

HISTORY
(specialty 07.00.02)

Goutieva M.A. Policy of personnel assimilation and peculiarities of its realization in North Caucasus in 1920-1930s

It is analyzed tendencies and contradictions of personnel assimilation policy within national autonomous areas of North Caucasus in the period of vertical power formation in the Soviet Union in 1920-1930s. The author stresses that the objective of assimilation was to increase the share of national local skills in the party and Soviet administration of national suburbs, in order to strengthen the Bolshevik authorities. Leaders of the Soviet States tended to increase the percentage of national personnel in the party and Soviet organs of most national republics and autonomies, because this could raise the visibility and attractiveness of Soviet power in the eyes of the local population. Personnel assimilation policies in the North Caucasus was difficult. The Soviet authorities faced problems that were not typical of other national territories. In addition to address critical national goals, the Bolsheviks wanted to increase literacy local skills, overcome cultural backwardness, enable local communities to national process of Socialist construction.

Key words: ethnicity, assimilation, regional elite, party-public policy, administration, inter-ethnic conflict.

***Gorsk state
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February, 5, 2011

ECONOMICS
(specialty 08.00.05)

Medvedev A.V. Appraisal and reappraisal model of investment project effectiveness data as a tool of management system of company's investment activity

Key objective of the research is perfection of a management system by the enterprise's investment activity. The research urgency proves requirement of investment management for tools which allow to carry out operative monitoring of realization of investment projects and in due time to make changes to the project in case of environment change. Novelty of the author's approach consists in use methodological principles of the controlling concept in the given specific functional sphere of the enterprise. As the new tool of a management system by the investment activity the author improves model, which calculate efficiency indicators of the investment project. This model allows not only to reveal deviations of planned targets from actually reached, but also on the basis of the analysis of these deviations to involve competent investment management level for an estimation and a choice of correcting management alternatives.

Key words: company's investment activity, investment management, financing model, investment project, controlling conception.

***Volgograd
state university***

January, 24, 2011

ECONOMICS
(specialty 08.00.05)

Molchanova N.P. Organization and economic aspects of state regulation of Russian region industries

The aim of this work is to study the influence of industrial policy on the most important aspects of industrial activity, objects of government's regulations, ways of government's support, funding sources. Methods of approach to forming industrial policy on regional level of governance are analyzed in the text. Ways of improving government's regulations of industrial activity and possible use of economical and organizational instruments in post-crisis conditions are grounded. Results of research lead to conclusion that regional industry policy should be considered in an orderly manner, containing the totality of terms in general use, considered economical and organizational activities, which favor the development of economy in limits of current territories by using the appropriate instruments. As the main forms of realization of industrial policy on regional level it is recommended to approve the legal deeds of autonomous districts of Russian Federation to regulate and support the industry, form the concept, development, realization and control of implementation of complex program of development the region's industry.

Key words: industrial policy, government regulation, region, priority, tools, concept, program, law regulation.

***Moscow state university
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January, 29, 2011

ECONOMICS
(specialty 08.00.05)

Reikhainova I.V. Main trends of education services production improvement of high school

It is determined the topicality of modern production organization of education services for the formation of new organization and economic mechanism of education sphere improvement, revealed economic nature of education services as a social profit, the essence of which is determined by a system of specific economic relations appearing both in the sphere of education and in the interconnection with the surrounding with social and economic space, developed the main trends of dependence of high education sphere on consumers, existence of rough requirements to business and moral features of personnel, high qualified specialists; coherence of interconnected kinds of activities of a high school; development of material and technical base, computer supplement, solution of financing problems and other spheres of university functioning; improvement of general data of education, scientific and material work; corresponding information and real data in the form of documents involving such operations as monitoring, proved tests, corrective actions; mutually beneficial relations with suppliers.

Key words: education services production, basic functions of education sphere, improvement of organization and economic approach to the development of education services, main trends of education services trends.

