with a preposition *at* is used: *an unemployment rate*.

– The term "a level" s the specific value in which the indicator is located. The verb "to rise" is used with "a level", and the verb "to increase" with "a rate". With regard to the preposition, it is the same as with "a rate": *at the level*.

– The word "a percent" is used when the number of something as a percentage is pointed out.

– The concept of "a percentage" is more similar in meaning to "rate" and denotes quantity. "A percentage" cannot be used with numbers.

The presentation of a graph or a diagram includes some kinds of comparative analysis of the components. There are several ways to use different parts of speech to compare any data. The simplest of them is the comparative degree of adjectives, for example, *more, less, larger, smaller and etc.* To identify similarities and differences, the verb "to compare" will be suitable. In turn, the verb "to contrast" is necessary to denote only opposite qualities.

There is a diversity of lexical means for describing trends, for example, there is a group of adverbs depending on the rate of change – *sharply, slowly, steadily, suddenly, quickly and etc.* What is more, adjectives can be emphasized. It can help to characterize amount (*small, marginal, widespread*), emphasis (*dramatic, considerable, noticeable*) and time (*slow, steady, sudden*).

However, it is better not to use the phrase "According to the graph" because it means getting information from another resource, although the graph or the table is in front of the speaker's eyes.

After such expressions as "all of" and "the whole of" the definite article is necessary, for example, *the whole of the energy*.

Verbs like *fall, fall down, grow, grow up* can often be confusing. When the fall or growth of the currency rate, chart or table indicators is talked about, then it is necessary to use verbs *fall* and *grow* without a preposition: *The value of dollar has fallen last month.*

As far as grammatical means are concerned, it is more preferable to use impersonal sentences and constructions in Passive voice. Besides that, there are a lot of special expressions such as "*It is clear from the graph*" or "*The table illustrates*" and others that can help to vary the speaker's speech. Depending on the information proposed in the graph, the speaker chooses verb tense. It can be Present Perfect, Past Simple, Past Perfect or Future Perfect. For example: *The use of the Internet has risen enormously since the 1990s* [3, p. 15].

In addition to the economic sphere, the relevance of specialists who can read visual content and present it is increasing in humanitarian and technical professions. English is the universal instrument, thanks to which a dialogue of cultures will be achieved. Currently it can be successfully used in the presentation of statistic and numerical data, as well as in the presentation of business processes with various visualization methods.

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УДК 330.1:681.3

DIGITAL TRANSFORMATION OF SOCIO-ECONOMIC RELATIONS IN A SOCIETY

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Abstract. The authors analyze new trends in the economics, social, and other spheres of public life in Russia under the influence of the coronavirus pandemic. Particular attention is paid to the factors transforming socio-economic relations in a society. The study approach is implemented on the basis of the institutionalism concept.
Keywords: digital transformation, world economy, crisis of institutions.

ЦИФРОВАЯ ТРАНСФОРМАЦИЯ СОЦИАЛЬНО-ЭКОНОМИЧЕСКИХ ОТНОШЕНИЙ В ОБЩЕСТВЕ

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Аннотация. В статье анализируются новые тренды в экономической, социальной и иных сферах общественной жизни России под влиянием цифровизации на фоне пандемии коронавируса. Особое внимание уделяется факторам трансформации социально-экономических отношений в обществе. Подход к исследованию реализуется с позиции концепции институционализма.
Ключевые слова: цифровая трансформация, мирохозяйственный уклад, кризис институтов.

According to experts, today's global systemic crisis of institutions is under the influence of digitalization processes on the background of the global pandemic and harsh measures to combat it. Traditional approaches to the use of financial and monetary regulation tools show their ineffectiveness. It becomes objectively necessary to transform the management systems of the labor market, the sphere of education and science, and health care [1, pp. 67-68]. Along with this, the system of public administration needs radical changes, including not only the issues of economic regulation, but also the formation of a democratic and civil society.

Under these conditions, the search for effective directions of structural institutional change, as well as questions of the risks that digitalization and pandemics pose for economic growth, become highly debatable. Increasingly, digitalization is seen as an institutional technology that provides a different approach to the understanding of contract and public law, introducing the concept of “algorithmic trust” and thus changing traditional economic and legal notions of responsibility.

It can be assumed that no country will be able to stay away from the ongoing global economic changes in the technological mode and choose a model for its system of socio-economic relations based on its national or bloc interests [2, p. 124]. A group of Anglo-Saxon countries offers a model of the world government formation headed by the American elite, acting in the interests of the U.S. and European financial capital, controlling the emission of world currency, transnational banks and corporations, the global financial market. In contrast to the American model of imperial dominance, the Asian model offers a combination of the ideology of social justice and state planning with the use of market mechanisms and private enterprise.

The global pandemic contributes greatly to rethinking the role of the state and social institutions, business, assessment of internal resources and society's readiness to understand that a new, more digital and sustainable economy is beginning to take shape [3, pp. 76-77]. As a modern trend we can note the outstripping rates of the growth of scientific and technological progress in relation to the pace of socio-economic and cultural and spiritual development of human beings. We should also note some other trends, the manifestation of which can be observed some:

- expansion of the number of office employees transferred to remote work mode, with digital literacy, self-discipline and self-control skills;
- reduction in the number of employees, especially in such spheres of economic activity as tourism, aviation, restaurant business, fitness clubs, hotels, etc;
- the growth of competition among office workers, which forms a number of accompanying trends: a) the reduction of their salaries, b) the desire to improve their skills in order to possess not just digital literacy, but professional digital competence;
- rejection of short-term financial planning and unreasonable credit behavior, focus on savings and the formation of a “safety cushion”.
- increased demand for financial savings products, which can be expected to be accompanied by an increase in financial fraud;
- a significant demand for information security for companies to protect their network data and for individuals to protect private information;
- expansion of the application of distributed registry records and private keys, peer-to-peer exchange (markets), digital currencies, and smart contracts as financial system tools and models.

The readiness of the institutional environment to change, which is expressed in the development of formal and informal rules, norms and elements, characterizes the overall readiness of the country to transform the socio-economic life of society. For Russia, the formation of the internal mechanism of digital transformation involves abandoning the «oil needle», accelerating the process of institutional change, and removing barriers to overcoming the contradictions associated with the outstripping growth rate of scientific and technological progress compared to the pace of socio-economic and cultural and intellectual development of a man.

Let us focus on the digital transformation of the fuel and energy sector, which is being implemented on the basis of the state programme “Digital Economy” (2017) and covers, first of all, such critical infrastructure of the national economy as the electricity sector. The departmental project “Digital Energy” (2019) envisages as key areas: (1) design and development of digital services and solutions in the electricity sector, oil and gas complex and coal industry; (2) adjustment of legislation and regulatory technical framework; (3) formation of a system of coordination and monitoring of digital transformation throughout the FEC; (4) ensuring digital interaction of the state, FEC companies and consumers based on a single information environment [4, p. 180].

In the power sector, increasing the share of control actions using automatic control systems is of particular importance, although it is clear that it is unlikely to completely exclude the dispatcher from the control loop of the modes of the power system. In the Russian Federation, about RUB 1.3 trillion is envisaged to be financed for the digitalisation programme of the electricity grid complex. According to the Institute of Statistical Research and Knowledge Economics at the National Research University Higher School of Economics, Russia ranked 47th in terms of innovative development in the world in 2020. The transition to a new energy paradigm, mediated by digitalisation processes, will require solving many problems that have accumulated in the energy sector.

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УДК 336.78

FAST PAYMENT SYSTEM AS A THREAT TO ECONOMIC SECURITY

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Abstract. The article discusses the system of fast payments and its features. The advantages and disadvantages in comparison with other money transfer systems are analyzed. Based on the analysis carried out, the degree of threat of the SBP is justified both for the state as a whole and for individual subjects of economic relations.
Keywords: fast payment system, legal entities, QR-code, Bank of Russia, cash payments, economic security, acquiring.

СИСТЕМА БЫСТРЫХ ПЛАТЕЖЕЙ КАК УГРОЗА ЭКОНОМИЧЕСКОЙ БЕЗОПАСНОСТИ

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Аннотация. В статье рассмотрена система быстрых платежей и ее особенности. Проанализированы преимущества и недостатки в сравнении с другими системами перевода денежных средств. На основе проведенного анализа обосновывается степень угрозы СБП как для государства в целом, так и для отдельных субъектов экономических отношений.
Ключевые слова: система быстрых платежей, юридические лица, QR-код, Банк России, денежные платежи, экономическая безопасность, эквайринг.