***South-Russian state
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January, 24, 2011

ECONOMICS
(specialty 08.00.05)

Serbinovskiy B.Ju., Sheffer A.M. University brand as a complex social and economic system

University brand of a new type is presented as a complex social and economic system, it is determined its content, analyzed branding of federal, national investigative and innovative universities, formulated conclusions and recommendations directed to the branding improvement that should become the attractive feature of education and innovative system of Russia, to enhance the positions on the world market of education and science services.

Key words: marketing, brand, branding, university, education services, scientific services, service market.

***Southern
federal university***

January, 17, 2011

PHILOSOPHY
(specialty 09.00.01)

Shevchenko O.M. Religion and xenophobia: confessional markers in construction of “alien phobia”

It is considered the interconnection of religion and xenophobia within the context of religious non passionate actualization. The specificity of religious xenophobia lies in the usage of confessional markers for the opposition of “close” and “alien” and is expressed in the construction of “alien phobia”. The religious role as a key system forming factor of culture in the creation of “alien phobia” is revealed in two ways: by means of formation of a certain type of thinking and behavior norms through religious institutions, incorporated in this or that social instrument.

Key words: religion, xenophobia, Judaism, anti-Judaism, Christianity, Christian phobia, Islam, Islamic phobia.

*Southern
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January, 14, 2011

PHILOSOPHY
(specialty 09.00.08)

Zaseeva L.T. On activity and motive structure of competences

It is considered activity and motive structure of competences. The main results of the investigation is the variety of its classification the bases of which correlates theoretical and practical or professional and intuition interests. There is a significant disproportion in the number of definitions of the notion “competence”. The formation and development of the competence approach in the sphere of Russian education is predetermined by such reasons as the crisis of Russian education in methodic, organization, commercial and science aspects; intention of all members to teach and be taught; releasing the latest European conceptual and methodic works based on the expansion of skills – not only to teach and be taught but also live and act in society.

Key words: education, competence, structure of competence, society.

***Gorsk state
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February, 15, 2011

PHILOSOPHY
(specialty 09.00.08)

Polikarpova E.V. The methodological construct of the study of ICT influence on people's consciousness

The article deals with the problems of the methodological construct of the social and philosophical study of the Information Communication technologies (ICTs) on people's consciousness is as follows. First of all, one is to proceed from the fundamental fact according to which ICTs are used by the subject referred to as S. The S covers society in general, social groups and institutions and individuals. The ICTs are used by the S to manipulate people's consciousness (C). Three ICT groups can be singled out on this basis. ICTs₁ include traditional printed mass-media (books, magazines, newspapers) and radiobroadcasting. ICTs₂ are modern high-hume technologies, digital and interactive TV, satellite TV, multimedia (hypermedia, interactive multimedia), computer graphics technologies, digital video, animation technologies, supercomputer technologies, virtual reality, computer games, network technologies of data processing and transfer, web-technology, intelligence technologies (in intelligence technologies the key place is occupied by the theory of decision making and the computer is a tool for it), artificial intelligence and information security technologies. ICTs₃ encompass future-oriented high-hume technologies, mobile text communication technologies and peering networks consisting of personal computers whose Internet nodes are uncertainty quantum areas functioning independently. The third group also covers the quantum Internet, quantum cryptography and information quantum technologies.

Key words: methodological construct, information, computer, information communication technologies, consciousness, man, resonance, memory, social channel, high-hume technologies

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January, 12, 2011

PHILOSOPHY
(specialty 09.00.13)

Sorokin G.V. Some aspects of ancient culture genesis

It is considered the process of ancient culture genesis. There is a rough correlation of the ability of the policies to transform their social and political systems and institutions and their contribution in culture. If there is a nature transformation in any society, the Greeks were the first to reach collective rational transformation of the society itself. The most radical social transformation happened during the formation of ancient democracy where it is marked a new type of sociality – “internal” involvement – through rational proof, mutual formation of new objectives and values and its achievement. Traditional societies of the East for which more typical is the involvement through the tradition and repressive power can be presented as steady balance, ancient democracies – not steady balance. More slight tools of social regulation prevail here: language sphere (verbal communication), individual rationality, collective ideal.