In the information age, many technologies are rapidly developing, including electronic payments, accelerating and facilitating the practical application of non-cash payments. An important stage was the introduction by the Bank of Russia of the Faster Payment System on January 28, 2019, which was under semi-open testing. And a month later, the system entered commercial operation, which made it possible for individuals to use a phone number (as well as a QR code) to make money transfers [1, p. 347]. The Faster Payment system is a service introduced by the Bank of Russia that allows instant money transfers using a mobile phone number at any time of the day. However, at the moment the SBP is also being introduced for transfers between legal entities, which will allow legal entities and individual entrepreneurs to make payments instantly and at any time, including on weekends and holidays (at the moment payments are made only on weekdays and only during the “business day”). Therefore, after statements that the System will start working not only for individuals, but also for legal entities, this topic has become particularly relevant.

The expansion of the FPS to legal entities is associated with a number of problems, including technical ones. One of these is the issue of company identification, since the option of using a mobile phone number, by and large, does not satisfy the interests of the companies themselves. The solution was to assign a QR code or a special link to the company located in the Internet bank, which would allow transactions to be performed by analogy with individuals.

The fast payment system is a fundamentally new scheme that may have several opportunities and prospects for financial market participants. One of these possibilities is the refusal to use cash, which can affect the reduction of the cost and time of transfers, regardless of banks.

Another prospect will be new customer service models that will enable quick payment of long-term loans, as well as expand the scope of cross-sales. These opportunities will entail an increase in the availability of financial services, including for remote regions, which will have a positive impact on the financial sector. With the development of the fast payment system, legal entities connected to it will be able not only to provide instant cash flow to their accounts, but also to reduce their cash gaps, optimize and reduce the cost of payment processing and accounting processes, as well as, in comparison with the acquiring system, this will reduce the costs of non-cash payments [2. p. 262]. On 01.01.2022, the Bank of Russia established tariffs for B2B transfers (Table 1). In addition, payments at zero tariffs are provided for the state. Refunds for such payments are free of charge. But it should be borne in mind that these restrictions can cause difficulties when trying to transfer an amount exceeding 600 thousands rubles.

From May 1, the maximum size of a single transaction in the Fast Payment System rises from 600 thousand to one million rubles. The Central Bank noted that now enterprises will be able to actively offer customers payment through the FPS, which does not require a bank card. It is enough for the buyer to scan the QR code and confirm the payment in his mobile bank [3].

At the same time, the tariff is charged twice: the first when funds are debited from the payer client's account, and the second when funds are credited to the recipient client's account. Moreover, the SBP for legal entities primarily satisfies the interests of customers, not banks.

The System of fast payments operating in the territory of the Russian Federation can be compared with the Swedish analogue – the Swish system, which has been successfully operating since 2012. 78 % of the country's population uses this service. The main differences are that this service is actively used for C2B transfers (consumer-to-business, transfers from individuals to legal entities), for example, online shopping, and also, despite the fact that most of the world's FPSs are internal, Swish master multicurrency settlements between states. The introduction of such a service in the FPS of the Central Bank of the Russian Federation in the current realities seems impossible due to the disconnection of sanctioned banks from SWIFT, according to EU regulation No. 2022/345 of 01.03.2022.

However, the impact of the introduction of FPS on the economic security of the country and individual economic entities cannot be called unambiguously positive. In particular, one of the indicators that can be affected by the System of fast payments is the profitability of commercial banks. Analyzing the reporting of banks according to Russian accounting standards for 2021, the following values of indicators were revealed: the aggregated profitability of banks amounted to 1.6 trillion rubles, of which commission income amounted to 73 billion rubles, which is 4.6 % [4]. After the introduction of a System of fast payments for legal entities due to reduced tariffs, the total amount of commission income will decrease, all other things being equal. However, the statement that the banks' profits will definitely decrease cannot be called unambiguously true either, since in the case of an increase in the amount of funds transferred, the aggregated profitability will also increase.

It follows from this that the FPS has both the above advantages and disadvantages for the economic system. When implementing and developing FPS in the future, in our opinion, it is necessary to take into account the following aspects:

1) The key problem that needs to be solved is the security condition for these transfers. One of the potential threats to economic security associated with FPS is the risk of an attack by payment operators in order to collect personal data of customers. The attack is carried out through the process of collecting information about the clients of the participating banks of the FPS (through an automated or manual process). The offender, having taken possession of the data of the identifier of a legal entity, can use them to take possession of confidential information about the company.

2) The inability to cancel the transfer. After sending the funds, the transfer will not be canceled, which indicates the need for a thorough check of the entered data.

3) Greater centralization of the system. In case of technical problems, for example, when servers are overloaded, it is possible to reduce the speed of money transfer or a transfer error [5].

In conclusion, we can say that the introduction and development of a system of fast payments can become a new driver for the development of the entire economic system, especially in the conditions of the modern geopolitical situation. At the same time, when developing it, it is necessary to take into account the possible ambiguous impact on both the economic security of the country and individual economic entities.

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УДК 336.2.027

TAX BOOSTING OF INVESTMENT IN RUSSIAN REGIONS

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Abstract. Analysis of regional legislation and reports prepared by specialized departments enabled to distinguish several categories of taxpayers who are granted investment tax incentives. Article discusses accomplishment of regional government programs target indicators being influenced by investment tax expenditures. Author makes conclusion that tax incentives are not crucial factor but extra inducement exerting influence on investment decision-making. Author proposes guideline on expediency of investment climate estimation at the stage of tax incentives introduction.

Keywords: tax expenditures, tax incentives, investment, region, government program, efficiency, investment climate.

НАЛОГОВОЕ СТИМУЛИРОВАНИЕ ИНВЕСТИЦИЙ В РОССИЙСКИХ РЕГИОНАХ

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Аннотация. На основе проведенного анализа регионального законодательства и отчетов профильных ведомств выделены категории налогоплательщиков, которым предоставляются инвестиционные налоговые льготы. В статье приводятся результаты оценки достижения целевых индикаторов региональных государственных программ, на значение которых оказывают влияние инвестиционные налоговые расходы. Делается вывод, что в процессе принятия инвестиционных решений налоговые льготы не являются ключевым фактором, а выступают в качестве дополнительного стимула. Сформулирована рекомендация, состоящая в целесообразности оценки инвестиционного климата региона на этапе введения налоговых льгот.

Ключевые слова: налоговые расходы, налоговые льготы, инвестиции, регион, государственная программа, эффективность, инвестиционный климат.

Legal framework and practice of tax tools granting for investment inducement in Russian regions. Tax incentives are integral tool of Russian regions' economic and investment policy. We confined our analysis to 20 regions. Choice in favor of these regions is conditioned by following reasons: firstly, availability of necessary data in public access for testing hypothesis and approbation of designed methods; secondly, coverage of regions that belong to different federal districts. Analysis of tax expenditures' lists and reports prepared by specialized departments has showed that profit and property tax expenditures being granted for boosting investment amount to substantial share of regional budgets' foregone revenues: more 50% in 13 out of 20 regions.

We conducted analysis of regional investment and tax legislation and reports prepared by specialized departments and distinguished several categories of taxpayers who are granted investment tax incentives. They are:

– enterprises implementing investment projects with special status which comply with foreground directions of regional social and economic development;

– participants of regional investment projects (special investment contracts);

– enterprises engaging in foreground economic activities;

– residents of industrial parks or technology parks;

– participants of zones providing economic preferential treatment;

– residents of outrunning social and economic development territories;

– residents of federal special economic zones.

In the majority of regions tax expenditures being granted enterprises implementing foreground investment projects account for more than 55% of the overall amount of investment tax expenditures. One of the main condition for gaining tax incentives is assignment of special status (strategic, foreground) to investment project and enrollment it in special lists. Many regions require minimum amount of fixed assets which investor must provide in order to apply tax incentives. The substantial dispersion of minimum requirements ought to be remarked namely from 1 and 10 millions of rubles in Kaluzhskaya and Rostovskaya oblast respectively to 1,5 and 10 billions of rubles in Kemerovskaya and Murmanskaya oblast respectively. In addition minimum requirements stated for mining and metallurgical manufacture are as rule higher compared to other economic activities. Designs of tax incentives being applied in Russian regions provide several options of effective tax rate differentiation: the more amount of investment the more number of tax periods for which taxpayer is eligible to apply tax incentives or the more amount of investment the less tax rate.

Tax expenditures being granted enterprises engaging in foreground economic activities rank second in amount of regional budgets' foregone revenue after investment projects with special status. Analysis has enabled to distinguish three groups of economic activities. The first group encompasses economic activities which are offered government support in almost all regions. They include consumer goods production and import-substituting production (production of medicaments, equipment, motor vehicles, food products). The second group comprises export-oriented economic activities (production of internal combustion engines and motor cars in Kaluzhskaya oblast, production of polypropylene in Omskaya oblast, brewing industry in Volgogradskaya oblast). The third group embraces economic activities which are new "growth points" of regional economy (crude oil mining and mineral oils production in Irkutskaya oblast and hotel services in Primorskij krai).

The main requirement is providing not minimum amount of investment but minimum share of revenue derived from engaging in foreground economic activities in overall revenue of enterprise as a rule 70 %. Nevertheless in many regions design of tax incentives is devised in accordance with underlying tenet of preferential taxation mechanism "incentives in return for investment". Some regions (Novosibirskaya, Kaluzhskaya and Kemerovskaya oblast) implement programs of manufacturing reindustrialisation consequently enterprises must participate in these programs and abide by investment obligations in order to be eligible for tax incentives.

Assessment of accomplishment of government program target indicators being influenced by tax expenditures. By reason of incorporation of tax expenditures concept in budget process Russian regions must prepare annual lists of tax expenditures and allocate tax expenditures among government programs [1]. The reason for attribution of tax expenditure to certain government program is correspondence of tax expenditure to targets of the government program. Conducted research shows that investment tax expenditures are the integral tool for reaching targets provided by all regional government programs which are aimed at encouraging economic growth and improving investment attractiveness of the region. Under the Government Decree № 796 at least one target indicator being influenced by tax expenditures ought to be defined as efficiency criteria of tax expenditure [2]. Analysis of government programs allows to distinguish the most accepted target indicators. They are fixed capital investment, fixed capital investment per capita, increment of fixed capital investment without budget funding.

In view of the aforesaid we made decision to conduct research. The goal of research is to determine whether target indicators of government programs being influenced by investment tax expenditures were accomplished. Evaluation period is 2015-2019. The extent of target indicator accomplishment is computed as divergence of actual value from projected value of target indicator. Formula is represented below:

$$d = \frac{i_a}{i_p} \times 100\% - 100\%, \text{ where}$$

d – the extent of accomplishment of government program target indicator;
i_a – actual value of target indicator;
i_p – projected value of target indicator.

To provide visual expression of the research outcomes we compiled dot chart and drew trend line that demonstrates reverse relation between amount of tax expenditures and the extent of target indicators accomplishment (Figure 1). Dots located above abscissa axis correspond to regions where target indicators are accomplished; dots located below abscissa axis correspond to regions where target indicators are not accomplished. Thus in regions which granted low amount of tax expenditures projected values of target indicators not only were accomplished but also surpassed. Whereas in regions whose budgets had more significant foregone revenues target indicators were not accomplished.

The domestic and foreign practice indicates that frequently budgets loss substantial revenues caused by tax incentives but not obtain projected growth of investment activity [3, p. 168]. The outcomes of conducted research are an additional submission in favor of statement that tax incentives are not crucial factor but extra inducement exerting influence on investment decision-making.

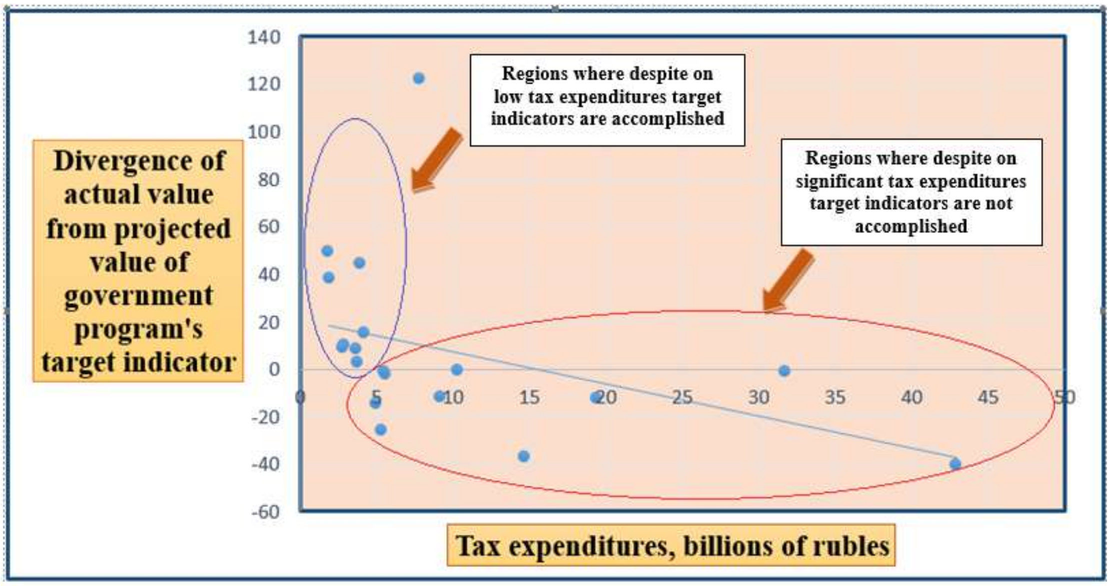

Figure 1. Reverse relation between amount of tax expenditures and the extent of target indicators accomplishment

Evaluation of tax incentives preferability. Now we are about to share the outcomes of our research conducted in collaboration with International Cooperation and Foreign Economic Relations Department of Zabaikalskij kraj as a confirmation of previously mentioned conclusion. For many years China has been remaining the major investment partner of Zabaikalskij kraj. To discover preferability of tax incentives in relation to other regional support measures we carried out survey among Chinese investors implementing investment projects in Zabaikalskij kraj. To conduct survey we chose hierarchy analysis method that involves filling in special matrices by investors. Filling in matrices and accounting vectors of priorities was performed in compliance with facilitated option of filling in matrix. This way of filling in matrix designed by V. Nogin enables to avoid inconsistency in experts' judgments [4, p. 1263]. Having conducted survey we computed significance coefficients for each government support measure. Then on basis of computed coefficients tools for boosting investment were ranked in preferability for Chinese investors. Survey outcomes reveal that tax incentives rank 8th out of 10 government support measures (table 1). Significance coefficient estimated for tax incentives bears evidence of its low attractiveness for Chinese investors.

Table 1 – Significance coefficients of government support measures provided by regional legislation for Chinese investors

№	Government support measures	Coefficient value
1	Financial assistance in construction of engineering and transport infrastructure	0,2561
2	Authorized capital investment	0,229
3	Assistance in solution of staff recruitment problem	0,2111
4	Reducing red tape barriers	0,1003
5	State supervision of investment projects (organizational support, informational and consulting assistance)	0,0808
6	Exemptions for lease of property owned by region	0,0403
7	Subsidizing of costs	0,0302
8	Tax incentives	0,0209
9	Operation of Council of investors created by specialized departments	0,0204
10	Provision of state guarantees	0,0109

Estimation of investment climate impact on tax expenditures efficiency. Tax incentives efficiency is the key issue of tax boosting of investment. Foreign scientific literature has many researches involving econometric models which serve as an evidence that efficiency of investment tax incentives is determined by different social, economic and institutional factors [5, p. 18]. Investment climate as possible factor exerting influence on tax incentives efficiency represents particular scientific interest. On the one hand foreign and domestic practice of investment policy implementation bears evidence that tax incentives are considered to be tool mitigating and offsetting weaknesses and lacks of social, economic and institutional environment. On the other hand findings of surveys conducted among investors from different countries reveal that tax incentives are mere one of numerous factors exerting influence on investment decision-making and its significance largely depends on investment goals. Thus on the stage of tax incentives introduction it is worth taking into account investment climate of territory.

This guideline may be applicable in case of introduction of regional tax incentives aimed at attracting investment. But this guideline should be substantiated. That’s why we decided to check out hypothesis that investment climate of regions affects efficiency of investment tax incentives being granted by regional laws. Hypothesis was tested by single-factor analysis of variance. Investment climate of the regions is a factor or grouping attribute. Temporal or extended risky approach was chosen for calculation of investment climate indicators (table 2).

Table 2 – Benchmark data for testing hypothesis

Region	Indicators describing investment climate in Russian regions	Economic efficiency coefficients of profit tax incentives
Tyumenskaya oblast	1,041	1,56
Lipetskaya oblast	0,949	1,43
Krasnodarskij kraj	0,914	1,38
Leningradskaya oblast	0,901	1,48
Habarovskij kraj	0,879	1,36
Kaluzhskaya oblast	0,862	1,42
Nizhegorodskaya oblast	0,853	1,54
Rostovskaya oblast	0,848	1,34
Primorskij kraj	0,815	1,31
Stavropolskij kraj	0,792	1,18
Murmanskaya oblast	0,761	1,13
Omskaya oblast	0,753	1,33
Novosibirskaya oblast	0,75	1,11
Amurskaya oblast	0,726	1,08
Irkutskaya oblast	0,723	1,25
Kirovskaya oblast	0,716	1,02
Volgogradskaya oblast	0,677	0,71
Kemerovskaya oblast	0,631	1,46
Republic of Buryatiya	0,627	1,17
Astrahanskaya oblast	0,615	0,87

Efficiency coefficients of tax expenditures are used as a resultant attribute. Regional methods on estimation of economic efficiency of tax incentives have the same approach namely computation of growth rates of economic indicators that describe the taxpayer performance. Although regional methods are distinct from each other in composition of indicators and ways of its aggregation data on dynamics of main indicators enables additionally to compute coefficients of economic efficiency by using the same formula and thus provide comparability of data (table 2).