Key words: culture, culture genesis, democracy, ancient times, society, sociality, Athenes.

LINGUISTICS
(specialty 10.01.01)

Sorokina T.E. Images of “mystical historical key factors” and conception of an active character in the novels of P. Krusanov

It is considered the features Russian fiction history functioning. The main objective is to analyze the prose of P. Krusanov and his novels “Bom-Bom” and “American hole” as an ideal and fiction space where the image of “mystical historical key factors” performs a text forming function and enhances the role of the character and his deeds. Considering the problem of modern times and drawing attention to the Russian fate the plot in his novels appears in the context of alternative history and builds the story of Russia and Europe opposition. In the plot of resistance there are no motives of Russian defeat; Russia is depicted as attacking but defending part of the conflict. The conflict is presented as archetypical but it does not mean that the opposition is followed in all situations. Not repeating the historical collisions of the last decades the plot of the novels can be interpreted as a compensation: Kursanov’s Russia appears to be stronger than in reality.

Key words: fiction history, “mystical historical key factors”, character conception, ideal and fiction space.

***Southern
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February, 3, 2011

LINGUISTICS
(specialty 10.01.03)

Belavina E.M. Paul Verlaine: from the reception of the text to the poetics of translation

Article is devoted problem consideration reception the text on an example of a cycle of poems of Paul Verlaine (1844—1896) — the French poet, one of founders of literary impressionism and symbolism. The author sets as the purpose to consider feature of poetics which should be considered to the translator, and also to reveal mechanisms auditory imagination, the understanding is necessary for literary translation creation. The special attention is given understanding of influence auditory imagination (imagination type at which auditory to a perception modality there corresponds that part of imagination which operates with sounds and rhythms) while translating P.Verlaine's poems known poets and translators. Such comparative analysis with application of principles auditory imagination gives to article novelty. Research of microprocesses of imagination allows to reveal more precisely priorities in product poetics, but demands revision of concept of unit of transfer depending on type of creative imagination of the author.

Keywords: Verlaine, poetics, translation, mechanisms of the auditory imagination

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January, 17, 2011

LINGUISTICS
(specialty 10.02.04)

Ivanova L.B. Temporal semicomplex infinitive sentences and their syntactic synonyms in modern English

According to prof. Blokh, composite sentences as polypredicative constructions exist in two types: composite sentences of complete composition and composite sentences of consise composition. So, sentences with non-finite constructions are considered to be infinitive, gerundial, participial semicomplex sentences, or time have several syntactic synonyms in modern English such as: participial, gerundial semicomplex sentences of time and subordinate clauses of time with conjunctions when, while, as, after, before. It is necessary to mention that infinitive semicomplex sentences of time in Modern English are met very seldom and are not mentioned by the majority of linguists. Being syntactical synonyms infinitive, gerundial, participial semicomplex sentences and the corresponding subordinate clauses of time with conjunctions when, while, as, after, before possess common functional-grammatical characteristics, have different structure and are transforms of each other. They have different volume of Tense meaning and some positional peculiarities.

Key words: semicomplex sentences, syntactical synonyms, volume of tense meaning, sema.

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February, 21, 2011

LINGUISTICS
(specialty 10.02.19)

Bondarevskiy D.V. Analytical units: problem of grammatical status

Analytical units, whose grammatical status is hard to define owing to objective difficulties, are brought to light. Various cases of manifestation of intensification of analytical tendencies are described. Terminological “fuzziness” of the “invariability” concept is given attention to. The question of the necessity of the morphological distribution of analytical units is raised. Grammatical polyfunctionality of invariable units, numerical strength and frequency of use of which makes it possible to state the fact of new microsystems appearance within morphology. The notion of syncretism and eclecticism of modern classification of parts of speech is defined. The increasing number of invariable words is treated as a most typical manifestation of progressing analytical tendency, peculiar to other Indo-European languages. Under research is also differentiation of invariable names between indeclinable nouns and adjectives by the character of boundaries of parts of speech, which is typical not only of the Russian, but also the French and English languages at the modern stage of the language evolution.