The higher growth rates of receipts, profit, average annual cost of fixed assets and number of employees the more profit, personal income and property tax base consequently more tax revenues that are necessary to recover tax expenditures. In this context, we tested hypothesis that investment climate of regions affects growth rates of tax base being created by investment projects which receive tax incentives. In other words, we tested hypothesis that investment climate of regions affects tax incentives efficiency in terms of recovery of budget losses.

At 0.05 significance level we tested our hypothesis. As empirical value of Fisher's criterion (6.45988) surpasses its threshold value (3.2388) with 0,95 likelihood we accepted hypothesis that investment climate of regions affects growth rates of tax base being created by investment projects which receive tax incentives. Coefficient of determination reveals that about 55 % of variation of efficiency coefficients of investment tax expenditures is explained by investment climate of regions. Thus guideline on expediency of investment climate estimation at the stage of tax incentives introduction has empirical evidentiary base that builds on econometric analysis outcomes and surveys of investors.

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УДК 339.56

RUSSIAN-CHINESE COOPERATION IN THE ARCTIC REGION

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Abstract. This article discusses the problems of the Russian Federation in the logistics sector associated with Western sanctions. The interests of China and Russia in the Arctic region have been described. A number of advantages of Russian-Chinese cooperation in the Arctic for both countries have been identified.
Keywords: logistics, advantages, the Arctic, energy cooperation, development prospects.

РОССИЙСКО-КИТАЙСКОЕ СОТРУДНИЧЕСТВО В АРКТИЧЕСКОМ РЕГИОНЕ

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Аннотация. В данной статье рассмотрены проблемы Российской Федерации в логистической сфере, связанные с западными санкциями. Описаны интересы Китая и России в Арктическом регионе. Выявлен ряд преимуществ российско-китайского сотрудничества в Арктике для обеих стран.
Ключевые слова: логистика, преимущества, Арктика, энергетическое сотрудничество, перспективы развития.

At present, Western sanctions imposed on the Russian Federation will radically change Russian export-import logistics chains. China will become the main supplier-substitute for European and North American goods previously imported into the country. Against this background, the Russian economy will be reoriented from European to Asian markets, with sea cargo transportation accounting for the bulk of cargo turnover. Before the imposition of anti-Russian sanctions, the main routes for cargo deliveries from Asia lay through Europe; today, more and more European ports refuse to handle cargoes destined for Russia. As a consequence of these events, producers from Russia are forced to look for new routes for the delivery of goods.

One of the most promising is the transport corridor through the Northern Sea Route (NSR). Russia has been planning for quite some time to implement the NSR project, which could be a promising replacement for the Suez Canal. China also seeks to create efficient ways to deliver goods to Europe. Both countries are interested in using the Northern Sea Route. The main advantage of the route is a serious reduction in transport time compared with the southern routes through the Suez Canal. The route through the NSR is 42 % shorter – it is almost 3 times faster to deliver goods and significantly reduce fuel costs. Also, it is saving on the cost of freight and remuneration of the crew, the lack of payment for the passage of the vessel existing in the Suez Canal. Another important fact is that there are no queues (as in the case of the Suez Canal) and no risks of pirate attacks, so the NSR is considered by China as an economically more profitable transit of goods to Europe than the Suez Canal [1, p. 125].

For Russia, cooperation with China will allow attracting investments in the development of transport infrastructure of the country's northern territories. According to various estimates, investments in the Northern Sea Route could amount to 1 trillion rubles. The development of maritime shipping will entail an increase in mining and processing of minerals in coastal regions, as in recent years in the Arctic shelf more than 61 deposits of hydrocarbons, 43 of which are located in the Russian territorial waterswere discovered. The Arctic contains 1/4 of oil reserves and 1/2 of gas reserves [2, p. 93].

The Arctic region has many peculiarities that must be taken into account when organizing logistics processes and freight transportation.

The typical risks of the region include the following:

1. Seasonality of transportation – a significant risk today is the possibility of not having enough time to carry out all the transport processes before the transit window closes. All logistical activities of companies should be built with this feature in mind. The main problem may be related to “just-in-time” cargo delivery. In this case, the need for cargo can hinder the activities of large enterprises, as it can disrupt logistics chains.

2. Risks of the organization associated with interaction with external bodies, such as customs, work with suppliers and other activities.

3. Risks associated with high tides and strong wind shifts of water, which, if not properly transported, can spoil the cargo or lead to downtime of the ship.

4. Risk of incorrect unloading of cargo at the roadstead. In this case it is connected with the fact that transshipment of cargo takes place outside the port and if the process is not properly organized, it can either spoil the cargo itself or lose a lot of time. The risk of downtime in this case will entail significant financial losses.

In this case, the risks presented characterize the peculiarities of the territory, as well as the specifics of the organization of cargo transportation and indicate that they must be thought out and planned to the smallest detail.

In addition to creating new logistical chains using the Northern Sea Route – China's main interest in the Arctic is access to gas resources. Currently, China is the largest importer of liquefied natural gas in the world, so Chinese companies are willing to invest huge sums needed to launch projects in the Russian Arctic to gain access to the resources there. In the unfavorable external economic conditions for the Russian

Federation amid the imposed Western sanctions, it was China that provided Russian companies with all the necessary funds and technology. This partnership enabled China to obtain a new source of gas and to make the first major sales of its Arctic technologies, while Russia gained a share in the huge liquefied natural gas (LNG) market of its eastern neighbor and the money without which the projects would not have been launched.

To date, the most significant project has been implemented with China's participation as investor, lender and equipment supplier. NOVATEK has commissioned the Yamal LNG complex, which produces, liquefies and supplies natural gas. It is located on the Yamal Peninsula (Yamal-Nenets Autonomous Region, Russia). Today Yamal LNG produces up to 17.4 million tons of liquefied natural gas per year [3].

Summing up the preliminary results of energy cooperation between Russia and China, we can conclude that in the coming years China will maintain its leading position on the world market of minerals, primarily hydrocarbons. The shorter transport route will make this market even more attractive, and the export of gas and oil by sea to China will increase the load on the Northern Sea Route. By selling stakes in Russian projects in the Far North to the Chinese companies, Russia will be able to place its energy resources in the rapidly growing PRC market.

Cooperation in the logistics sphere will allow Russia and China to find new ways of interaction, including developing research activities in terms of studying Arctic flora and fauna, Arctic resources, as well as laying sea routes that reduce travel time, improve commodity exchange and accelerate cooperation in terms of delivery of various types of cargo. At first glance, it seems that this type of cooperation is strategically important only for China, since the country has its own interests in the Arctic both in terms of resources and logistics routes (the Icy Sea Route). But this cooperation is also important for the Russian Federation, as it develops logistics routes and improves trade conditions. Now, under sanctions, many logistics chains have collapsed and undergone significant changes, which entailed temporary and financial losses.Cooperation with China will make it possible to form new logistics chains and improve communication, in particular it will affect cargo transportation, commodity exchange and strategic cooperation.

Also, Russian project operators are very interested in attracting the huge financial resources available to Chinese companies. In addition to the necessary money to develop the Russian Arctic, China has the technology. Chinese companies produce excellent drilling rigs, production platforms, and telemetry systems. The well-known smartphone manufacturer Huawei creates high-precision and high-speed data transmission systems for remote fields [4, p. 279].

Another important factor of China's active economic participation in the Russian Federation's Arctic projects was obviously the U.S. sanctions that limited Russia's ability to attract Western financial investments. This fact has strengthened friendly relations and strategic ties between the countries. However, despite the critical situation, the Russian side is still trying to hedge the risks of excessive dependence on China in the development of the Arctic, and therefore in every way seeks to diversify partnerships.

China has a key regulatory document that enshrines its interest in participating in Arctic zone projects – it is a White Paper. The document contains the prospects of developing the northern regions, as well as obtaining additional transport corridors in the Arctic sector, which is part of the Belt and Road initiative. Subsequently, the initiative is planned to evolve into the creation of the Ice Silk Road and the formation of the Blue Corridor. China itself is a non-arctic state, as it has no territories in the Arctic zone, but it has interests in the Arctic. Therefore, for China, cooperation with Russia in the Arctic zone is strategically important and justified. Experts predict that by 2027, China is ready to invest up to $1.3 trillion in Russia to develop the Arctic transport and logistics sector. The positive aspects of the development of this corridor can be considered the reduction of travel time by 39 % compared with Europe and the absence of hourly queues, as it is happening now on the Suez Canal. Operation of these routes is planned year-round. The interest in the Arctic is also connected with the rich resource base of the region, China wants to get resources, in particular a variety of rare and rare-earth metals, so in recent years, international cooperation in the development of the Arctic region is developing dynamically. China seeks to increase its importance in the Arctic not only in terms of strategic cooperation, but also in terms of making the most important managerial and political decisions. Japan and South Korea are also interested in the development of logistic zones and transport corridors.

In recent years, Russia has actively begun to include the Arctic region in its transport and logistics chains. For example, the route "Murmansk" – "St. Petersburg" – "Petropavlovsk-Kamchatsky" is quite used today. This route is convenient for the delivery of various goods from the center to the remote regions of the country. Also this route allows to send and deliver cargo with minimal logistics costs. In recent years, it is necessary to increase the reliability of the corridor and reduce logistics costs at all stages of the logistics chain. One of the most important problems today is a significant age of vessels (average age of the ship today is 20 years), icebreakers nowadays have a specific structure for the ability to pass through the ice, so it becomes rather expensive to build new vessels, especially since icebreakers are one-of-a-kind transport vehicles, but also expensive, so it is rather long and difficult to renew transport systems.

In recent years due to development of greenhouse effect there is an ice melting which on one hand disturbs structure of the Arctic and on the other hand opens new opportunities for development of cargo navigation. The development of this area leads to significant geopolitical and economic benefits both for Russia and China. In recent years there has been a significant inflow of investments from Chinese companies in this project, which allows developing transit traffic along the routes of the Arctic Blue Economic Corridor. At the same time, the implementation of the initiative to develop the Arctic Blue Corridor concept is impossible without the active cooperation and positive view of this initiative on the part of Russia. Creation of optimal transport and logistics infrastructure is possible with the involvement of foreign capital. At the same time Russian legislation should be substantially changed in such parts as: customs and currency activity, tax, civil and immigration legislation. Thus, China directly depends on Russia's readiness to adjust its legal framework and form conditions for investing in projects related to the Arctic region.

In the future, the success of Russian-Chinese cooperation will depend on three factors: the financial benefits of the projects that Russia plans and implements in the Arctic, the impact of Western sanctions, and success in import substitution.

Thus, Russian-Chinese cooperation in the coming years should reach a fundamentally new level: the financing of existing and joint new projects will improve, logistics chains will change and new transport routes will be created, innovative technologies in logistics and joint environmental activities will also appear, which will be able to develop already within the framework of joint cooperation.

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УДК 339.9

GLOBALIZATION AS A PROCESS OF SUSTAINABILITY

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Abstract. The paper examines the features of globalization processes, starting from the period of the origin of these processes, ending with modernity. The consequences and impact of globalization on the economy and sustainable development of countries are revealed.

Keywords: globalization, sustainable development, silk Road, spice road, the era of Great Geographical Discoveries, three waves of globalization.

ГЛОБАЛИЗАЦИЯ КАК ПРОЦЕСС УСТОЙЧИВОГО РАЗВИТИЯ

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Аннотация. В работе рассматриваются особенности глобализационных процессов, начиная с периода зарождения данных процессов, заканчивая современностью. Выявлены последствия и влияние глобализации на экономику и устойчивое развитие стран.

Ключевые слова: глобализация, устойчивое развитие, шелковый путь, дорога специй, эпоха Великих географических открытий, три волны глобализации.

The term “sustainable development” appeared in 1987. It is a development process that allows using natural resources, solutions of socio-economic problems, new technologies to meet the needs of society.

Globalization is a process of worldwide economic, political, cultural and religious integration and unification [1, p. 98]. For the first time, the term “globalization” was used by the American economist Theodore Levit in 1985 and he designated it as a phenomenon of merging markets. Later, the processes of globalization were studied in more detail by such domestic and foreign scientists as: J. Soros, J. R. Mandle, Paul K. Hirst and Graham Thompson, Alexander Buzgalin and Yuri Pavlov, David M. Rasmussen, etc. All of them held different views on the process of globalization – some were its supporters, some were critics [2].

The study of globalization processes plays an important role in the modern world, as they have a huge impact on the economic, cultural and political spheres of society. Knowing how globalization has affected the development of countries in various historical periods helps to identify the negative and positive consequences of this process and thereby takes certain measures to ensure the sustainable development of countries [3, p. 188].

The process of globalization started two thousand years ago. So, in the I century BC, one of the luxury items – Chinese silk – appeared in Rome. It was dragged along the Silk Road. Trade became international. Silk occupied a very small market share in the world economy, but it was the real reason for international trade relations. The excess of the retail price from the purchase price was almost 20 times more. The prosperity of the Silk Road was facilitated by influence of Rome and China. If the enemies of China or Rome blocked the road, trade was interrupted. After the fall of these empires, the Silk Road was closed. But it was revived during the heyday of the Mongol Empire and the life of Marco Polo, an Italian traveler and merchant [4].

In the VII-XV centuries AD, a Spice Road was formed, opened by Islamic merchants. In the seventh century, a new religion and trade began to spread around the world from the Arab States. Muslim merchants seized the markets near the Mediterranean Sea and the Indian Ocean, the markets of Indonesia and the western part of Spain. Spices, unlike silk, were transported by sea. In the Middle Ages, they were the main subject of trade. Nutmeg and cloves were of great value and were in great demand throughout Europe. Remaining a luxury item, spices were supplied in very small batches.

Thus, the road, consisting of a land and sea part and connecting the West with the East, existed already in the XV century. This marked the beginning of the process of globalization.

In the period from the XV to the XVIII century, the gradual development of capitalism coupled with scientific and technological progress allowed Europeans to make long sea voyages. Trading houses and rich merchants generously sponsored seafarers, which made it possible to organize such events. And although not all expeditions turned out to be successful, the gain in case of a successful return of the expedition promised fabulous profits. The discoveries made in this way gave the name to this period – “The Era of Great geographical discoveries”. The intensification of navigation and maritime trade that began at that time united parts of the world that had never been in contact with each other before. During these periods, both Americas, Australia, Oceania, and many other hitherto unknown or inaccessible lands were discovered.

Also, it was during this period that the foundations of the Euro-oriented world-system that existed until our time. The European countries colonized or made many other states and territories dependent on themselves, sending whole rivers of wealth exported from the colonies to the metropolises.

The integration of many previously divided territories gave a powerful impetus to the development of the economies of Western Europe.

The main leitmotif of the XIX century was the development of capitalist relations and the deepening of economic integration of national economies.

During this period, the international commodity and financial market completed its formation. Investments and goods, as Keynes noted, could be shipped anywhere in the world.

The formation of an international commodity market and the improvement of means of transport provided further specialization of national economies. From that moment on, an individual country could concentrate on the production of a certain list of goods, and buy what was needed abroad. The colonial system formed by that time ensured the economic, technological and political dominance of the colonial powers even over many peoples.

The formation of a large industrial, and later financial, capital in Europe, which has much more resources and capabilities than smaller organizations, led to the explosive growth of world trade.

Significant tension arose between the leading world powers at the end of the XIX century. Thus, Germany, which was late to the colonial division of the world, was not in the most advantageous position, sales markets and sources of raw materials were already for the most part divided among other European countries. In an effort to oust the old European leaders - Britain and France - the German Empire pursued a very aggressive foreign policy in accordance with the expansionist sentiments of German big business.

The period after the First World War can be characterized by a decline in international trade and some separation of countries from each other. The remaining ties allowed the economic crisis of 1929-1939 to spread almost all over the world. On the other hand, it was during this period that the predecessor of the UN, the League of Nations, was created.

After the Second World War, a new international body, the United Nations, was created to prevent a new war. And although the world later split into warring factions again, the creation of the UN formed an international public space and provided a platform allowing a representative of any power to be heard.

The post-war period is also characterized by the collapse of the old colonial system and the parallel existence of two globalization projects proposed by different sides of the cold War. On the part of the so-called “Western world”, led by the United States of America, a project was put forward proclaiming the right of nations to self-determination, free movement of capital and investment and deep integration of countries into the world market. For its implementation, such structures as the World Monetary Fund and the World Bank were created, which played a significant role in the functioning of the entire system and in the communication of national economies and coordinating their interaction. Despite the declaration of equality of countries, the hierarchy of the world economy remained, manifested in the dependence of the economies of “developing countries” on the countries of “developed”, which only increased the gap between them. The countries of Latin America and Africa can be analyzed as vivid examples of the process.

However, sustainable development policy helped formulate main goals for African countries. They are eliminating inequality between countries and struggle against hunger and poverty.