Key words: invariability, analytical units, analytical tendencies, language evolution, grammatical polyfunctionality, parts of speech qualification

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February, 15, 2011

LINGUISTICS
(specialty 10.02.19)

Gilfanov R.T. Comparative education of foreign languages in terms of polycultural region

It is considered the topical problem of pedagogy – problem of foreign languages teaching. In many regions of our country there is a linguistic situation that characterized by the complexity form of existence determined by its polynationalism. Such a developed and formed space creates the necessity to introduce such tasks in education that will take into account this factor. One of them is the involvement of a student in universal culture values, formation of skills to interact with representatives of other nations. Any culture is connected with the language which stores and transfers culture values from generation to generation. That strengthens the importance of the discussed question.

Key words: education, culture, native language, foreign language.

Tyumen
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February, 24, 2011

LINGUISTICS
(specialty 10.02.19)

Oberemchenko E.Ju. Language behavior and diplomat personality within hidden pragmalinguistics

The article aims at analyzing the verbal behaviour of Russian and German-speaking diplomats of the 20th-21st centuries, which is based on the texts of their interview. In carrying out the research into the verbal behaviour the method of covert pragmalinguistics was used. The method helps to diagnose their individual-personal and professional qualities. The importance of the research is stressed by the attempt to analyze the speech behavior of Russian speakers and German speakers diplomats to diagnose personal qualities. It allows to define national and cultural features of behavior and stereotype characteristics. On the back of pragmalinguistic analysis it can be studied the speech behaviour of diplomats of different cultures and diagnose their features.

Key words: speech behavior, personality, diplomat, linguaculture.

***Southern
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February, 11, 2011

LAW
(specialty 12.00.01)

Boulanov N.I. On management and power

It is analyzed the problem of role and importance of authorities and management in social lives. It is shown that history changes in the structure of public division and cooperation of the labor has lead to the development of organizing and economic forms of production management and the authorities, but realization of social function of management is based on understanding of social fairness, identical to its nature social society. The author comes to conclusion that premises of public management production, in condition of the public property on capital goods, provide the necessary level material, scientific, social conditions for shaping of united management public facilities - a realization to social function of management.

Key words: management, power, social reproduction, social justice, social property.

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February, 14, 2011

LAW
(specialty 12.00.01)

Pustovalova I.N. Law consciousness formation – main term of deinstitutionalization of corruption relations

The article deals with the institutionalization of corrupt relations, focuses on the relationship of administrative dishonesty of public servants and perceptions of corruption by citizens as a common phenomenon with the existing level of legal awareness in society. Substantiates the need for a sense of justice as a priority to counter corruption.

Key words: corruption, institutionalization, causes, corruption counteraction, priority measures, formation of legal consciousness

***Shuysk state
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January, 17, 2011

LAW
(specialty 12.00.03)

Evangelevskaya L.V. Correlation of pretended deals of gifts between commercial organizations and suspicious deals in terms of bankruptcy

Article 61.2 “About insolvency (bankruptcy)” – “Appeal of suspicious deals of loaner” is dedicated to the deals with non proportional commitment. As civil legislature determines the appeal on general bases of pretended deals of gifts including deals with non proportional commitment as a result one and the same deal is under different regulation depending on the fact if the property is introduced according to the contradictive deals of bankruptcy procedures or not. It is analyzed the existing mechanism of appealing of pretended deals with non proportional commitment on general bases and suspicious deals in bankruptcy.