An alternative project of globalization was proposed by the Council of Mutual Economic Assistance. The Council performed the functions of coordinating the interaction of the economies of the member countries, and also had specialized structures such as the International Bank for Economic Cooperation and the

International Investment Bank. Despite the leading role of the Soviet Union, COMECON was a relatively developing system, striving for the development of “lagging” economies.

Thus, during this period, some organizations appeared that contributed to the interaction of the economies of different countries and the strengthening of globalization processes. In particular, it is the United Nations. Its principles of sustainable development policy were announced at the end of the XX century. In this way, the UN also represents a partnership of countries in the field of sustainable development.

The beginning of the third wave of globalization falls at the end of the XX century. This was facilitated by the end of the cold war, technological progress, falling profit margins in developed countries and the associated movement of capital and labor to highly efficient economic regions. The East was focused on the production of goods, and the West - on consumption. This has led to inequality. With the third industrial Revolution, the Internet appeared, contributing to the global integration of the value chain. At the beginning of the 21st century, the export rate was 25 %. Trade in the form of the sum of imports and exports has grown to 50 % of global GDP. In the foreign trade of developing countries, the role of service exports has been increasing. One of the positive consequences of globalization is that most people belong to the middle class due to their participation in the global economy. But at the same time, globalization has contributed to the increased instability of the world economy. Trade openness and increased competition have led to large deficits or surpluses in the balance of operations. Countries have become more dependent on financial markets. Investors have increased risks associated with unexpected changes in their expectations [5, p. 672].

At this period innovations, industrialization and infrastructure began to develop actively, which corresponds to the goals of the sustainable development policy.

Already at the beginning of 2022, one can see how closely the processes of globalization are connected with the economic situations in many countries. The emergence of a crisis in one country affects the economies of the countries dependent on it. Thus, the lack of supplies of natural resources from Russia leads to higher prices for fuel and space heating in the West. All participants of the process and the entire global economy suffer from the sanctions imposed against Russia. The free movement of finance, investment of goods and services is stopped. Multinational companies are losing a huge number of consumers. It leads to a decrease in the profits of these companies. The withdrawal of a number of corporations from the market contributes to a shortage of goods and an increase in inflation. States are forced to take measures to eliminate these consequences, to ensure the development of domestic production in order to create conditions for sustainable economic development of the country.

On the one hand, globalization contributes to the strong dependence of some countries on others, which sometimes leads to negative consequences. On the other hand, globalization makes it possible bring countries and their economies closer together, as it is being represented as a factor of transition to sustainable development. Thus, the sustainable development is considered to be a goal and the process of globalization is taken as a direction to sustainable development.

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УДК 336.647

MUTUAL INFLUENCE OF GOALS AND INTERESTS OF SIGNIFICANT GROUPS OF SUBJECTS OF THE ENTERPRISE

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Abstract. The article analyzes the interests of the most significant groups of entities operating in a commercial organization: the owners, management and employees, as well as their impact on the company.

Keywords: owner, management, employee, personnel, interests, influence, efficiency.

ВЗАИМОВЛИЯНИЕ ЦЕЛЕЙ И ИНТЕРЕСОВ ЗНАЧИМЫХ ГРУПП СУБЪЕКТОВ ПРЕДПРИЯТИЯ

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Аннотация. В статье проанализированы интересы наиболее значимых групп субъектов, осуществляющих деятельность в коммерческой организации: собственников, менеджмента и сотрудников, а также их влияние на компанию.

Ключевые слова: собственник, менеджмент, сотрудник, персонал, интересы, влияние, эффективность.

In today's world, every company that is able to compete and lead in the market must take into account the interests of its owners, as well as the company's management and employees.

Any enterprise belongs to its owners, which means that the entrepreneur founded the business to meet his own interests first and foremost. The owner can be either an individual entrepreneur or the owner of a share of the organization or shares, depending on the legal form of the enterprise.

By virtue of discretionary (legal) powers, the owner may or may not take part in the management of the company. In the second case, based on the lack of professional knowledge and skills, he can delegate his powers to manage the business to the management of the company. In this case, granting such powers, the risk of losses always increases. This is why any entrepreneur needs to be very selective in the recruitment of management personnel.

The owner's main goals are:

- receiving a stable and growing return on invested capital in the form of dividends;

- increase in share prices, growth of the company's capitalization (including the cost of shares for JSCs);

- automation of business processes working smoothly;

- growth of the company's value, based on its worthy reputation. Adopting the international experience, it is recommended to regularly assess the reputation of the company, taking as a basis the indicator of goodwill – business reputation; intangible good, which is an assessment of a person's performance in terms of his business qualities.

In order to achieve the goals set, the owner needs to rely on the professionalism of personnel: management and employees [1, 2].

First of all, competent management is necessary for every company to coordinate the work of employees. In addition, the manager improves the organization of activities and production, increases internal indicators, and maintains the pace of the work process. Enterprises strive for increase of income, increase of economic competitiveness, and achievement of these goals directly depends on managers, who set tasks and help employees to fulfill them. The tasks of management work are: profit maximization, i.e. income should increase and expenses should decrease; creation and development of business system; automation and optimization of business processes; competent system of personnel management, and subsequently effective work of collective; creation and maintenance of company brand, reputation in order to increase market share; maintenance of product and service quality in order to strengthen reputation [3, 4].

According to the employee categorization system authored by former General Electric CEO Jack Welch, employees are divided into the following types:

- A-players – a kind of “people of the highest grade”, highly competent and sharing the values of your company, ready to work overtime and not to get out of business trips, focused on results and understanding that their income will be directly related to the performance of their work.

- B-players are a reliable pillar of any company. These are people who carefully perform their duties, people on whom you can always rely. They are unlikely to sacrifice personal time and personal life for the sake of work, but during working and well-paid overtime they will work so as to do their job well.

- C-players, according to Welch, are casual or even toxic people who fail in their duties and pull back the whole company. The reasons may be different: lack of specialized education or practical competencies, disagreement with company values or other priorities, forced employment due to lack of money or just a squabbling temper. But the result is the same: such people do not work well themselves and often get in the way of others.

It is in the interests of the company to meet the needs of employees in groups A and B. If they are sufficiently motivated, then, by virtue of their professionalism, the high efficiency of their work will affect the productivity of labor. For example, stability, which every employee needs, because without it he will not be able to plan his actions for the future. Also, career growth, social package and high wages are not unimportant factors. But the notion of "high" may seem unclear or unspecific. Therefore, the salary should be such that a person could, in addition to mandatory payments (food, housing, clothing), allow himself to dispose of the money as he wants (for example, a girl will do eyelash extensions or nail extensions). Of course, all people want to maintain good relationships in the team. Otherwise, they will be uncomfortable to work, which will subsequently affect their ability to work and the result. Corporate events can be placed in the same category, as their implementation also affects the relationship in the team.

Comfortable working conditions should be a priori observed in the enterprise. In addition, this is prescribed in the Labor Code of the Russian Federation, which must be observed.

To all of the factors listed above, you can also add advanced training, which is important for both the employee and the manager or owner of this company. Since his performance directly affects the profit of the company [5,6,7].

The difference in the approach to motivation is generally clear from the description of the A- and B-players categories. If for the former the prospect of job growth and salary is important, for the latter the guarantee of stability is more important. If the former are impressed by the competitive spirit, the latter would prefer a quiet and comfortable working environment. However, both those and others would like to receive a decent remuneration for their work.

How to motivate employees A-players:

- Be sure to outline prospects for growth, better at the hiring stage. Hiring, for example, a PR-manager, tell him under what conditions he will be promoted to PR-director, and how it will affect his salary and authority.

- Cultivate a competitive spirit. At the start of the project you can leave the position of head of sales vacant, promising it to the sales manager who shows the best results in the next two months. During those two months, manage the department personally or delegate to a deputy.

- Always keep your promises and do not change the rules in the middle of the game. When a change is desperately needed, make it a different phase.

- Take an interest in the personal goals and career aspirations of A-players and facilitate them whenever possible. For example, offer professional development courses or pay 50 % of the cost of any training the employee wants to attend.

- To praise the successes and analyze the shortcomings with a specific indication of what is done well and what is not so far.

How to motivate B-players:

- Clearly spell out social and financial guarantees, preferably at the hiring stage. If there is no possibility to give a big salary right away, explain under what conditions it will be increased. It is important that the terms should be tangible and the conditions should be achievable in the normal course of business.

- Refrain from abrupt changes in the mode and conditions of work, poorly prepared technical innovations and anything that interferes with the stable performance of their duties.

- Prepare planned changes in advance with a detailed explanation of why they are needed and why the company will fail without the changes. The optimal option would be to link the forthcoming changes with a salary increase, even if only symbolically.

- Show interest in the lives and concerns of the B-players outside the company. Be happy about their children's successes (participation in the chemistry Olympiad, first place in competitions, etc.) Help, if possible, to arrange for the children to attend a good kindergarten or school with advanced English.

- Praise for the work and be sure to emphasize the personal importance of the person for the company. Plain “what would we do without you” and “without you this event simply would not take place” are also suitable [7].

This is the most general outline of how employees affect the business and how to build an effective team. Of course, there may be exceptions when things don't go the way they should.

An A-players type employee, raring to go into battle in an interview, can quickly burn out. Especially if you don't have the right amount of creative tasks and professional challenges for him.

Unrelated family obligations B-players can suddenly have an epiphany and see what a great opportunity to work in your company, if you treat it even a little informal.

And C-players who happen to be financial analyst can succeed as SMM-manager or be a great presenter for your New Year's Eve corporate party.

To summarize, we would like to highlight the importance of satisfying the interests of all team members, as this will depend on the performance of the company, which will directly affect profits and other important factors in the profitability of the enterprise.

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УДК 330:65

MODERN TRENDS IN THE LOGISTICS INDUSTRY AND RECOMMENDATIONS FOR THEIR IMPLEMENTATION

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Abstract. This article examines current trends in the logistics industry, describes its problems that have arisen over the past few years and summarizes the experience of industry representatives to derive a number of recommendations to improve the efficiency and competitiveness of companies.
Keywords: logistics, green logistics, digitalization, big data, artificial intelligence, sustainability, COVID-19.

НОВЫЕ ТРЕНДЫ ЛОГИСТИЧЕСКОЙ ИНДУСТРИИ И РЕКОМЕНДАЦИИ ПО ИХ ВНЕДРЕНИЮ

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Аннотация. В статье исследуются текущие тренды в логистической сфере, описываются ее проблемы, возникшие за последние несколько лет, и обобщается опыт представителей индустрии, чтобы вывести ряд рекомендаций по повышению эффективности и конкурентоспособности компаний.
Ключевые слова: логистика, зеленая логистика, цифровизация, поведение потребителя, искусственный интеллект, устойчивое развитие, COVID-19.

Since COVID-19 pandemic became a part of our lives, most of the business processes and even entire industries have gone through several rebirths in search of an answer to the simple question, “How do we work now?”. And one of the flagships of this change has been the industry that has been hit hardest – logistics. Supply chains have become one of the most talked about issues since 2020, mostly because COVID-19 pandemic has shed light on the weaknesses that were already present in the industry but were not seen as a such of a significant problem before. The changes brought by the pandemic will forever change the way companies manufacture, ship and deliver their products. Even though customers are aware of the complexity of the situation that sellers and manufacturers are in, they still want to get their product quickly, cheaply and at a time that is convenient for them. Brands that fail to adjust and adapt will be left on the sidelines, unlike competitors who are already busy digitizing both their manufacturing and their delivery services.

This article aims to identify those common weaknesses in supply chains highlighted by the COVID-19 pandemic, describe the actions companies are taking to address such weaknesses, and provide general advice developed from recommendations from industry representatives and international consulting companies.

1. The need for constant modernization

High cost of goods transportation, shortages of materials and components, delivery and shipment delays, which in turn cause delays in deliveries - all this, unfortunately, became a reality for many companies during the COVID-19 pandemic and forced them to look at the established logistics chains in search of growth points, opportunities for modernization. Most experts agree that this situation in the industry will continue to plague companies and entrepreneurs for the next few years, because despite the great achievements in the fight against the pandemic, transportation companies have to constantly maneuver between the epidemiological requirements of different countries, which, firstly, may differ significantly from each other, and secondly, tend to change at the most unexpected moment. And one of the most popular solutions in this situation was a combination of digitalization and decentralization of logistics.

The situation with the disruption of logistics chains and, consequently, delays in the delivery of goods to the end customer, puts companies in an extremely difficult situation, because it damages the brand image. Today, about 60 % of consumers expect that the company can guarantee delivery the next day after ordering, at most - within three days of ordering or paying for goods [1]. And they do not have any moral turmoil about the transition to a competitor if delivery time is violated or forcefully prolonged. In this regard, companies are forced to look for solutions everywhere, from where the product is produced and to which warehouse it needs to be taken, to how it is delivered to the customer. But modern problems require modern solutions, which fortunately is becoming increasingly apparent to market participants.

– Digitalization and implementation of new technologies

Radical solutions, such as increasing or decreasing the "length" of the logistics chain, can remain a long-term perspective of the company, one of the stages of a planned process of development, which is implemented gradually and brings financial benefits with a long delay, while the digitalization can be a solution for the short term.

Using the latest technology, "Big Data" analytics, sensor systems, or even artificial intelligence can help a company find a simple answer to a complex issue or, conversely, point to a problem, a flaw, a weakness, whose cumulative negative effect has not yet been discovered. When most companies are widely adopting mobile applications, scanners and barcodes to their warehouses, some of their competitors are already starting to use developments in the field of "AI" – artificial intelligence, "ML" – machine learning, or "IOT" – Internet of Things. The introduction of the latest technologies can allow companies to predict with high accuracy the volume of upcoming shipments and production volumes respectively, and even gradually reduce the amount of stock that is usually left in case of emergency.

– Collecting Big Data

But no matter which one of the latest technologies a company implements, most of it require specific "fuel" – data, or more specifically Big Data. The more data a program has, the more accurate a conclusion or prediction it can make. With the help of data, programs analyze not only the entire "path" of the product from manufacturer to end buyer, but also what kind of product sells better in a particular store or region, on which shelf and next to the products of what other brand it is advantageous to place a product, and then use this information to reduce costs and/or increase company's income, because in big organizations the decision to increase or decrease the supply of a product to one region in favor of another can significantly improve the efficiency of logistics processes.

– Moving warehouses closer to the customer

Moving warehouses closer to the area where the target audience is concentrated greatly increases a company's chances of providing fast delivery to a significant portion of its customers, and, as mentioned above, few things customers value today as much as speed of delivery. This kind of advice will also benefit large companies, because it will allow them to compete with local manufacturers who are inferior in size, but have the advantage of being "local", so their understanding of region's customers peculiarities is much deeper. Some of these large companies, thanks to lessons learned from the COVID-19 pandemic and epidemiological constraints, have already begun reducing the number of their own stores and outlets by reformatting their facilities into warehouses and distribution centers, which has enabled them to significantly reduce the delivery time for online orders. Those who were particularly successful in the reformatting process and had a large amount of space at hand began to sell their distribution centers' services to their competitors, beginning to earn even on those orders that were made from their competitors.

– Services of "3PL" Companies

The services of transportation and logistics companies or "3PL" – third party logistics, which previously seemed like a luxury available only to big business, are now available to companies of all sizes. The market itself is expected to continue to grow over the coming years with an annual growth rate of 8.5 % and about 37 % of small and medium-sized companies in North America are planning to switch from using their own logistics service in favor of a 3PL company' services [2].

The main competitive advantage of 3PL companies is not so much about the number of vehicles and drivers, but more about theirs large warehouses located near the transport hubs of a region, as well as distribution centers in each area of a city or a town, which both significantly reduces the expected delivery time of goods.

An additional advantage of such services is the ability to test a new region for a company without having to build a delivery service in an unfamiliar environment.

The secret of development lies in the timely response to changes around us and the ability to adapt to them, and business is no exception to this rule, so the widespread penetration of science in business processes, the use of its achievements is not so much a competitive advantage as a vital necessity, the basis on which the company must be built.

2. "Green logistics" and sustainable development

Sustainable and responsible development gradually and smoothly begins to transform from abstract ideas about how we would like to build up business and develop the economy to actual requirements at the level of state legislation. Moreover, even today a significant part of consumers actually pay attention to how, where and under what conditions a product was produced before buying it, and many of the consumers are willing to consciously overpay for a product that caused less harm to the environment during its production. Noticing this trend, companies around the world began to develop full-fledged strategies for sustainable development, paying attention not only to environmental issues, but also to the working conditions of their employees, driven by both the government and their customers.

The fact that consumers are willing to "vote with their money" for their beliefs is confirmed by statistics which show that in the last 6 years the total number of requests for "sustainable goods", which means environmentally friendly products in the broad sense of the word, has increased by 71 % [3]. This trend increased significantly during the period of forced isolation during the COVID-19 pandemic, when most purchases were made online, consequently, the buyer had more time to study the characteristics of the product, information about its manufacturer, including – its sustainability program. And together with the trend towards conscious consumption and support for local manufacturers, this can shake the hegemony of large manufacturers and concerns, which due to their scale most often locate their factories and production facilities in less developed countries with lower labor costs. It should also be noted that the higher the per capita income in a region, the greater the tendency to choose "environmentally friendly" products.