Key words: deal of gift, bankruptcy, commercial organization.

***Southern
federal university***

February, 3, 2011

PEDAGOGY
(specialty 13.00.08)

Alisultanova A.D. Competitive approach as innovative determinant of engineering education

In article pedagogical aspects of the innovative approach to realization of the higher technical education in the conditions of two-level system are investigated. On the basis of the analysis of domestic and foreign experience of innovative formation in engineering preparation necessity of the system approach to designing and realization of educational programs by their addition competent, concerning sphere of innovative activity comes to light. Preparation of the competent expert-engineer is proved through techniques of active training, expansion and deepening of interdisciplinary knowledge. One of the major directions of modernization of an engineering education in frameworks competent the approach define as the benchmarking activity independent of credit engineering education centers, and the analysis of innovations of the Russian and foreign high schools, scientific and pedagogical schools, their generalization, experimental approbation and wide practical use.

Key words: problem focused methods, the design organized technologies of training, the interdisciplinary approach, methods of active training.

***Grozniy state
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January, 14, 2011

PEDAGOGY
(specialty 13.00.08)

Semina V.V. Pedagogical terms of forming foreign lexical competence of bachelors

The aim of the article is to describe and analyze pedagogic conditions which allow to form a foreign lexical competence of bachelors effectively. The author singles out two types of conditions. They are methodological-organizing and conditions of self-development. It is crucial to follow methodological-organizing conditions while planning an educational process in order to make further work more effective. These conditions include measuring of the level of the lexical competence, didactic materials, informational and technological means, communication with foreigners, reading foreign books and watching foreign films. Conditions of self-development are necessary for the implementation of students' abilities. They contain the development of skills of self-testing, self-analyses and self-appraisal; subject actualization; formation of motivation to the use of a foreign language; subject-subject relations between students and teachers; dialogue of cultures. The implementation of those conditions allow to make educational process of lexical competence formation more efficient.

Key words: foreign lexical competence, pedagogical conditions, subject notion, self-studying, self-development

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February, 3, 2011

SOCIAL SCIENCE
(specialty 22.00.04)

Fokina O.A. Service as an indicator of society prosperity

This article is devoted to the problem of socio-economical interaction of service and social emotions of a man. The point of the problem is determined by the fast developing service relations in Russia in terms of global process of the society servilisation. The service in Russia develops according to the great socio-economical transformations that can influence both positively and negatively on the socio-economical society life. The analysis of theoretical and empirical data (taken as an example the Volgograd region) allows to affirm that the level of service development influences the way of life, the system of population needs, behavior ways, tastes, customers preferences is an indicator of society prosperity. They affirm that the discrepancy between the domestic service sphere and the world service standards is said to be and it, in its turn, influences on the vital quality services access. The result is said to be one should use service adaptation potential and usage of “man consumer” technologies.

Key words: service, service industry, society prosperity, service adaptation potential.

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January, 21, 2011

SOCIAL SCIENCE
(specialty 22.00.08)

Tkhorikov B.A. System of mass service in outpatient and hospital establishments

Growth of disease of the population on the basic classes of illnesses, out-of-date approaches to rationing of work of the medical personnel, not considering influence of casual variables on volume of work of doctors-experts of outpatient reception hours and as optimization of number of establishments of a primary link, promote increase in quantity of out-patient-polyclinic visitings and decrease in availability of medical aid. In this connection, the estimation of efficiency of the organization of rendering of medical aid in out-patient-polyclinic establishment from a position of the theory of mass service is of interest. In article results of a theoretical substantiation and the mathematical calculations confirming possibilities of use of operations of mass service as the tool of social management by modern establishment of public health services are stated, the conceptual device, algorithm of application of settlement techniques of the theory of mass service in practical activities of medical institutions are resulted adapted for specificity of branch.

Key words: system of mass service, out-patient-polyclinic medical aid, the patient, forecasting.

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February, 24, 2011