The reality is that both customers and employees and even some suppliers are not shy about demanding that companies, employers and contractors meet the current standard of environmentally friendly production, good working conditions and treatment of employees, regardless of their influence, wealth or region of residence. Every year such thinking becomes not just a recommendation, but a real legal requirement, therefore, companies will soon have no choice, and they should prepare for this transition in advance:

– Reducing harmful emissions.

Both production-related emissions and those associated with transporting the product fall into this category. Beyond the obvious solutions of reducing the number of cars involved and optimizing supply chains and planning, it includes using transportation companies instead of your own delivery service, which combines shipments from several manufacturers and correspondingly reduces number of vehicles needed and its emissions respectively; switching to electric transport for urban deliveries, a method that unfortunately is only available in the wealthiest and most developed countries, which can afford to build an infrastructure needed.

– Rethinking packaging.

Today, many U.S. or Western European companies have a short requirement that they try to apply to packaging policies: "R.R.C. – recyclable, reusable or compostable", in other words, their packaging must meet the criteria by being either recyclable, reusable or compostable [1].

Again, the COVID-19 pandemic, which stimulated the unprecedented growth of the online retail and online marketplaces, gave a new perspective on this problem. It turned out that the features of packaging in online commerce significantly increase the amount of negative impact on the environment, because of these features, mostly just because of the amount of packaging used per item, packaging in online commerce leaves a carbon footprint, which is 6 times greater than the footprint of packaging in offline commerce [4]. Many companies already use reusable packaging and biodegradable materials, and online marketplaces themselves are changing their packaging requirements to reduce the burden on the environment. At the same time others are building companies on environmentally friendly packaging and innovation in this area, receiving grants from governments and global corporations. It also turned out that artificial intelligence technology can be applied here as well: companies are using AI-technologies to analyze their products in search of the ideal packaging: composition, size, capacity, reusability, price, etc.

In an era when sustainability and environmental awareness are mandatory, it is very important to communicate with your audience, to tell them about your plans, actions, problems and obstacles – in other words, the customer is willing to forgive the company for small mistakes, if they understand the direction a company is developing in.

3. Be honest with your customers about realistic delivery times

Customers today are making sometimes impossible demands on delivery times. The problem is that "next-day delivery" has been imposed by multinational corporations that have all the resources to deliver on such a promise, while small businesses, unless they are local, have little ability to keep up with the leaders. Thus, in addition to all the tips given above for optimizing supply chains, in terms of the consumers' expectations from the delivery time there can be given one more advice – be honest with customers, because about 22 % of customers rarely return to the seller who was late with the delivery without notifying the customer [5]. Every day the number of buyers who are willing to consciously make minor concessions in their comfort, for example, to wait for their order not 2, but 3-5 days to support a small manufacturer, and companies can thank such clients by simply honestly stating the real terms and maintaining contact with them if any problems occur.

With the growth of competition in the global marketplace alongside with the development of online commerce and online marketplaces, together with the growth of consumer awareness, the main task of the company is partly switching from a goal of attracting a customer to retaining as much customers as possible. And the above recommendations will help not only to optimize the logistical component of the business, but also to strengthen the company's brand.

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УДК 620.9:332

PROSPECTS FOR IMPLEMENTATION OF ENERGY MANAGEMENT IN BUDGETARY ORGANIZATIONS AND INDUSTRIAL ENTERPRISES

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Abstract. The main focus of energy management in the public sector and industrial enterprises is to optimize energy costs by continuously improving the efficiency of production and technological and related development processes, auxiliary and managerial processes.
Keywords: energy management, relevance of the problem, prospects for development, international standards, problematic aspects of energy management in budgetary organizations and industrial enterprises.

ПЕРСПЕКТИВЫ ВНЕДРЕНИЯ ЭНЕРГОМЕНЕДЖМЕНТА В БЮДЖЕТНЫХ УЧРЕЖДЕНИЯХ И НА ПРОМЫШЛЕННЫХ ПРЕДПРИЯТИЯХ

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Аннотация. Основным направлением энергоменеджмента в бюджетной сфере и на промышленных предприятиях является оптимизация затрат на энергию посредством непрерывного повышения эффективности производственно-технологических и связанных с ними процессов развития, вспомогательных и управленческих процессов.
Ключевые слова: энергоменеджмент, актуальность проблемы, перспективы развития, международный стандарт, проблемные аспекты энергоменеджмента в учреждениях.

In recent decades, companies have turned their attention to saving energy costs, or the costs associated with energy consumption. The concept of "energy management" appeared.

Energy management is a set of organizational and technical measures aimed at increasing the efficiency of the use of fuel and energy resources.

The emergence of energy management was a response to the first global energy crisis, which led to a sharp increase in energy prices in Japan, the U.S. and Western Europe. Its basis was the rethinking of the economic behavior of companies (enterprises) and the emergence of new concepts of energy use [1, p. 1].

Energy management is a competent, flexible, continuous and scientifically grounded management of energy resources of production, starting from shop level and up to the enterprise or industry. The main task of energy management is a comprehensive analysis of energy consumption and its changes depending on the energy saving measures, including accounting, control and, ultimately, minimization of consumption of fuel and energy resources.

Energy management includes:

- rationing the consumption of energy resources;
- development of standards for rational fuel consumption;
- rational heating, cooling, heat transfer, heat loss prevention;
- use of secondary energy resources;
- reducing power losses in networks, etc [1, p. 2].

Reducing energy costs through improved energy efficiency will lead to a number of benefits:

- increased profitability;
- greater competitiveness;
- job retention;
- additional money for business development.

Implementation of energy management system allows without significant investment to reduce energy consumption by 3-5 % within 1-2 years [1, p. 3].

Budgetary sphere

The implementation of ISO 50001 standard (energy management ISO 50001) is possible for all organizations, regardless of their size and type of activity. It can be implemented separately or with other energy management systems, such as ISO 14001, ISO 45001, ISO 9001 and so on.

The ISO 50001 standard is designed to establish a scheme for organizations to integrate energy conservation into their management practices. For organizations all over the world, including Russian ones, there is access to a single standard for its implementation in all spheres of activity [2, p. 30].

Peculiarities of the energy management system in budgetary institutions:

- appointment of a person responsible for energy efficiency,
- creation of separate documents – energy passport, energy saving program,
- implementation of energy management system.

Stages in the preparation, conclusion and implementation of an energy service contract in budgetary organizations:

1. Preparatory.
2. Energy survey.
3. Preparation of bidding documents.

4. Winner determination.
5. Design and installation.
6. Final.

The industrial sphere

Environmental problems are extremely urgent for the individual enterprise and the entire industrial complex of the country, as well as for the Earth as a whole. The development of industry, on the one hand, is the result of scientific and technological progress and the production activities of people. And on the other hand, industry is the main consumer of natural resources and a powerful source of pollution [4].

Industry is a sector where the policy of improving energy efficiency in Russia is very limited. This is where the phrase energy balance comes in. One of the main purposes of energy balance of an industrial enterprise is assessment of actual state of energy use at an enterprise, identification of reasons and definition of values of losses of fuel and energy resources [2, p. 31].

State regulation of energy efficiency in industry can be focused on two main groups of industrial enterprises:

Large energy-intensive industrial enterprises (fuel extraction and processing, ferrous metallurgy, non-ferrous metallurgy, chemistry and petrochemistry, pulp and paper industry, cement industry) [5].

The “500-500” program can provide final energy savings for 500 large energy-intensive industrial enterprises in the amount of 160 million Ttce in 2013-2020 and 500 million Ttce in 2013-2030.

In today's world, industry inevitably has a negative impact on the environment. However, without scientific and technological progress, the development of modern society is impossible. Developed industry provides mankind with all the benefits of civilization. All new developments and transformations in production and technological processes are carried out. All achievements of progress should be aimed at minimizing the harmful effects on people and their environment. [3]

To summarize, energy costs of all types – electricity, heat, liquid or solid fuel energy – have always been and remain an important part of the balance of expenditures of any enterprise, household, industry or country. Energy is often wasted inefficiently, because managers have no idea where energy losses are concentrated and do not know what sequence of actions will reduce these losses.

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МАТЕРИАЛЫ
XV Международной научно-практической конференции на английском языке «ДИАЛОГ КУЛЬТУР»

2022 ● Часть I

PROCEEDINGS
of the XV International Scientific and Practical conference in English “DIALOGUE OF CULTURES”

Part I

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Научное электронное издание сетевого распространения

Системные требования:
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для воспроизведения файлов формата PDF

Режим доступа: http://publish.sutd.ru/tp_get_file.php?id=202016, по паролю.
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Дата подписания к использованию 26.07.2022 г. Изд. № 5146/22

Высшая школа технологии и энергетики СПбГУПТД
198095, СПб., ул. Ивана Черных, 4.